



G-Cloud 15 Service Definition Document

Aaseya Pega Licence Reselling Services

1. Overview

Aaseya Pega Licence Reselling Services provide a structured, compliant, and commercially optimised route for organisations to procure Pega software licences and cloud subscriptions. The service is designed to simplify and de-risk the procurement of Pega platforms by combining licensing expertise with deep, real-world delivery experience. Backed by Aaseya's mature Pega practice, the service supports customers across licence selection, subscription structuring, renewals, and expansion planning, ensuring the right Pega capabilities are licensed to meet current business needs while allowing flexibility for future growth.

Aaseya takes a delivery-led approach to licensing, aligning commercial decisions with solution architecture, deployment models, and operating requirements. This ensures that licensing is not treated as a standalone procurement activity, but as an integral part of the overall Pega programme lifecycle. Customers benefit from licence sizing and structuring that reflects actual usage patterns, user volumes, environments, and transformation roadmaps, helping avoid over-licensing, under-licensing, and future commercial constraints.

As the **only Pega Government Elite Partner in the EMEA region**, Aaseya brings proven credibility in supporting public sector and regulated organisations with complex licensing, governance, and compliance requirements. The service is particularly well suited for organisations operating in highly regulated environments, where transparency, auditability, and policy alignment are critical. Aaseya ensures that licensing decisions are aligned not only to immediate platform requirements, but also to long-term transformation objectives, cloud strategies, security standards, and target operating models, enabling sustainable value from Pega investments across the contract lifecycle.

2. Scope of Services

Aaseya Pega License Reselling Services cover the full lifecycle of Pega software procurement and subscription management, including:

- Resale of Pega Cloud and on-premise platform licences
- Advisory on Pega product selection, editions, and capability alignment
- Subscription and commercial structuring aligned to delivery roadmaps
- Licence sizing based on users, workloads, environments, and growth plans
- Support for new licence acquisition, renewals, amendments, and expansions
- Alignment of licensing with Pega deployment models (Pega Cloud, self-managed, containerised)
- Compliance guidance aligned to Pegasystems licensing and usage policies
- Integration of licensing with Aaseya's implementation, upgrade, and managed services
- Ongoing commercial support across the licence lifecycle

The service can be engaged as a standalone licensing service or combined with Aaseya's broader Pega implementation, modernisation, and managed services offerings.

3. Approach and Differentiation

Aaseya's approach to Pega license reselling is grounded in **delivery-led commercial advisory**, ensuring licensing decisions are driven by real implementation and operational experience rather than generic product assumptions.

Licensing engagements begin with an understanding of the customer's business objectives, transformation roadmap, and target operating model. Aaseya assesses planned use of Pega capabilities such as Case Management, Customer Service, CLM-KYC, Decisioning, AI, GenAI, and cloud deployment patterns to ensure licences are appropriately sized and structured. This reduces over-licensing risk while ensuring sufficient flexibility for future scale.

Differentiation is driven by Aaseya's **depth and maturity of its Pega practice**, including:

- 180+ successful go-lives with consistently high customer satisfaction
- 430+ Pega certified consultants, including 50+ Certified Lead System Architects
- Strong public sector, manufacturing, intelligent automation, and customer service domain experience
- Proven expertise across Pega Cloud, Kubernetes-based deployments, AI, and GenAI adoption
- Direct alignment between licensing, solution architecture, and delivery governance

Aaseya acts as a single, trusted commercial interface between the customer and Pegasystems, simplifying procurement, improving transparency, and ensuring licensing remains aligned with delivery realities over time. This approach enables customers to maximise value from their Pega investment while maintaining compliance and commercial control.

4. Expected Outcomes

By engaging Aaseya Pega License Reselling Services, organisations achieve a simplified, compliant, and strategically aligned approach to procuring and managing Pega software licences and cloud subscriptions. Licensing decisions are informed by delivery context and platform usage, ensuring the procured capabilities directly support business outcomes and transformation objectives.

Customers benefit from improved commercial clarity and cost efficiency through accurate licence sizing aligned to actual workloads, user volumes, and environments. This reduces the risk of over-licensing or under-licensing, avoids unexpected commercial exposure, and enables predictable budgeting across the contract lifecycle.

Licensing is aligned to platform architecture, deployment models (Pega Cloud or self-managed), and roadmap planning, ensuring organisations can scale usage, adopt new Pega capabilities, and transition to cloud or AI-enabled features without disruption or rework. Renewal and expansion decisions are structured proactively, supporting long-term platform evolution rather than reactive procurement.

For public sector and regulated organisations, the service delivers enhanced governance, transparency, and compliance with Pegasystems' licensing policies and usage standards. Customers gain confidence that licensing arrangements are auditable, policy-aligned, and suitable for regulated operating environments.

Overall, organisations achieve faster access to Pega platforms, reduced administrative overhead, lower licensing risk, and improved alignment between commercial agreements and delivery execution—maximising value from their Pega investment over time.



5. Company and Contact Information

Aaseya is a leading professional services company specialising in Low-Code, Digital Process Automation, and AI-driven transformation. With a team **of 600+ certified low-code and AI consultants**, Aaseya delivers rapid, high-quality implementations across leading platforms including Pega, OutSystems, and Camunda. Our agile delivery frameworks and deep domain expertise enable organisations to accelerate time-to-value, modernise legacy estates, and transform critical business operations.

Operating across **13+ countries**, Aaseya partners with enterprises in Banking, Insurance, Manufacturing, Public Sector, and Government to deliver innovative solutions in Customer Experience, Case Management, CRM, Business Operations, and Workflow Automation. The organisation has successfully achieved 180+ go-lives in just seven years, backed by a strong governance-led delivery model and consistent 4.8+ CSAT across engagements.

Aaseya is a subsidiary of **YASH Technologies**, a global system integrator with **9,000+ employees**, serving 450+ global clients, including more than 100 Fortune 500 organisations. This combined capability enables Aaseya to deliver enterprise-grade transformation at scale, supported by strong security and compliance foundations.

Security Accreditations:

- ISO 27001
- Cyber Essentials
- Cyber Essentials Plus

Websites:

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