Pega Service Provider Compendium 2021

January 2021: Complimentary Abstract / Table of Contents

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Custom research capabilities

- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

Membership information

- This report is included in the following research program(s)
  – Enterprise Platform Services
- If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at **info@everestgrp.com**

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Background of the research

- The early adopters of Pega were looking to adopt its core solutions to help them streamline and automate tedious and recurring back-end manual processes. However, enterprise expectations have evolved, and they are now looking to effectively connect the back-end and client-centric operations to offer better stakeholder experience

- In response to the changing market landscape, Pega's product portfolio has expanded from core Robotic Process Automation (RPA), Business Process Management (BPM), case management, and low-code platform to customer engagement / CRM solutions – including customer service, sales automation, marketing, field service management, Customer Decision Hub (CDH), and co-browse – with deep industry contextualization.

- With changing client expectations and evolving Pega landscape, service providers are investing in building strong talent pool, creating horizontal and industry-specific solutions, establishing an innovation ecosystem, and are ramping up their domain capabilities to complement the industry functionalities/frameworks offered by Pega across key verticals such as BFSI, healthcare and life sciences, telecom, and public sector

- In this research, we present an assessment of 16 service providers featured on the Pega services PEAK Matrix®

The assessment is based on Everest Group's annual Request For Information (RFI) process considering investments made till September 2020, interactions with leading Pega service providers, client reference checks, and an ongoing analysis of the Pega services market

This report includes the profiles of the following 16 leading Pega service providers featured on the Pega services PEAK Matrix® :

- **Leaders:** Accenture, Capgemini, Cognizant, TCS, and Virtusa
- **Major Contenders:** Aaseya, Atos, Coforge, HCL Technologies, Infosys, Mphasis, Tech Mahindra, and Wipro
- **Aspirants:** Areteans, TTEC, and Zensar

Scope of this report:

Geography
Global

Service providers
16 leading Pega
service providers

Services
Pega services

Everest Group's definition of scope of Pega services

NOT EXHAUSTIVE

Consulting services

Pega platform strategy and roadmap formulation, mapping of existing technology landscape, product(s) selection, feasibility and readiness assessments, security assessment, integration strategy, change management, and CoE setup advisory

Implementation services

Requirements gathering, technical and functional design, system and process configurations, Pega platform setup, Pega CRM setup, custom application development, integration, and application deployment

Maintenance and support services

Help desk management, monitoring, incident management, issue resolution, emergency fixes, ongoing customizations and integrations, update support, new feature addition, minor and major usability enhancements, and product enhancements

PEGA offerings

PEGA platform

Pega Cloud covering the range of functionalities including low-code development, case management & BPM, robotic automation, workforce intelligence, virtual assistant, and decision management

Customer engagement and CRM

Pega CRM suite covering functionalities such as marketing, sales automation, and customer service. This also covers the customer decision hub, field service, and co-browse products

Pega Cloud	Low-code App Development	Mobility	Robotic Automation	Marketing	Sales Automation	Customer Service	Customer Decision Hub	Field Service

Note: The assessment focus on IT capabilities of the service provider, and BPO services (running business processes on Pega) are not included as a part of the scope.

Everest Group® RESEARCH

The Pega service provider compendium report has profiles and buyer case studies for 16 leading service providers

Pega Service Provider Compendium 2021

Service Provider | Pega services profile (page 2 of 4)
Provider overview

Vision for Pega services
Aims to bring intuitive customer ecosystem experiences to life with innovative and creative solutions based on actionable data insights. The company believes in leveraging Pega services to build digital business platforms of the future by reimagining business processes, energizing legacy, and accelerating business outcomes.

Current partnership status with Pega: Platinum

Projects completed (in 2019): XX

Pega certified experts: XX

Percentage of projects by buyer size (annual revenue)

High (>25%) Medium (10-25%) Low (<10%)

| Less than US$1 billion | US$1-5 billion | US$5-10 billion | US$10-20 billion | Greater than US$20 billion |

Percentage of projects by products

High (>25%) Medium (10-25%) Low (<10%)

Pega platform and BPM   Customer engagement and CRM[1]   Others[2]

Proportion of Pega services revenue by business function

High (>30%) Medium (15-30%) Low (<15%)

Consulting   Implementation   Maintenance and support

Percentage of projects by geography

North America   Europe (excl
Middle East & Africa   United Kingd

Percentage of projects by industry

Energy and utilities   Manufacturi
BFSI   Retail, distrib
Electronics, hi-tech, and technology   Telecom, me and entertain
Healthcare and life sciences   Travel and tr

