



G-Cloud 14

Service Definition Document

Aaseya Pega Implementation Services

1. Overview

Aaseya is a Pega Global Elite Partner with expertise in Digital Transformation through best-in-class delivery of Pega's enterprise AI decisioning and workflow automation Platform. Our 430+ Pega Consultants, specialise in agile delivery of Pega, building solutions for Customer Experience, Business Operations, Legacy Modernisation, and Case Management.

With a specific focus on Public Sector, Aaseya works with Public Sector and Government bodies globally to implement and manage their Pega Platform solutions.

Aaseya has an Executive Leadership Team that has worked for / and with Pega spanning 12 – 22 years each. Aaseya delivers Pega services through customer site, offshore and hybrid delivery models.

Our 430+ expert Pega consultants specialise in agile delivery of the Pega Infinity Platform building solutions in the areas of Customer Experience, Business Operations, Legacy Modernisation, and Case Management.

2. Scope of Services

The Aaseya Pega Implementation Service provides:

Consulting Services

Digital Process Automation Consulting
Implementation Expertise and Platform ROI
Pega Robotics (RPA & RDA) Consulting
Platform Modernisation & Migration Consulting

Project Implementation

Full Lifecycle Delivery
Strategic Application Implementations E.g. Customer Service
Rapid Delivery Approach
Agile Journey Centric Delivery
DevOps & CI/CD Pipeline

Pega COE Consultancy

Partnering to initiate and build a customer's COE
Expert advice to mature a customer's existing COE

Packaged Services

Design Review
Configuration Review
Performance Health Check
User Experience Consulting

Staff Augmentation

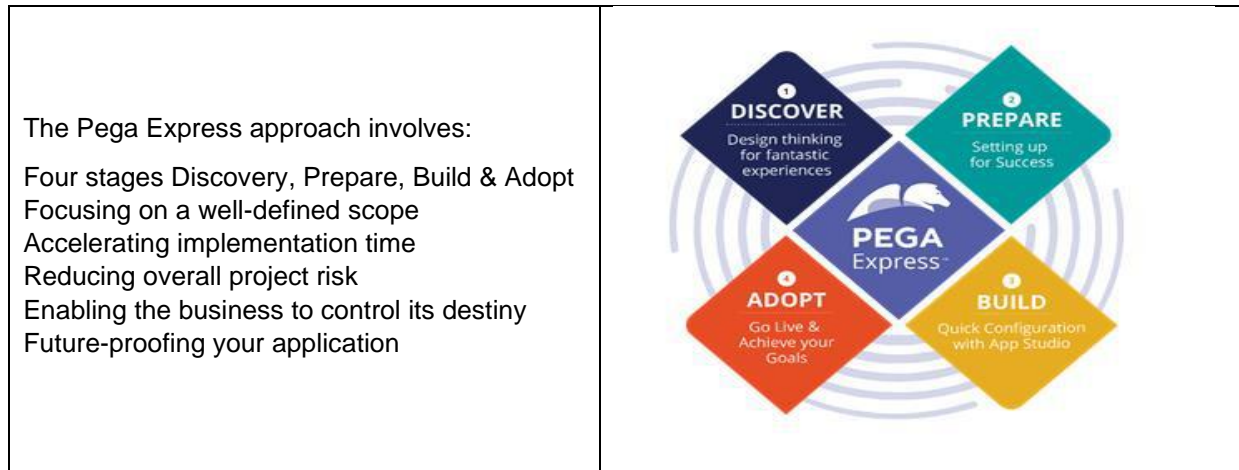
Providing Expert Pega Professionals
Coach customer's staff to be experts

Testing Services

Implementation of automated functional testing using Selenium
Implementation of performance testing using Neoload

3. Delivery Methodology

Pega Express methodology focuses on delivering Journeys that cut across departmental and channel boundaries. By endorsing and adopting the Pega Express Implementation Methodology, the customer and Aaseya can jointly deliver quick wins (Minimum “Loveable” Product), usually within 90 days and set the foundation for simple and repeatable new features throughout the program lifecycle.



Discovery

The Discover phase is all about understanding the proposed solution, ensuring it will deliver the right business outcomes with the right team. This starts by identifying the journeys and microjourneys™ that deliver the most business benefit.

Discovery describes the activities to be done while the project is being defined, including deciding on the microjourney™(s) to build, collating the simple building blocks required to build an application. This phase helps crystalize quickly and in detail the project scope. Using the Case Type Backlog to capture this information, allows you to then estimate the effort and team size.

