



G-Cloud 15

Service Definition Document

Aaseya Pega Managed Services

1. Overview

Aaseya Pega Managed Services provides comprehensive application support, operations, and continuous optimisation for business-critical solutions built on the Pega Platform (Pega Infinity). The service is designed to ensure platform stability, predictable performance, and ongoing value realisation through structured governance, proactive monitoring, and continuous improvement.

Aaseya delivers end-to-end AMS coverage across application support levels (L1–L3), complemented by coordinated L4 support through Pega, with flexible support models and up to 24×7 coverage aligned to customer operational requirements and service level objectives. Services include incident management, problem management, service requests, minor enhancements, release support, platform upgrades, and performance optimisation. Aaseya's AMS model integrates seamlessly with customer ITSM tools and operating models, supporting multi-vendor environments and established governance frameworks.

The service is underpinned by Aaseya's Pega Government Elite Partnership (in EMEA) status and a strong Pega practice of **430+ certified Pega consultants**, with proven experience across Customer Experience, Business Operations, Case Management, and Legacy Modernisation. Aaseya has delivered **180+ successful go-lives globally**, providing deep insight into post-go-live stabilisation, production support, and long-term platform operations.

Aaseya's Pega Managed Services leverage automation-first practices, reuse-driven configuration, and AI-enabled capabilities to reduce incident volumes, improve system reliability, and accelerate turnaround times. The practice has fully adopted **Pega GenAI Blueprint and the Blueprint-delivered methodology**, enabling structured design artefacts, traceability from business intent to configuration, and efficient support and enhancement cycles. Where applicable, Aaseya also applies **Pega GenAI and Agentic AI capabilities** to support intelligent triaging, workflow optimisation, and continuous improvement.

With a strong focus on **Public Sector** and regulated industries, Aaseya supports government organisations globally in operating and evolving secure, compliant, and scalable Pega platforms. Aaseya's Pega leadership team brings 12–22 years of platform experience, enabling delivery of robust AMS services across onshore, offshore, and hybrid models, and ensuring sustained operational excellence and long-term digital transformation outcomes

2. Scope of Services

Aaseya Pega Managed Services provides comprehensive support, operations, and continuous improvement for applications built on the Pega Platform (Pega Infinity), ensuring stability, SLA adherence, and sustained value across the application lifecycle.

Application Support & Operations

- Level 1 to Level 3 support covering incidents, service requests, and problem management
- Flexible coverage models including 8×5, extended hours, and up to 24×7 support
- Production monitoring, triage, root cause analysis, and defect resolution
- Integration with customer ITSM tools and multi-vendor operating models
- Support for Pega Cloud and customer-preferred cloud environments, including environment coordination

Maintenance, Enhancements & Releases

- Minor and major enhancements, configuration changes, and rule updates
- Case lifecycle updates, workflow optimisation, and UI adjustments
- Change Requests (CRs) handled through a governed intake, estimation, approval, and delivery process
- Regression support, release planning, and deployment coordination
- Platform upgrades, patching, and version alignment as part of planned releases
- Performance tuning, capacity planning, and periodic health checks

Continuous Improvement & Optimisation

- Proactive identification of improvement opportunities using operational insights
- Reuse-driven configuration and standardisation to reduce technical debt
- Application modernisation aligned with Pega best practices and guardrails
- Ongoing optimisation of performance, reliability, and user experience

AI-Enabled Support

- Use of Aaseya accelerators, automation assets, and AI-assisted techniques to reduce turnaround times
- Traceability from business intent to fixes and enhancements
- Use of automation and AI-assisted techniques to improve turnaround times
- Optimisation of workflows, decision logic, and case processing
- Design new enhancements using Pega GenAI Blueprint

