LAUNCHPAD

Launchpad for Global Services: Services Innovation Acceleration

Welcome to our webinar on accelerating innovation and creating new revenue streams in the services industry. We'll explore how Launchpad can help transform your business and drive growth.

Presenter: Jason Masciarelli, VP Launchpad Go-To-Market

Guest: Clay Richardson, CEO Digital FastForward

Agenda

- Trends & Opportunities
- Digital FastForward's Journey
- Accelerating Innovation with Launchpad
- Mapping Your Journey
- Q&A and Next Steps

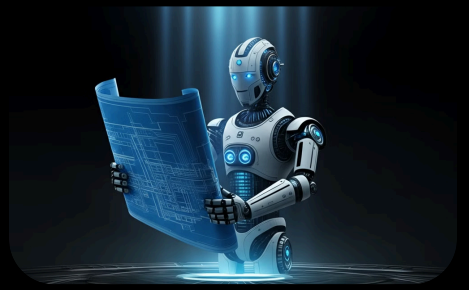
Services Innovation is Accelerating

Quickly Create Offerings

Develop and evolve high impact offerings.

Deliver Predictable Outcomes

Help clients achieve and execute outcomes.



AI + SaaS Powered Solutions

Help clients adopt and maximize impact of tech enabled services.

Vertical + Horizontal Platforms

Deliver market leading expertise in repeatable way.

Key Drivers Pushing Services Firms to Innovate

Market Pressures

Technology Evolution

Business Model Transformation

Market Pressures

1 Traditional Services Commoditization

Standardization has led to price-based competition. Differentiation through innovation is crucial for maintaining profitability.

2 Rising Delivery Costs

Labor and operational expenses continue to increase. Efficient service delivery models are needed to preserve margins.

3 Digital Native Competition

New entrants with lean, Service-as-Software approaches are disrupting the market. Established firms must adapt or risk erosion of relationships.

Technology Evolution

1

AI/Automation Revolution

AI and automation are transforming service delivery. They enable unprecedented efficiency and new service offerings.

2

Platform-Based Delivery

Scalable platforms are replacing traditional service models. They offer flexibility, consistency, and improved client experiences.

3

Industry Cloud Solutions

Specialized cloud platforms are emerging for specific industries. They provide tailored solutions and accelerate innovation.

Business Model Transformation

1

From Labor to Platform Economics

Shift focus from billable hours to scalable digital assets. This enables higher margins and more predictable revenue.

2

Project to Product Mindset

Develop reusable solutions instead of one-off projects. This approach drives efficiency and creates long-term value.

3

Value-Based Pricing

Align pricing with client outcomes rather than inputs. This strategy increases client satisfaction and provider profitability.

The Evolution of Global Services

IP Monetization

Transform expertise into scalable products and platforms. This creates new revenue streams, margins, and enhances offerings.

AI + SaaS Powered

Embed AI+SaaS throughout your services portfolio. This improves efficiency, margin, and client outcomes.

Platform Business Models

Leverage a multi-tenant platform to create ecosystems that connect technologies, partners, and solutions to maximize client value. This approach drives growth and creates network effects.

IP Monetization

1

Expertise → Products

Package specialized knowledge into tangible offerings. This creates scalable, high-margin revenue streams.

2

Methods → Platforms

Transform proprietary methodologies into digital platforms. This enables consistent service delivery and client self-service options.

3

Solutions → Offerings

Convert successful client solutions into reusable a platform of assets adaptable by client. This speeds up delivery and improves quality across engagements.

AI + SaaS Powered

Embedded AI	Improve Client Experience
Intelligent Automation	Repeatable & Scalable

Platform Business Models

1 Subscription Revenue

Transition to recurring revenue models. This provides predictable income and increases client lifetime value.

2 Scalable Digital Assets

Develop solutions that can serve multiple clients. This improves margins and enables rapid growth.

3 Partner Ecosystems

Build networks of complementary service providers. This expands offerings and creates new revenue opportunities.