1 Includes marketing, sales automation, customer service, field service, customer decision hub, and co-browse products
2 Includes custom applications and partner applications

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Pega Service Provider Compendium 2021

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Case studies, solutions, and investments

Proprietary solutions (representative list)

Solution name	Focused industry/product	Details
Solution 1	BFSI	An omnichannel platform designed to automate the loan origination life cycle that eliminates paperwork, and with digitization aids loan processing teams to deliver increased operational efficiency
Solution 2	Across industries	A comprehensive set of tools and methodologies to anticipate challenges and complexities involved in Pega platform upgrades. The tool performs both quantitative and qualitative analysis of existing Pega applications to provide insights to make the upgrade more predictable
Solution 3	Healthcare	A unified solution that integrates multiple Pega healthcare strategic applications from product and plan design, marketing, selling, and enrollment
Solution 4	Across industries	A unique framework to automate customer complaints resolution process for different lines of business services. The framework can handle complaints from various sources such as mobile, email, and soci time and customer satisfaction
Solution 5	Across industries	Developed using CPMi framework, CSWD is a fully integrated customer service and workflow system customers, even if the customer/policy details are hosted on multiple systems of record

Key investments (representative list)

Investment theme	Focused Pega product	Details
Acquisition	All Pega products	ABC: Leverages synergies across CRM / customer engagement initiatives; the acquisition has further specifically in the Nordics
Certifications	All Pega products	Invested in upskilling and cross-skilling resources across Pega certification streams

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Case studies, solutions, and investments

Case study 1   Client: A leading telecom provider

Business challenge
The client needed a solution to simplify its order fulfillment process to enable it to reduce revenue recognition cycle and to further expand business

Solution
- Enterprise-wide Pega implementation encompassing 16 top-level process areas
- Designed, developed, and deployed 14 applications and support for around 200 deployments, with applications belonging to different lines of business, procurement, customer advocacy, and digital business
- Deployed EPBM platform applications that processed 25,000 cases per week

Impact
- Improved customer SLA compliance from SLA leakage of 50% to 10%
- Up to 24% reduction in the average handling time
- Up to 70% reduction in activation cycle time
- Automated the order management process and provided guided next steps for faster resolution
- Provided customer visibility by message and e-mail

Case study 2   Client: A leading insurer that wanted to transform its claims process

Business challenge
A large specialty insurer believed its claims systems and processes were business-critical. With operations spread across multiple geographies that relied on different systems and processes for managing claims, the client was experiencing challenges in ensuring smooth, streamlined, and efficient operations, and wanted to improve the situation

Solution
- Deployed a Pega-7-based workflow platform that helped collapse multiple mid-office systems into one unified front end
- Automated and streamlined claims management
- Enabled self-service interface for notifications

Impact
- Enhanced savings with legacy system decommissioning
- Supported claims workload management globally with unified claims processing
- Shortened delivery cycle with a shift-left testing approach and incremental development cycle
- Provided a seamless claims processing experience for claim handlers

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Research calendar
Enterprise Platform Services (EPS)

Flagship EPS reports	Release date
Services for Cloud ERP – PEAK Matrix® Assessment 2020: The Market is Growing but Not Fast Enough	November 2019
Salesforce Services PEAK Matrix® Assessment 2020	May 2020
Salesforce Services – Solving for the Missing Link	June 2020
Salesforce Marketing and Commerce Cloud Services PEAK Matrix® Assessment 2020	July 2020
Salesforce Marketing and Commerce Cloud Services Provider Compendium 2020	August 2020
ServiceNow Services PEAK Matrix® Assessment 2021	October 2020
ServiceNow Service Provider Compendium 2021	November 2020
Pega Services PEAK Matrix® Assessment 2021	December 2020
Pega Service Provider Compendium 2021	**January 2021**
ServiceNow Services – State of the Market Report 2021	Q1 2021

Thematic EPS reports	Release date
BigTech Battle: Digital Experience Platforms (DXP) Assessment – Rise of the Digital Experience Platform	June 2019
Cloud Management Platform Trailblazers: Top 10 Start-ups Creating Buzz in the Market	October 2020
S/4HANA: Learnings from Current Adoption	Q1 2021
Rise of the Disruptive SaaS	Q1 2021

Note:　For a list of all of our published EPS reports, please refer to our website page

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