Governance & Service Management

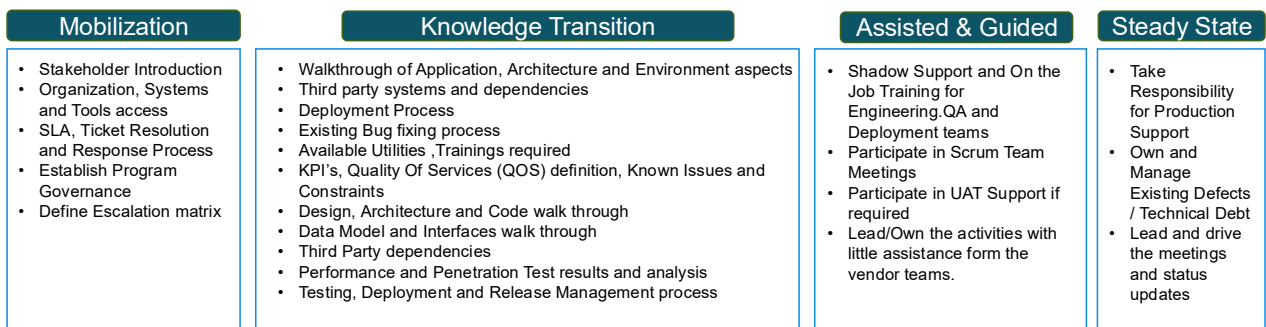
- SLA and KPI management with regular service reviews and reporting
- Incident trends, root cause analytics, and continuous improvement plans
- Structured transition from implementation to AMS and ongoing knowledge management
- Compliance with agreed security, quality, and operational governance frameworks

3. AMS Delivery Approach

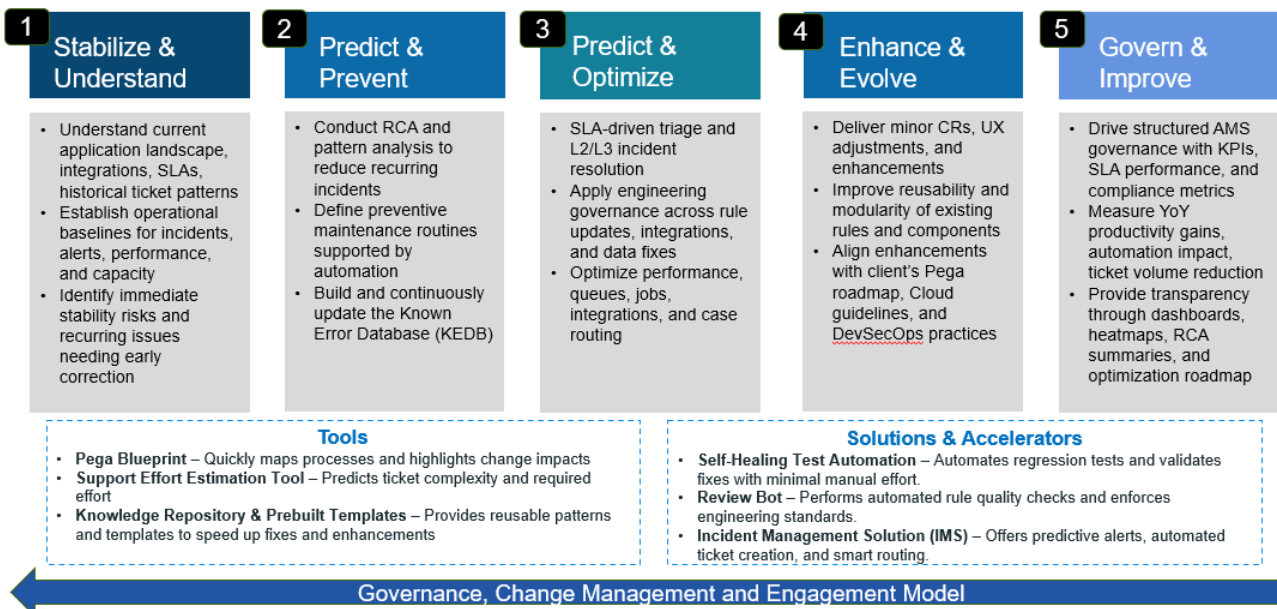
Aaseya's Pega Managed Services delivery framework is designed to ensure service continuity, operational stability, and continuous value realisation across the application lifecycle. The framework combines structured transition, SLA-driven operations, proactive optimisation, and governance-led improvement to support business-critical Pega applications at scale, including extended and 24x7 coverage models where required.