Prepare

The Prepare phase includes defining key activities, such as identifying dependencies, milestones, training and briefing the team for co-production. We would also provision the development environment to work in and gathering any background information about current processes and data. A formal project kick-off meeting is held to clarify the scope and deliverables to everyone involved. During the phase we would also refine two sprints worth of work using Pega’s Direct Capture of Objectives capability and tools, establish the development standards, and start the Multi-Level Governance meetings.

Build

Agile iterative methodology to plan, build, and test in a mini-development cycle, called a Sprint. Pega technology is highly aligned to Scrum, the most popular Agile framework, although other Agile frameworks can also be used. Each Sprint, a Sprint’s worth of work from the Product Backlog is selected and then allocated to the project team to build. Team Leads are involved to shape the delivery, and testers are embedded within the Sprint team to continuously test. The output of the Sprint may be part or all of a Journey that can be demonstrated and independently tested. The Sprint may or may not go live by itself – typically several sprints are combined into one deliverable release, though it depends on the nature of what is being built. Quality during the delivery is assured using a Definition of Done (DoD) that enforces unit testing, UX and UI reviews and show and tells, to ensure we test as early as possible.

Adopt

This phase carries out industry specific testing, and then deploys the software to production with any required post live support and transition to business as usual. Before any product is released into production, the development team and key stakeholders meet to review testing results, open defects, key residual risks, the transition readiness plan, and any additional open issues to determine whether they accept the solution as built. This is commonly referred to as the “go / no go” meeting, because they determine if the release is a “go” or not.

4. Supporting Practices

To complement our certified Pega Architects, our Pega Implementation services also consist of team member from our following practices:

Agile Project Management	Business Analysis	Experience Design	Quality Assurance
<ul style="list-style-type: none"> • Certified and Highly experienced Project Managers/Scrum Master • Experience across different methodologies like Agile-Scrum, SAFe Agile, Waterfall • Platform awareness, understanding of the Pega delivery principles • Full Lifecycle Project Delivery • Delivering Scrum Ceremonies • Release and Config Management • Governance <ul style="list-style-type: none"> ✓ Client Communications ✓ Stakeholder Management ✓ Project Reporting ✓ Risk & Issue Management 	<ul style="list-style-type: none"> • Principal, Lead and Senior Business Architects • Experienced in the full SDLC for Low Code Technologies using agile principles • Expert at running requirements workshops and writing User Stories • Ensuring the requirements are captured with the Pega target platform top of mind • Supporting the Development and Test Teams during the SDLC • Working closely with Business Users and conducting show and tell sessions of the built applications • Business Domain knowledge of multiple industries 	<ul style="list-style-type: none"> • Experience Designers • Responsible for project UX/UI delivery • Interaction with Dev team, BA's and business users to streamline the user experience • Conduct user research and survey • Create User personas, customer journey and Sitemap • Develop wireframes, prototypes and task flows • Create artefacts in Adobe XD • Create design guidelines for Dev team • Review the ongoing development progress in terms of UX/UI 	<ul style="list-style-type: none"> • Quality Assurance Engineers • Functional Testing within Sprints • System Integration Testing • Supporting User Acceptance Testing • Automation Testing using Selenium, & Katalon • Performance Testing using Jmeter, Neoload, Gatling • Security Testing - OWASP ZAP