Provider Journey: 90 Days to Live Clients

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Idea

Deliver impact for clients on an ongoing basis

Blueprint

Prototype with Blueprint + Rapid MVP in Launchpad

Early Adopter Clients

Built interest with friendly clients to validate and refine value

Multiple Live Subscriber Clients

Delivering hybrid SaaS powered professional services

Evolve & Expand

Expand client usage and iteratively increase value of offering

(client feedback loop)

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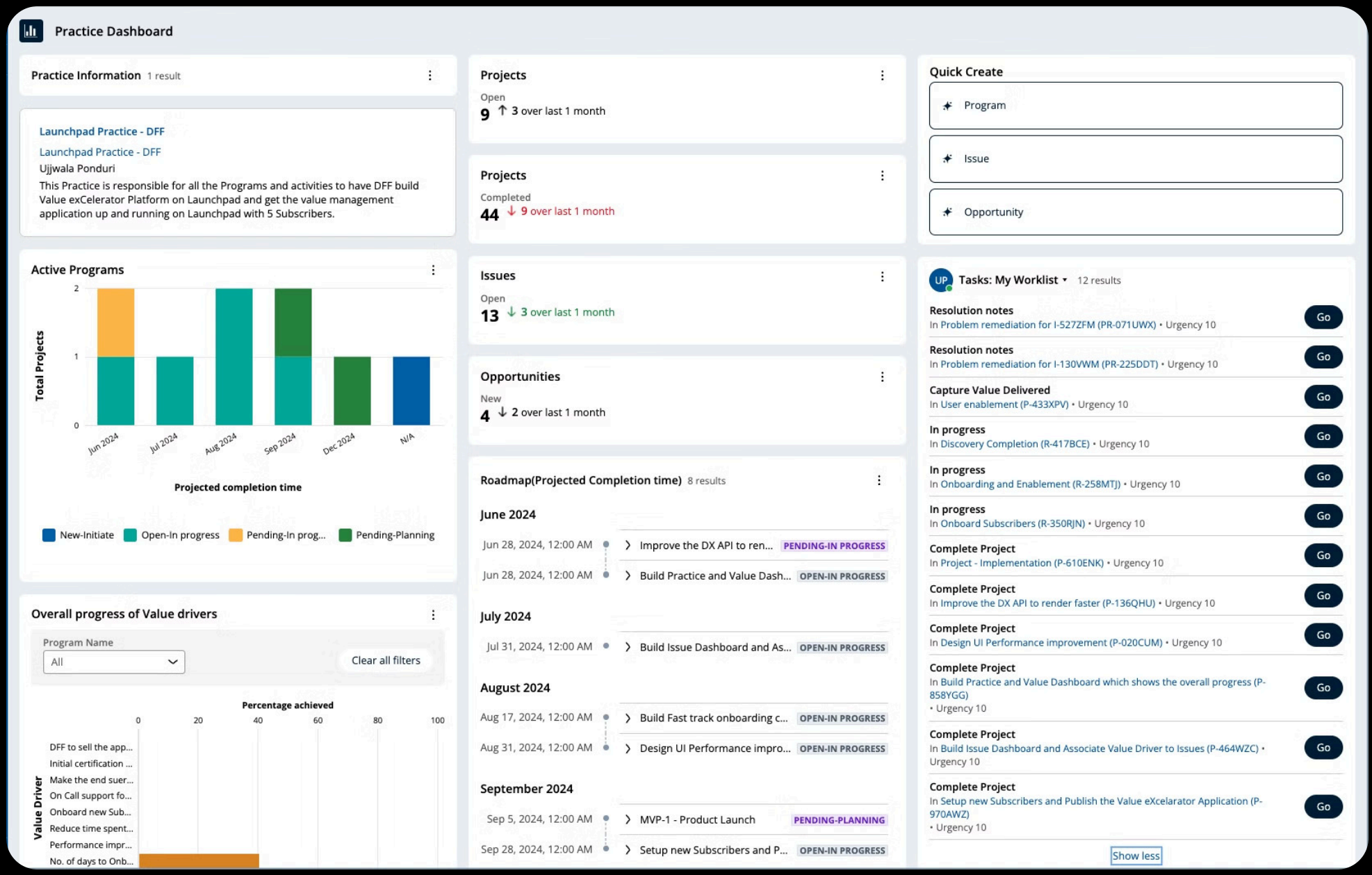
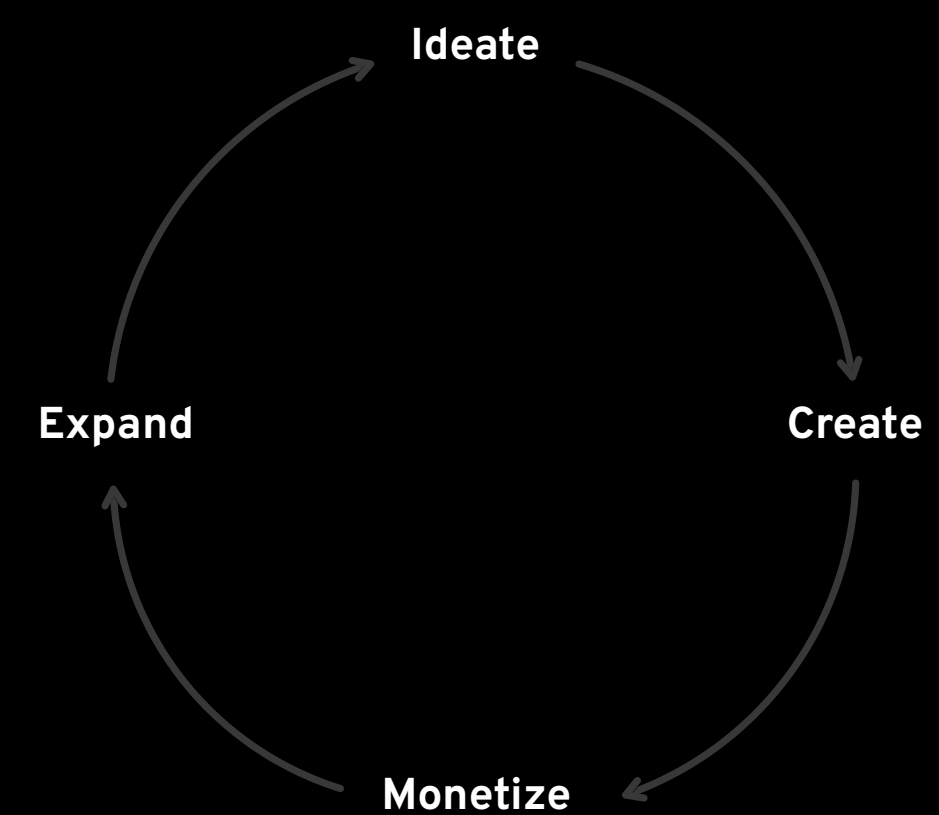
Value eXcelerator™ Platform