Aaseya follows a structured and risk-managed **transition approach** to onboard applications into Managed Services. This includes knowledge transfer from implementation or incumbent teams, landscape and integration assessment, SLA and runbook finalisation, and validation of support readiness. The transition phase establishes operational baselines for incidents, performance, alerts, and capacity, while ensuring tool access, environments, and governance processes are fully aligned before steady-state operations commence.

A typical Transition will consist of the following key stages and subsequent activities:



Once transitioned, Aaseya operates using a phased and structured AMS framework that moves beyond reactive support to predictive and value-driven operations. The framework focuses on stabilising the environment, preventing recurring issues, optimising system performance, delivering controlled enhancements and change requests, and continuously improving service outcomes through strong governance. AI-enabled tools, reusable accelerators, and automation assets are embedded across the framework to reduce resolution times, improve quality, and drive operational efficiency.



4. Ticket and Service Level Definitions

Aaseya operates a structured, SLA-driven ticket management framework aligned to ITIL best practices. Incidents, service requests, and problems are categorised by support level (L1–L3) and business priority (P1–P4) to ensure timely response, effective resolution, and minimal business disruption. Service levels are monitored continuously and reported through agreed governance forums.

Tickets are categorised across three support levels based on complexity, impact, and resolution ownership.

Levels	Definitions	Example Ticket/s
Level 1 – Application Support	- Acknowledge and triage incidents, service requests, and alerts. - Monitor event notifications and route to relevant teams. - Provide first-level resolution for known or minor issues. - Maintain knowledge base for recurring issues and resolutions. - Ensure prompt response to P1 incidents (including after-hours support). - Escalate unresolved tickets to Level 2 / Level 3 as required.	- User access issues - Browser/config errors - Minor UI glitches - Alert acknowledgments
Level 2 – Supportive Maintenance	- Analyze logs and monitor system health to prevent incidents. - Resolve escalated issues from Level 1 and perform required data fixes. - Support production releases and handle functional queries. - Maintain SLA adherence for response and resolution timelines. - Escalate complex issues to Level 3 or product/platform teams when needed.	- Rule configuration error - SLA misfire - Data correction - Case routing fix
Level 3 – Corrective Maintenance	- Provide reactive and proactive support for production applications. - Address complex and recurring issues requiring code or configuration changes. - Resolve escalated problem tickets from Level 2 within defined SLAs. - Conduct root cause and trend analysis to prevent reoccurrence. - Deliver permanent fixes through controlled code updates. - Collaborate closely with development and DevOps teams in an agile model.	- New rule development - Integration issue fix - Performance tuning - Batch job errors - Minor Updates

Incident priority is assigned based on business impact, user impact, and service criticality.

Priority Level	Description
Priority Level 1: High (P1)	• Unavailability of multiple Services which halt or impede critical functions for the Customer • The software fails to operate in any respect or there are severe restrictions in the operation of the software that significantly limit the performance of productive work • The issue prevents a significant number of users from the production of critical outputs • Materially incorrect information is being returned to users • There are restrictions in the operation of the software that have a critical business impact
Priority Level 2: Medium (P2)	• A core function is experiencing a problem, which causes a severe loss of functionality • Frontline service(s) are unusable and halt or impede critical functions
Priority Level 3: Low (P3)	• The issue impacts the production of a significant output • The issue impacts part of the daily work process • The issue happens on a repeating basis • No Workaround can be found using the system or a Workaround a major loss of time
Priority Level 4: Very Low (P4)	• A minor or cosmetic problem that can be tolerated and has no impact on business productivity or activity

Aaseya typically follows the following SLA targets for Incident and Problem Management. SLAs are measured against agreed service windows and reported through operational dashboards and governance reviews.

