



G-Cloud 15

Service Definition Document

Aaseya Pega Implementation Services

1. Overview

Aaseya is the only Pega Government Elite Partner (in EMEA) with deep expertise in delivering large-scale digital transformation using Pega's enterprise AI decisioning and workflow automation platform. Our **430+ Pega consultants** specialise in the agile delivery of Pega solutions across Customer Experience, Business Operations, Case Management, and Legacy Modernisation.

Our practice has completed 180+ successful go-lives worldwide, providing proven implementation expertise to design, build, integrate, and deploy scalable, cloud-ready Pega applications across diverse industries. Aaseya's Pega Practice has fully adopted Pega GenAI Blueprint and the Blueprint-delivered implementation methodology across all recent engagements. This ensures structured design, traceability from business intent to working applications, and accelerated delivery cycles. Our teams also leverage Pega's GenAI and Agentic AI capabilities—including AI-assisted workflow design, auto-generation of case structures, data models, personas, and journey maps—to increase delivery velocity and improve solution quality.

With a strong focus on the Public Sector, Aaseya works with government bodies globally to design, implement, and manage robust Pega Platform solutions. Our delivery approach emphasises scalable architecture, reuse-driven configuration, strict governance, and rapid time-to-value through Pega's Low-Code and AI-driven automation.

Aaseya's Pega Leadership Team brings 12–22 years of platform experience, enabling us to provide deep implementation expertise and proven delivery frameworks across customer site, offshore, and hybrid models. Our Pega Practice consistently delivers enterprise-grade programmes that modernise core services, streamline operations, strengthen compliance, and create sustainable digital transformation outcomes on the Pega Infinity Platform.



2. Scope of Services

Aaseya's Pega Implementation Services provide comprehensive, end-to-end capabilities to design, deliver, modernise, optimise, and support enterprise-grade solutions built on the Pega Platform. Our services leverage the latest advancements in Pega Infinity, Constellation UX, Low-Code delivery, Intelligent Automation, and Real-Time AI Decisioning to maximise business value and accelerate time to market.

Consulting Services

- Advisory on Digital Process Automation (DPA), Business Process Management (BPM), and Case Lifecycle Management
- Pega solution architecture consulting, including Constellation adoption, workflow automation design, and reusable component frameworks
- Pega Robotics expertise across RPA and RDA for intelligent work automation
- Platform upgrade, migration, and modernisation consulting—including transition to Pega Infinity™ and Constellation
- Implementation roadmap definition, ROI analysis, and value realisation consulting
- Guidance on embedding Real-Time AI decisioning, CDH, and business rules using Pega's Decisioning and BRE capabilities

Project Implementation

- Full lifecycle delivery of Pega applications across Discovery, Design, Build, Test, and Deploy
- Journey-centric Agile delivery, powered by rapid low-code configuration through App Studio and Blueprint-led modelling
- Implementation of strategic Pega applications such as Pega Customer Service, Case Management, and CDH-based decisioning solutions
- Development and configuration of workflows, case types, personas, data pages, integrations, and Constellation UI
- DevOps enablement including CI/CD pipelines, branch-based development, automated testing, and guardrail compliance

Pega COE Consultancy

- Establishment, scaling, and enablement of customer Pega Centres of Excellence
- Governance frameworks, design standards, reuse libraries, and quality assurance models
- Capability-building and skills uplift across Low-Code delivery, intelligent automation, decisioning, and Constellation UI
- Best-practice advisory for enterprise-wide adoption of the Pega Platform

Packaged Services

- Solution, design, and configuration reviews aligned with Pega guardrails and best practices
- Performance assessment and optimisation across application, rules, integrations, AI, and infrastructure
- User experience and usability assessments, supporting adoption of Constellation-based design principles

Staff Augmentation

- Certified Pega professionals across system architecture, development, UX, QA, DevOps, CDH, and Robotics
- Flexible resourcing models including onsite, offshore, nearshore, and hybrid
- Coaching and mentoring to strengthen internal capability and support self-sufficiency

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

Agile Project Management

- 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
 - ✓ Client Communications
 - ✓ Stakeholder Management
 - ✓ Project Reporting
 - ✓ Risk & Issue Management