Helping Services Firms Create an Innovation Flywheel with Launchpad



1 Ideate

- Blueprint POC
- Prototype & Demo with Launchpad
- Recurring client themes
- Solution Offerings
- Managed Services & Outsourcing

2 Create

- Identify a "product" owner
- Assign a small team 2-4 developers
- Rapid MVP Development
- Develop for Target Initial Named Clients

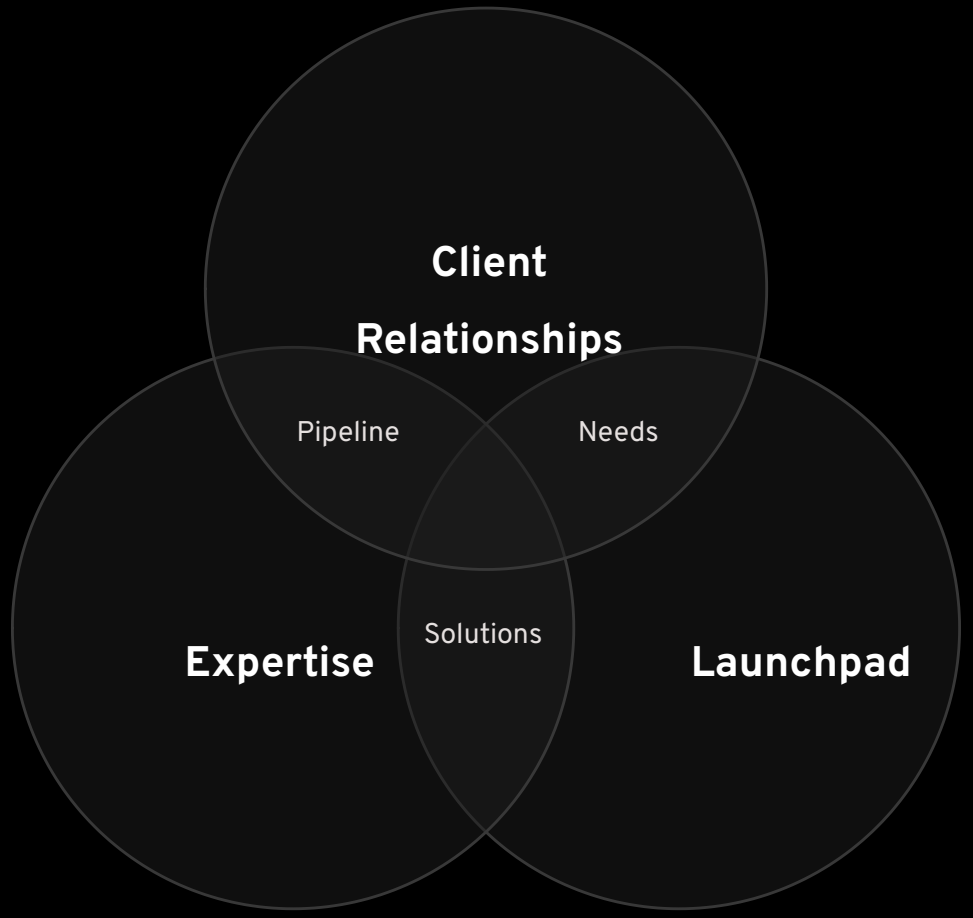
3 Monetize

- Drive Revenue & Margin
- Define pricing model
- Align Pricing to Outcomes
- Estimate Launchpad Units Cost
- Define Client Agreement Structure

4 Expand

Identify additional use cases and target clients

Identifying Opportunities to Maximize Impact with Launchpad



Areas to Explore for Innovation

Industry Platforms

Develop specialized solutions for specific sectors. Address unique challenges in finance, healthcare, manufacturing, and retail.

Horizontal Solutions

Create cross-industry applications. Focus on common needs like workflow, document processing, and customer engagement.

AI + SaaS Powered Services

Leverage AI + Automation to unlock new revenue, margin, and client value

Commercial Model for Delivering Outcomes with Margin at Scale

Pure Consumption

Align costs with actual platform utilization.

No Client Minimums

Start small and scale as needed. Reduce upfront investment and risk.