Category	Metrics	SLA	Target %	Reporting
Incident Management	P1 Response Time	15 mins working hours 60 mins non-working hours	100	Hourly
	P2 Response Time	60 min	100	Weekly & Monthly
	P3/P4 Response Time	60 min	100	Weekly & Monthly
	P1 Resolution Time	2 hours	95	Weekly & Monthly
	P2 Resolution Time	4 hours	95	Weekly & Monthly
	P3 Resolution Time	2 working days	95	Weekly & Monthly
	P4 Resolution Time	5 working days	95	Weekly & Monthly
Problem Management	P1 Resolution Time	5 Days	100	Weekly & Monthly
	P2 Resolution Time	10 Days	100	Weekly & Monthly
	P3 Resolution Time	20 Days	100	Weekly & Monthly
	P4 Resolution Time	30 Days	100	Weekly & Monthly
Application Availability	Application Availability (Excludes scheduled down-time)	99.95%	100	Monthly

The service levels, priority definitions, response times, and resolution targets outlined above are **indicative**. Final SLAs, priority classifications, support coverage, and reporting structures will be tailored to client-specific requirements and formally agreed as part of the commercial engagement, contract, and Statement of Work (SoW), considering business criticality, operating hours, regulatory obligations, and service scope.

5. Roles & Responsibilities

The key roles used as part of the Aaseya Pega Managed Services ensure stable operations, continuous optimisation, and sustained value realisation from the Pega Platform.

Role	Responsibilities
Engagement Leader / AMS Service Manager	• Own end-to-end AMS delivery governance, service performance, and client engagement • Ensure adherence to SLAs, KPIs, and contractual obligations across support services • Act as the primary escalation point for service risks, issues, and commercial discussions • Drive continuous service improvement initiatives aligned to business outcomes • Oversee transition, steady-state operations, and service evolution roadmap • Facilitate operational reviews, steering committees, and service governance forums
Pega AMS Delivery Lead / Scrum Master	• Plan and manage AMS delivery across L1–L3 support, enhancements, and minor change requests • Coordinate sprint-based delivery for enhancements and fixes using Agile/DevOps practices • Align AMS execution with Pega Blueprint insights, backlog priorities, and release calendars • Track service metrics, sprint progress, and risk mitigation actions • Ensure smooth collaboration between support, engineering, QA, and client teams
Principal / Lead System Architect (AMS)	• Own technical integrity and health of the Pega application landscape in production • Provide architectural oversight for fixes, enhancements, integrations, and performance tuning • Ensure compliance with Pega guardrails, security standards, and cloud best practices • Drive reuse, modularisation, and technical debt reduction strategies • Guide adoption of advanced Pega capabilities including AI decisioning, agentic automation, and workflow optimisation
Principal / Lead Business Architect (AMS)	• Translate business incidents, enhancements, and change requests into value-driven backlog items • Leverage Pega GenAI Blueprint artefacts to maintain traceability between business intent and delivered changes • Prioritise AMS backlog items based on business impact and SLA commitments • Act as a bridge between business stakeholders and technical teams during service operations • Validate solutions against operational and regulatory requirements
Experience Designer (UI/UX)	• Own experience consistency and usability across ongoing enhancements and fixes • Design and refine user interfaces using Pega Constellation standards • Ensure UX changes align with accessibility, performance, and reusability guidelines • Collaborate with AMS teams to improve inspector, case worker, and administrator experiences