Business Analysis

- 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

Experience Design

- 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

Quality Assurance

- 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

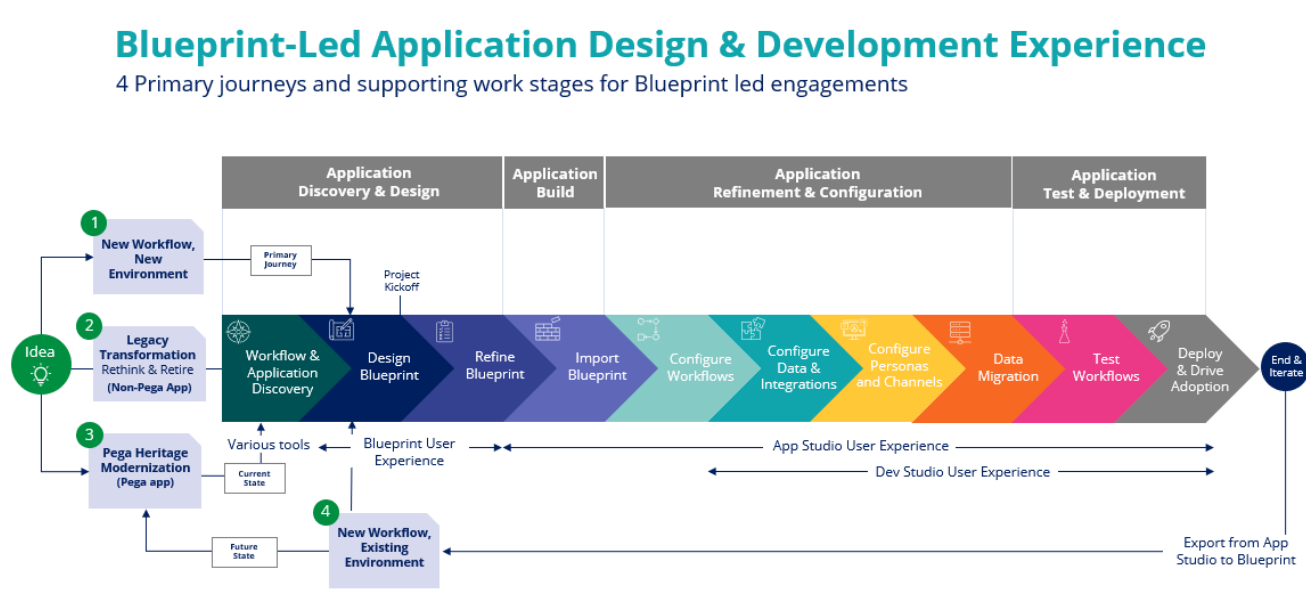
3. Delivery Methodology

Aaseya follows **Pega's Blueprint Delivered Methodology**, a modern, GenAI-enabled approach that accelerates design, configuration, and deployment across the full delivery lifecycle. Pega Blueprint is a GenAI-powered design tool that rapidly translates business intent into visual workflows, personas, data models, and integration maps, ensuring early alignment between business and IT.

This methodology combines Blueprint with App Studio's low-code configuration and Constellation's modern UX framework to enable rapid design-to-build transitions, minimise rework, and deliver value faster. Aaseya applies this approach across all recent Pega implementations to drive consistency, quality, and predictable outcomes.

The Blueprint-led approach structures delivery into clear phases—Discovery, Design, Build, Test, and Deploy—with Blueprint artifacts imported into App Studio to jump-start configuration of workflows, data models, personas, and channels. This centre-out model promotes rapid prototyping, earlier testing cycles, and increased stakeholder confidence throughout delivery.

A visual overview of the Blueprint-led design and delivery stages is provided below:



By leveraging this methodology, Aaseya ensures accelerated delivery, reduced complexity, and greater adoption of the implemented Pega solution—maximising customer value and minimising delivery risk.

Aaseya applies this methodology across all recent Pega engagements, ensuring consistent delivery quality, predictable outcomes, and faster time-to-value for customers.

4. 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 and manage delivery of the Pega implementation in line with business objectives - Deliver agreed scope within defined timelines, budget, and quality metrics - Act as a trusted advisor on programme governance, delivery approach, and risk management - Align Pega GenAI Blueprint-led and Agile delivery practices with the client's methodology - Serve as single point of contact for programme governance and escalations - Facilitate Agile ceremonies and act as Scrum Master - Identify, manage, and mitigate delivery risks through active risk governance
Principal / Lead System Architect	- Own overall solution architecture leveraging Pega Platform, Case Management, BPM, and DPA capabilities - Provide technical oversight across workflow automation, integrations, decisioning, and scalability - Define reusable architecture patterns aligned with future roadmap and extensibility - Guide development teams in implementing complex business and technical requirements - Ensure alignment between technical design and business outcomes - Establish and enforce technical governance, standards, and best practices - Support adoption of advanced Pega capabilities including Real-Time Decisioning, RPA, and AI-enabled automation
Principal / Lead Business Architect	- Lead business discovery using Pega GenAI Blueprint to rapidly capture journeys, personas, rules, and workflows - Collaborate with business stakeholders and Product Owners to define outcome-driven requirements - Identify and prioritise high-level use cases and epics aligned to value realisation - Drive early alignment between business and IT through Blueprint visual artefacts - Coordinate closely with System Architects to ensure traceability from Blueprint to implementation - Review and validate detailed use cases and acceptance criteria
Experience Designer	- Act as UX/UI Lead, owning end-to-end experience design - Design user experiences using Pega Constellation, ensuring consistency, accessibility, and reusability - Collaborate with Business Architects and Developers to translate journeys into intuitive user interactions - Conduct user research and usability assessments - Develop personas, journey maps, wireframes, and prototypes aligned to Constellation standards - Define design guidelines to ensure scalable, future-ready user experiences across channels

