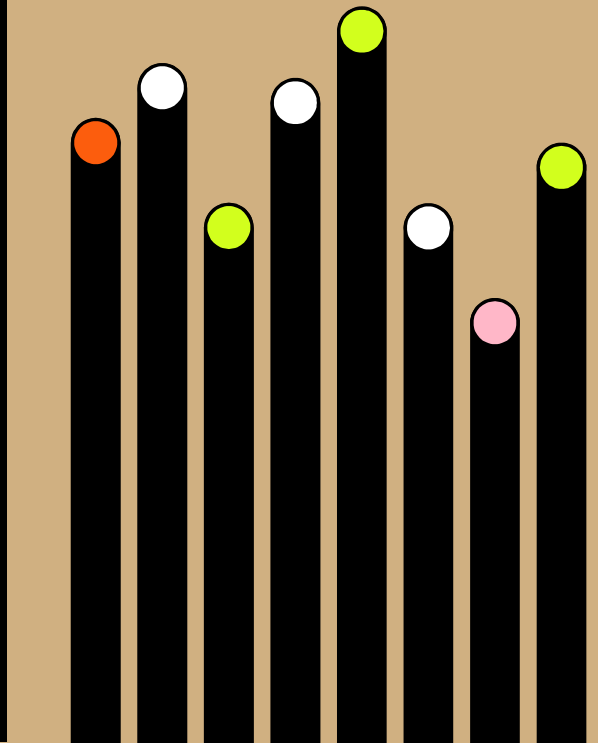
CAMUNDA CON 2023

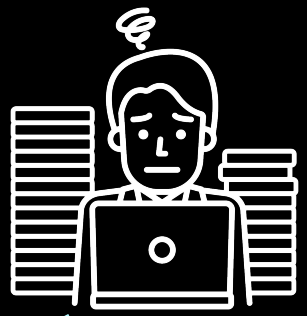
Opening Keynote Day 2

...because day 1 is already over...

Daniel Meyer, CTO
Bernd Ruecker, Co-Founder and Chief Technologist



The common reality



Manual work
Ad-hoc problem solving

Legacy Systems

Website | Core Banking System | CRM System | Scoring System | Address Check | ...

Point to point integrations (aka Spaghetti)

The customer doesn’t care

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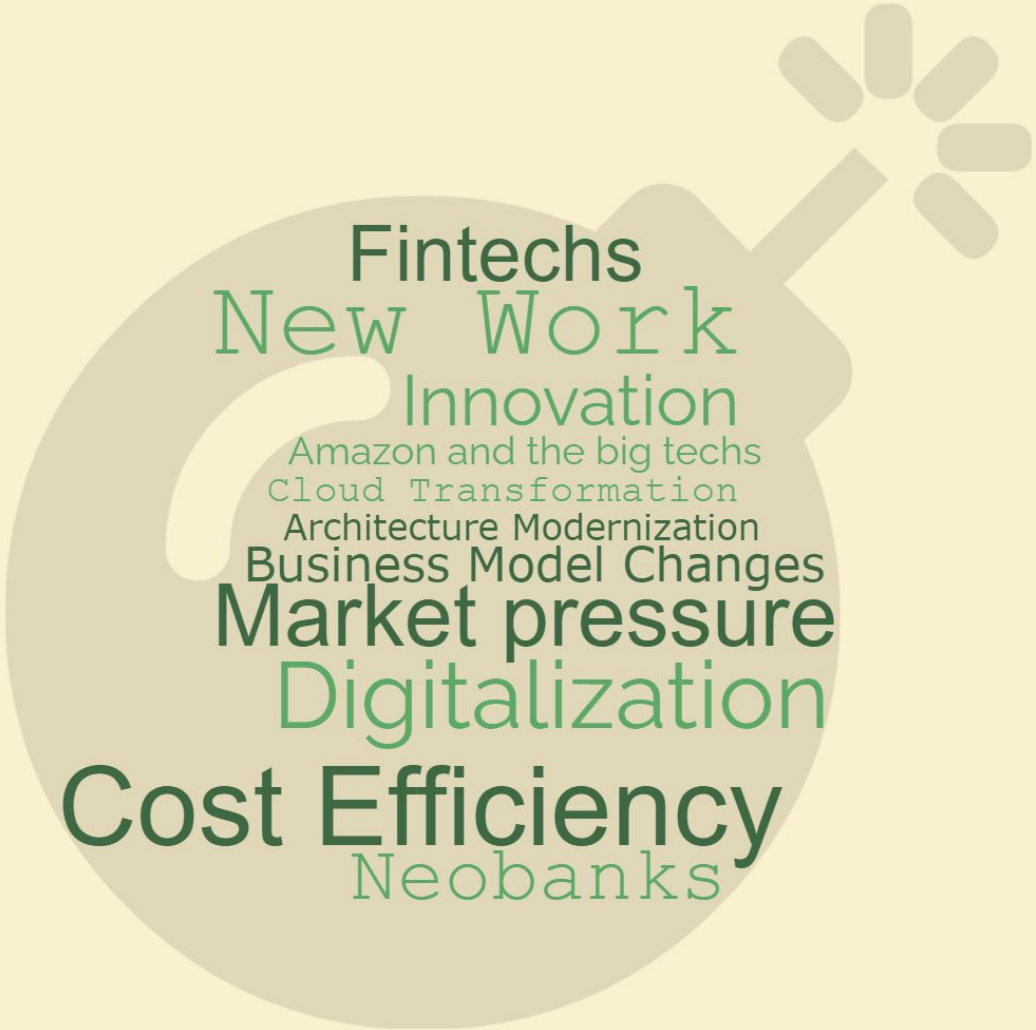
Fintechs
New Work
Innovation
Amazon and the big techs
Cloud Transformation
Architecture Modernization
Business Model Changes
Market pressure
Digitalization
Cost Efficiency
Neobanks