	• Maintain design assets, patterns, and UI governance during steady-state operations
Senior System Architect / L3 Support Lead	• Lead L3 incident resolution and complex defect fixes • Perform root cause analysis and implement permanent corrective actions • Support production releases, hotfixes, and controlled deployments • Review code, integrations, and performance fixes for quality and compliance • Collaborate with DevOps and platform teams for environment stability
Senior Business Analyst (AMS)	• Elaborate incidents, problems, and enhancement requests into clear functional requirements • Support backlog refinement and sprint planning for AMS delivery • Validate fixes and enhancements against acceptance criteria • Assist in business communications and change impact assessments
Lead Quality Assurance (AMS)	• Define and govern AMS test strategy covering regression, fixes, and enhancements • Review and approve test cases for incidents and change requests • Ensure application stability through continuous validation cycles • Report on quality metrics, defect trends, and release readiness
Quality Assurance & Automation Engineers	• Execute functional, regression, and integration test cases • Leverage automation and self-healing test accelerators to reduce manual effort • Log and track defects with detailed diagnostics • Support continuous testing in CI/CD pipelines
Support Analyst (L1/L2)	• Acknowledge, log, and triage incidents, service requests, and alerts • Perform preliminary analysis and resolve known or low-complexity issues • Monitor application health, alerts, and event notifications • Maintain and update knowledge base and known error records • Ensure timely escalation of unresolved issues to L2 or L3 teams • Provide 24x7 coverage as per agreed support windows

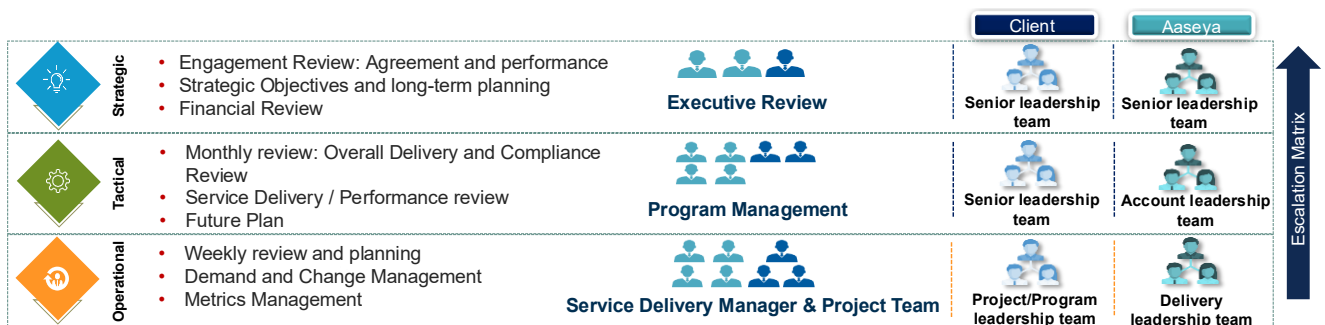


6. Governance

The below table shows the governance framework Aaseya recommend as part of the Aaseya Pega Managed 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

The below picture depicts the sample escalation metrics:



7. Expected Outcomes

Aaseya's Pega Managed Services are designed to deliver sustained operational excellence, continuous optimisation, and measurable business outcomes across the application lifecycle. Key expected benefits include:

- **Improved application stability and availability** through proactive monitoring, preventive maintenance, and structured incident management across L1–L3 support.
- **Predictable and SLA-driven service performance**, with clearly defined response and resolution targets ensuring business continuity and reduced operational risk.
- **Faster issue resolution and reduced downtime** enabled by AI-assisted triage, reusable accelerators, knowledge repositories, and experienced Pega specialists.
- **Lower total cost of ownership (TCO)** through offshore and hybrid delivery models, automation-led support, and reduced dependency on ad-hoc development efforts.
- **Continuous performance and quality optimisation**, driven by root cause analysis, trend monitoring, and reuse-driven configuration aligned with Pega guardrails.
- **Accelerated enhancement delivery and change responsiveness**, with structured handling of minor change requests, UX refinements, and functional improvements.
- **Improved business visibility and governance**, supported by service dashboards, SLA reports, RCA insights, and continuous service improvement metrics.
- **Future-ready platform operations**, leveraging Pega GenAI, agentic automation, and AI-enabled diagnostics to enhance support efficiency and decision-making.
- **Scalable and resilient support model**, capable of supporting 24×7 operations, peak workloads, and evolving business demands without service disruption.
- **Sustained business value from Pega investments**, ensuring applications remain secure, compliant, performant, and aligned with long-term digital transformation goals.

8. 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:

www.aaseya.com, www.yash.com

Contact Information

Matthew Leamy – Vice President, Sales Europe; **Email:** GCloud@aaseya.com