



**TURNING MANUAL INCENTIVE  
PLANNING INTO PEGA-POWERED  
AUTOMATION FOR A GLOBAL OEM**

# About the Customer

The customer is a world-leading automotive original equipment manufacturer (OEM) with operations spanning North America, Europe, and Asia. Renowned for its innovation and manufacturing excellence, the company designs and produces a wide range of passenger and commercial vehicles for global markets.

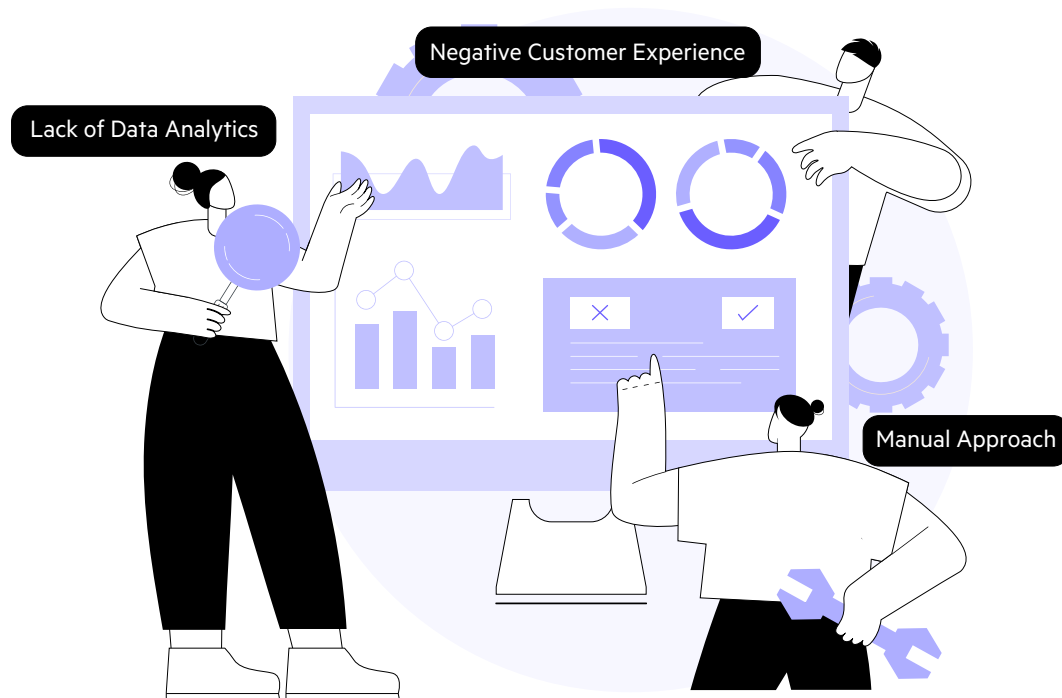
## Engagement Story

The automotive market is highly competitive. Incentive programs play a vital role in driving sales, but the client's manual planning process can no longer keep up with the market's speed and complexity. Each campaign required weeks of coordination, repeated spreadsheet revisions, and multiple rounds of approval. Scattered data and late changes often caused inconsistent offers and costly errors. Meanwhile, competitors were launching data-backed incentives faster, tightening pressure on sales and margins.

To regain speed and accuracy, the OEM partnered with EvonSys to implement a Pega-powered Intelligent Incentive Optimization Platform (IIOP). The system unified data, automated planning, and supported faster, insight-driven decisions. By replacing manual work with an intelligent platform, the client aimed to cut turnaround time, eliminate errors, and deliver competitive offers with greater confidence.

Building an intelligent system to simplify complex incentive workflows and accelerate go-to-market timelines.

# Key Business Challenges



## Manual Approach

Incentive planners spent excessive time consolidating and updating data from multiple systems, leaving little time for analysis and campaign planning.

## Lack of Data Analytics

Without structured metrics or intelligent dashboards, decisions relied heavily on the incentive planner, resulting in inconsistency, human errors, and margin risks.