Process orchestration

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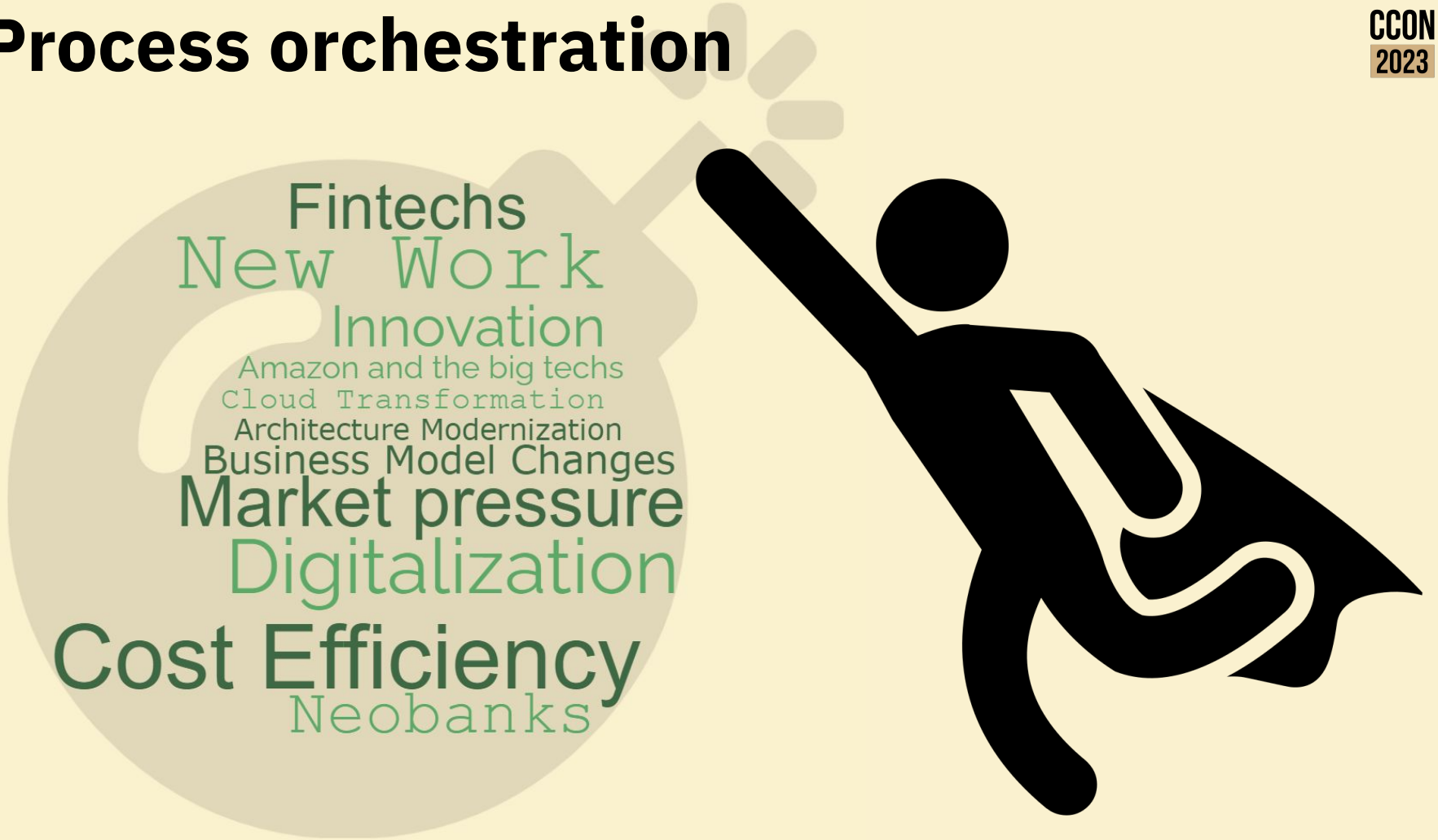