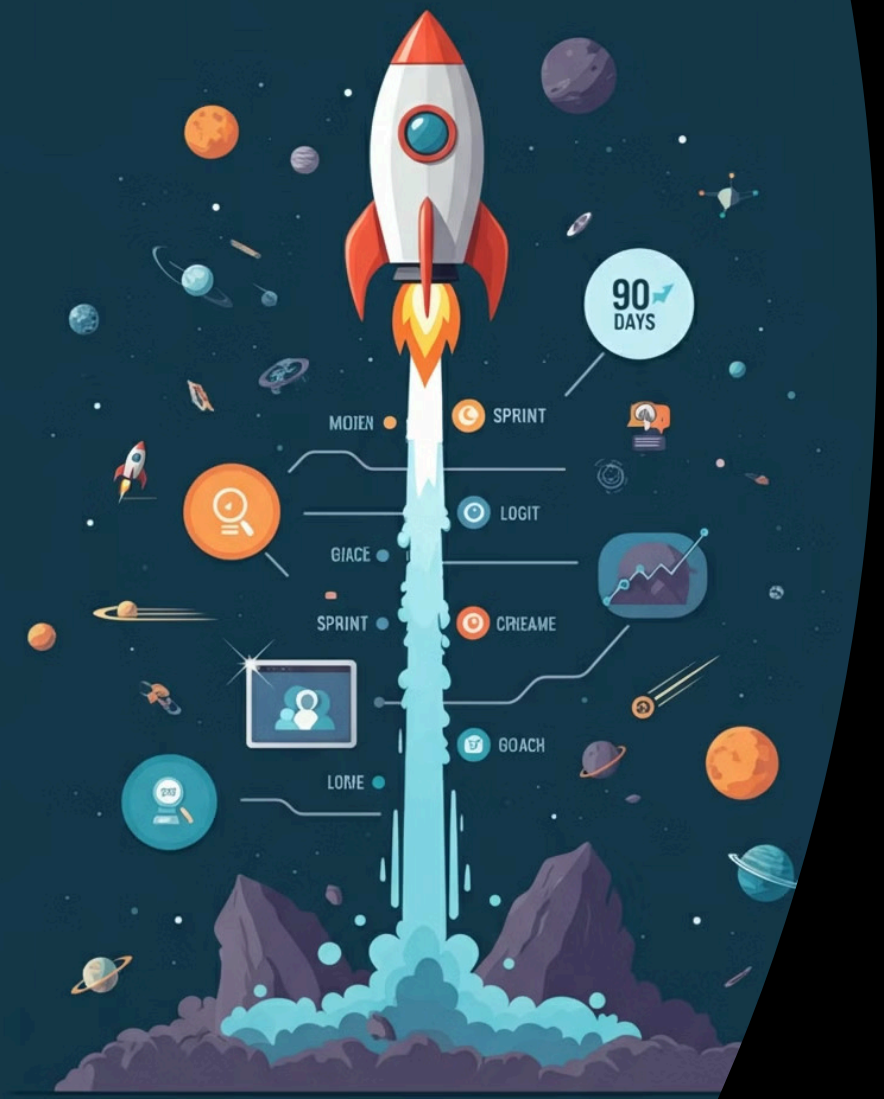
No User Pricing

Avoid per-seat licensing constraints. Deploy to unlimited users without additional costs.

Workload Based

Launchpad Units are based on reads & writes driven by usage patterns and app complexity.

No cost when at rest.



Get Started with a 90-Day Innovation Sprint

1

Weeks 1-4: Innovation Foundation

Identify opportunities and define solution concepts using Blueprint. Align stakeholders and gather requirements.

2

Weeks 5-8: Solution Development

Rapidly prototype and iterate on designs. Leverage Pega Launchpad for accelerated development.

3

Weeks 9-12: Go-To-Market

Finalize and deploy solutions. Begin go-to-market activities, client onboarding, and plan for expansion.

Next Steps

1

Engage Launchpad GTM Team

Explore platform capabilities and success stories. Learn how Launchpad can accelerate your innovation journey. Book a personalized session with our experts. Identify specific opportunities for your organization.

2

Get Access to Launchpad

Make sure your organization had signed-up for a Launchpad Provider subscription plan. Then work with Launchpad team to coordinate with your company admin to get your team access.

3

Leverage Launchpad Provider Success Team

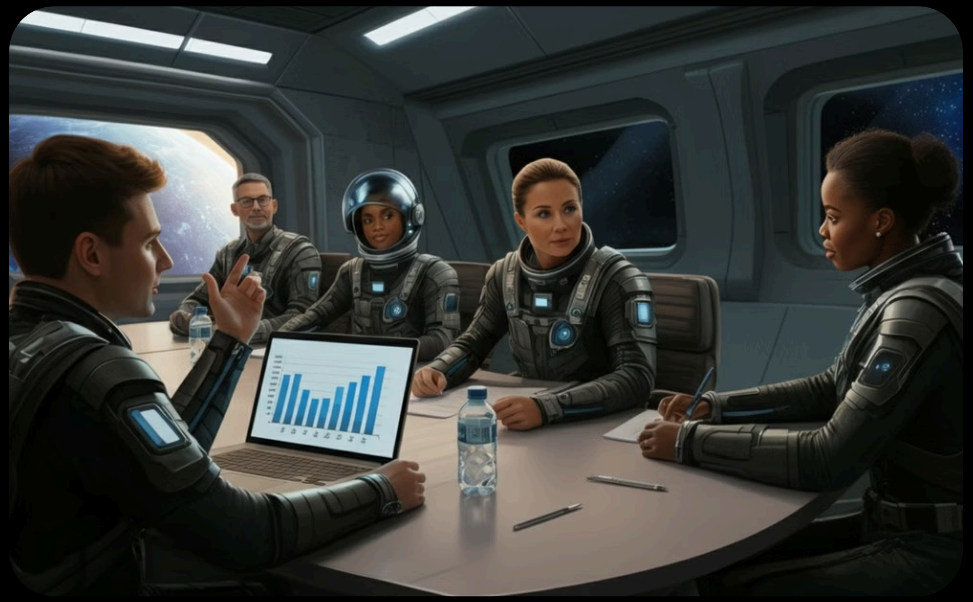
Get resources to jumpstart your innovation process. Begin your 90-day sprint to new revenue streams.

4

Share and Engage

Share this evolving market opportunity and engage Launchpad team to help you on your journey.

Q&A Session



Open Dialogue

This is your chance to ask questions and get clarification on anything presented today.

Engage with Expertise

This is a time to hear from our experts and learn more about what we have presented.