5. Roles & Responsibilities

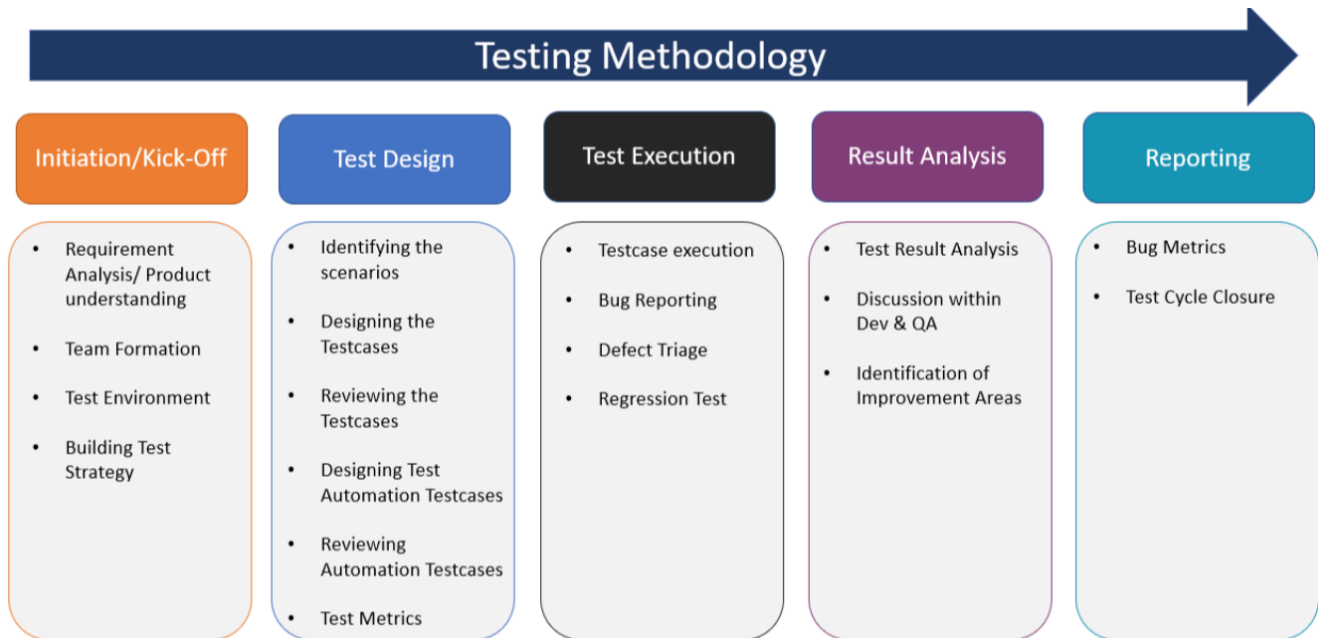
The Aaseya Pega Implementation Service key roles used as part of the service to ensure customers maximise the Pega Platform investment include:

Role	Responsibilities
Engagement Leader / Scrum Master	Plan the delivery of the Pega elements project and its activities in accordance with goals of business Deliver to agreed scope, timescales, budget, and quality metrics Act as a trusted advisor to the client on all aspects of the engagement Advise on Pega delivery methodology and how this can be harmonized with the Client's methodology Act as a single point of contact for all program related escalations Act as Scrum Master for the project Identify and evaluate the risks associated with program activities and take appropriate action to control the risks Maintain risk register and mitigation plan
Principal / Lead System Architect	Responsible for architecture and designing business applications using Pega and other Pega frameworks. Provides architecture and design guidance to project teams Provide Technical Oversight for the Pega Implementation Identifying and understanding the future scope of the implementation and adopt a reusable framework-based approach into design

	<p>Provides direction to development teams and business partners across the projects, solving complex business requirements</p> <p>Accountable for ensuring technical architecture of delivered solution matches customer requirements, and commits to Customer Success (realisation of business benefit)</p> <p>Establish technical governance structure, processes, etc. and assure same is adhered to by development teams</p>
Principal / Lead Business Architect	<p>Liaise with multiple business stakeholders and Product Owner to develop high quality business requirements</p> <p>Identify high level use cases / user stories</p> <p>Assist business in prioritisation of use cases</p> <p>Co-ordination between Design and Technical groups - Works closely with the architects during designing of the Pega solution</p> <p>Review detailed use cases and acceptance criteria, delivered by Senior Business Analyst</p>
Experience Designer	<p>Act as UX/UI Lead</p> <p>Responsible for project UX/UI delivery</p> <p>Interaction with Dev team, BA's and business users to streamline the user experience</p> <p>Conduct user research and survey</p> <p>Create User personas, customer journey and Sitemap</p> <p>Develop wireframes, prototypes and task flows</p> <p>Create design guidelines for Dev team and user manual</p> <p>Review the ongoing development progress in terms of UX/UI</p> <p>Monitor other miscellaneous delivery aspects like risk management, time management, resource management etc.</p>
Senior Business Architect	<p>Identify high level use cases / user stories</p> <p>Co-ordination between Design and Technical groups - Works closely with the Senior System Architects during development of the solution</p> <p>Write detailed use cases and acceptance criteria</p>
Senior System Architect	<p>Act as module leads</p> <p>Daily coordination with the team and assure on-track of development</p> <p>Escalate to project leadership of any delivery risks</p> <p>Configuration of the system to deliver the User Stories</p> <p>Code Reviews</p> <p>Interaction with other delivery teams, to provide clarifications or seek clarifications</p> <p>Unit testing</p> <p>Support Testing</p>
Lead Quality Assurance	<p>Responsible for delivery of Test plan</p> <p>Review test cases</p> <p>Execute test cases</p> <p>Weekly report on test status, quality of configuration, application stability</p> <p>Support QA Analysts</p> <p>Ensure defects raised have adequate details to assist quicker debugging</p>
Quality Assurance & Automation	<p>Author test cases</p> <p>Execute test cases</p> <p>Log test results</p> <p>Report issues</p>

6. Quality Assurance & Testing

As part of the Aaseya Pega Implementation Services, a strong and proven testing methodology will be adopted ensuring the quality of product that is released. Much of the testing will be carried out in-sprint. This is where the Test Team is embedded as a quality assurance function within the development Sprint Team. This assures that any development meets an appropriate level of quality prior to the sprint completion (this embraces the concept of shift left).