## Negative Customer Experience

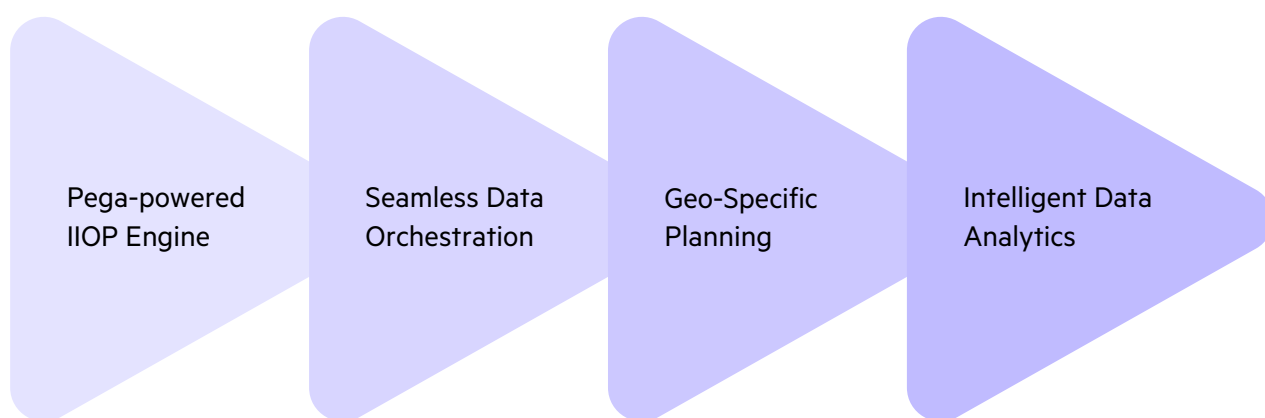
Incentives designed without data insights often disappointed dealer networks, weakening trust and collaboration instead of building loyalty.

When every incentive depends on human guesswork, efficiency takes the backseat.

# Desired Goals

- To replace manual intervention with an intelligent automation solution.
- Use real-time data and predictive analytics to forecast incentive campaigns.
- Ensure campaigns move from planning to rollout in hours, not days.

# Solution



## **Pega-powered IIOE Engine**

To create optimized incentive plans, EvonSys helped the client implement the IIOE engine built on Pega. The IIOE manages campaigns automatically using available insights, eliminating manual effort.

## **Seamless Data Orchestration**

IIOE is integrated with financial systems and advertising portals to consolidate the data. It ensures every plan is data-complete and eliminates human error, saving time and costs.

## **Geo-Specific Planning**

The application allowed incentive planning at national, regional, and market levels, supporting local precision with enterprise-wide consistency.

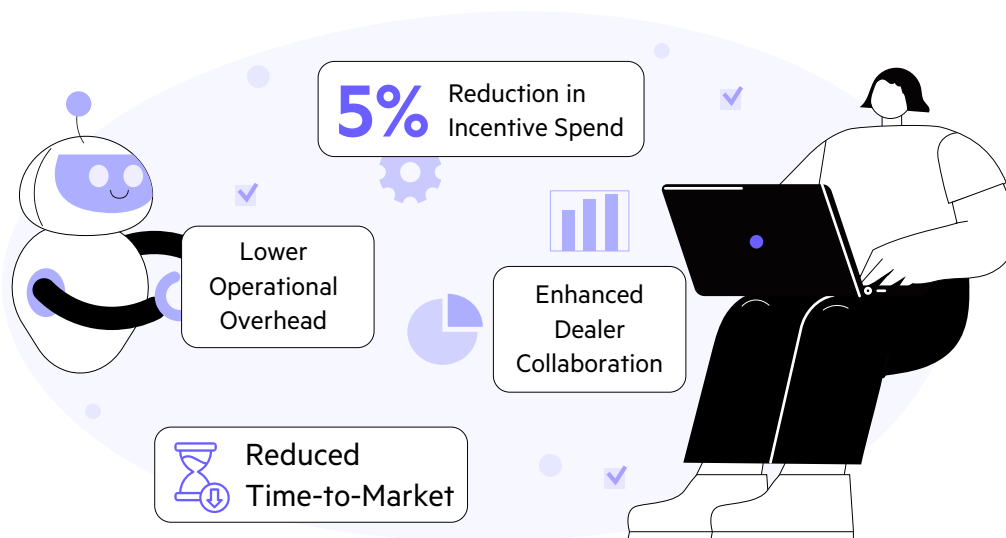
## **Intelligent Data Analytics**

Planners gained instant visibility into market performance, seasonality, and incentive trends for proactive decision-making.

# Key Activities Involved

- Build a fully automated IOP platform on Pega.
- Implement a structured approval chain with role-based access and digital signatures.

## Business Outcome



### **5% Reduction in Incentive Spend**

Optimized planning and intelligent simulations led to measurable savings without compromising campaign impact.

### **Reduced Time-to-Market**

New offers now reach the market within hours instead of days, enabling a faster response to competitive trends.

### **Lower Operational Overhead**

Automation minimized manual intervention, allowing teams to focus on analysis and strategy instead of data handling.

### **Enhanced Dealer Collaboration**

Transparent, structured incentive communication improved dealer satisfaction and participation rates.

# Looking for a Pega deployment solution?

EvonSys delivers end-to-end Pega implementation, helping to automate workflows, reduce manual effort, and accelerate business growth.

**Talk to our experts**



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