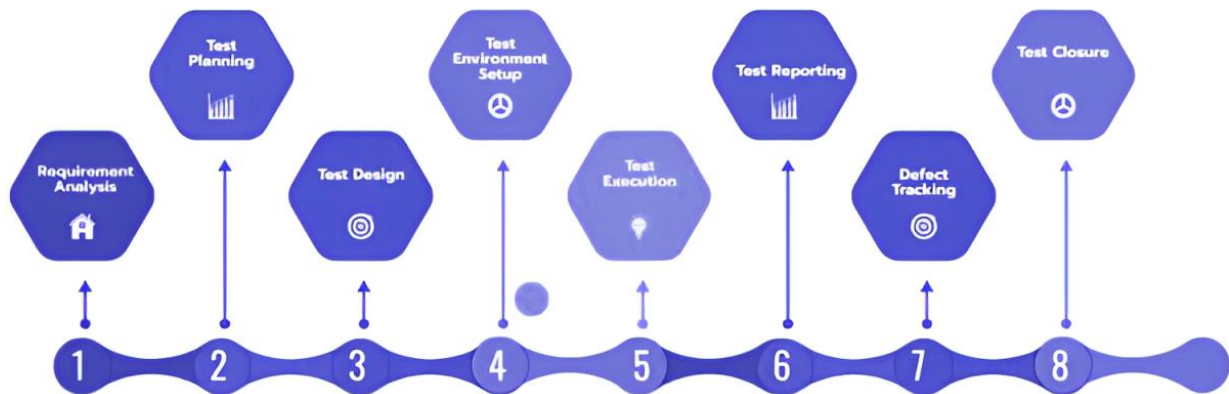
Senior Business Architect	• Elaborate Blueprint-defined requirements into detailed user stories and acceptance criteria • Work closely with System Architects during build and refinement phases • Ensure business intent is preserved across configuration, rules, and workflows • Support backlog grooming, sprint planning, and stakeholder reviews
Senior System Architect	• Act as module leads • Daily coordination with the team and assure on-track of development • Escalate to project leadership of any delivery risks • Configuration of the system to deliver the User Stories • Code Reviews • Interaction with other delivery teams, to provide clarifications or seek clarifications • Unit testing • Support Testing
Lead Quality Assurance	• Responsible for delivery of Test plan • Review test cases • Execute test cases • Weekly report on test status, quality of configuration, application stability • Support QA Analysts • Ensure defects raised have adequate details to assist quicker debugging
Quality Assurance & Automation	• Author test cases • Execute test cases • Log test results • Report issues



5. Quality Assurance & Testing

As part of the Aaseya Pega Implementation Services, Aaseya follows a strong and proven testing methodology that is mandate for every project in ensuring and maintain the quality of product that is released into various phases of the SDLC. Aaseya uses strong principals and governance models at each phase of the delivery to ensure it pass through quality gate with predefined acceptance criteria established which will include both static and non-static (dynamic) testing approaches.

The below picture shows the summary of the Software Testing Process being followed in Aaseya:



At Aaseya, the software delivery process is guided by strong principles and governance models at every stage, to ensure that the quality standards are met, and the software passes through the predefined quality gates. Prior to testing, acceptance criteria are established, and the testing team verifies whether the software system or application meets these criteria during the testing process. This rigorous approach ensures that the software meets the expected quality standards and is both reliable and efficient, thereby fulfilling the expectations of end-users.



6. 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

7. Expected Outcomes

Engaging Aaseya for Pega Implementation Services enables organisations to realise tangible and measurable business benefits from their investment in the Pega Platform. Leveraging our deep delivery expertise, Blueprint-driven methodology, and large pool of certified Pega professionals, clients can expect improved delivery speed, enhanced solution quality, and sustainable long-term value. The following outcomes are typically achieved across our engagements:

- **Accelerated Time-to-Value** through Pega Blueprint-led design, rapid prototyping, and agile, centre-out delivery approaches.
- **Higher-quality Pega implementations** enabled by certified specialists, proven delivery frameworks, and strong alignment between business and IT from the outset.
- **Cost-effective delivery models** leveraging onshore, offshore, and hybrid delivery options to meet budget, timeline, and operational requirements.
- **Outcome-focused implementation** ensuring measurable business results, reduced process inefficiencies, and improved customer and employee experiences.
- **Reduced delivery risk** through structured governance, reusable accelerators, automated testing practices, and DevOps-enabled CI/CD pipelines.
- **Early benefit realisation** as Minimum Lovable Product (MLP) releases are deployed faster, enabling incremental adoption and continuous improvement.
- **Increased return on Pega investment** by adopting best practices in architecture, design, performance, and platform governance—including COE maturity support.
- **Access to specialised expertise** across Customer Service, Case Management, Intelligent Automation, Modernisation, and industry-specific workflows.
- **Proven delivery confidence**, backed by Aaseya's track record of successful Pega go-lives across government, public sector, financial services, manufacturing, and other industries.
- **Sustainable capability building** through coaching, knowledge transfer, and enablement of client teams to operate and evolve the platform independently.

Overall, the Aaseya Pega Implementation Service equips organisations with a scalable, future-ready Pega solution built with modern design principles, AI-powered tools, and best-practice delivery techniques—maximising business value while minimising implementation effort, cost, and risk.

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

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