Aaseya use 2 techniques for testing solutions and ensuring a high level of build quality:

- 1) **Manual Testing** – QA produces Test Cases that will cover the GUI, Integration and Functional Testing. The Test Cases are a set of Test Steps with execution, pre-conditions and expected results to verify compliance with a specific requirement of the project. All the approved test cases will be maintained by the QA team with proper Execution status.
- 2) **Automation Testing** – Consists of prioritising test cases to be automated, writing of automation scripts, mapping those scripts with test cases and creating a comprehensive test suite. Tests then can be run using the Test tool with test data as input and generate test reports for analysis. With every build, scripts are added, modified or deleted to keep the test suite current.

7. Governance

The below table shows the governance framework Aaseya recommend as part of the Aaseya Pega Implementation Service offering:

Review Type	Aaseya Participants	Customer Participants	Frequency
Project Kick Off Meeting	Aaseya CEO Customer Success Exec Project Manager Project Team	Programme Sponsor Programme / Project Manager Product Owner Team Members Client Representatives	Once
Daily Stand-up Call Meeting	SCRUM Master Project Manager Project Team	Project Manager Product Owner Team Members	Daily

Sprint Planning or Retrospection Meeting	SCRUM Master Project Manager Project Team	Programme Manager Project Manager Product Owner Team Members Client Representatives	Each Sprint
Status Review Meeting	Project Manager Business Change Consultant	Programme Manager Project Manager Product Owner	Weekly
Monthly Business Review	Customer Success Exec Project Manager Business Change Consultant	Programme Sponsor Programme Manager Project Manager	Monthly
Steering Committee Meeting	Aaseya CEO Customer Success Exec	Programme Sponsor Programme Manager	Bi-Monthly

8. Expected Outcomes

Aaseya provides vast experience in delivery of the Pega Platform for clients globally. This experience provides the following key benefits:

- Cost effective delivery models - onshore, offshore and hybrid
- Higher quality Pega application implementations
- Specialist provider with the expertise to build your platform
- Outcome based commercially innovative models
- Early benefit realisation through faster delivery timescales
- Benefit from Aaseya's experience across a wide customer base
- Maximise the value of your Pega platform investment
- Experience of over 145+ Successful Pega Go-Lives
- Specialized Govt, Manufacturing, Intelligent Automation, Delivery, Training, & Customer Service

9. Pricing

The Aaseya Pega Implementation Service is priced either as fixed price or time and materials depending on the customer's requirements. The price is dependent on the following key aspects:

- Scope
- User Stories
- Interface Requirements
- Reports
- Correspondence
- Channels
- Services required (e.g. development, testing, automation, business analysis etc.)
- Use of the Pega Platform and Strategic Applications
- Project Leadership (Aaseya led or customer/third party led)
- Duration
- Percentage of the work to be completed by Aaseya versus customer or third party
- Location of the services provided

By understanding the above dimensions, Aaseya can quickly provide a commercial proposal.

Alternatively, Aaseya can provide the same kind of service on a Time & Materials Rate Card, priced per the attached SFIA Rate Card.

10. Aaseya Pega Implementation Service – Contact Information

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11. About Aaseya

Aaseya is a leading professional services company, specializing in Digital Transformation through the rapid delivery of Low Code and Digital Process Automation technologies. Aaseya's 600+ consultants specialise in the agile delivery of leading Low Code Software Platforms which include **Pega Systems, OutSystems and Camunda** delivering faster time to business value for their customers.

Aaseya, operates in 13 countries, working with Banking, Insurance, Manufacturing and Government organizations, delivering innovative enterprise solutions in the areas of Customer Experience, Business Operations, Legacy Modernisation, Case Management, and CRM.

Aaseya is a subsidiary of YASH Technologies, a Global System Integrator, with 8,000 employees serving 400 customers globally, including 70+ Fortune 500 clients, delivering business transformation through IT.

As a business we also have the following Security Accreditations:

- ISO27001:2013
- Cyber Essentials

Websites: www.aaseya.com, www.yash.com