Tracking the flow

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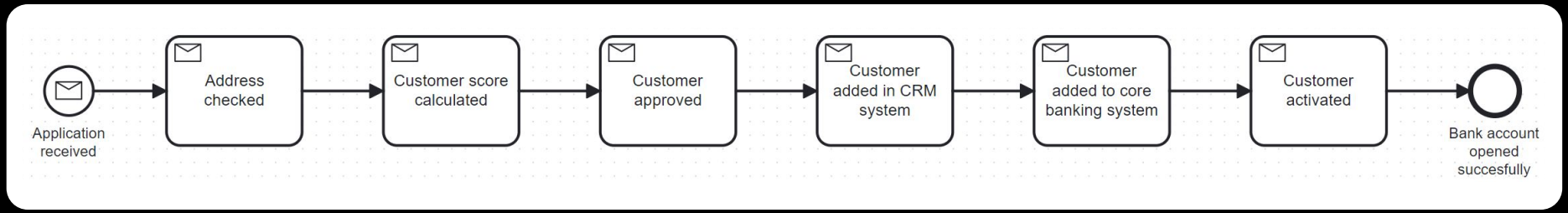

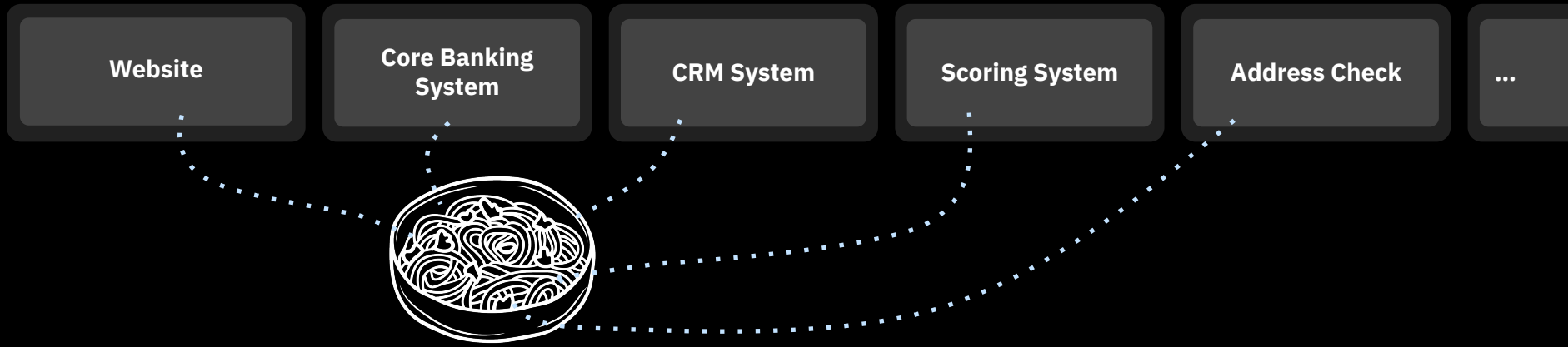

Tracking the flow

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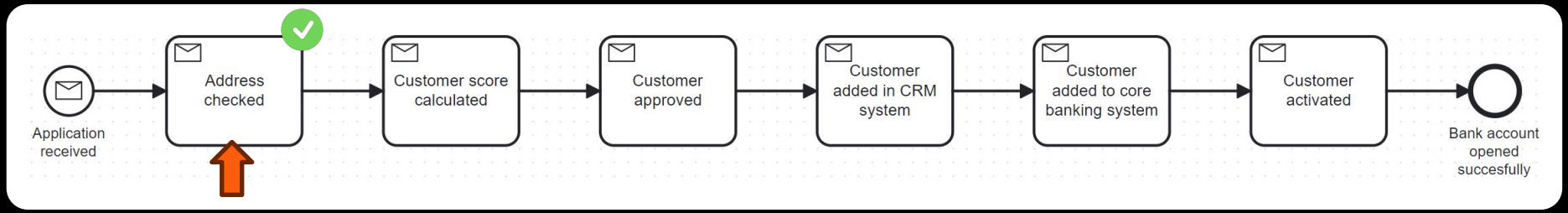

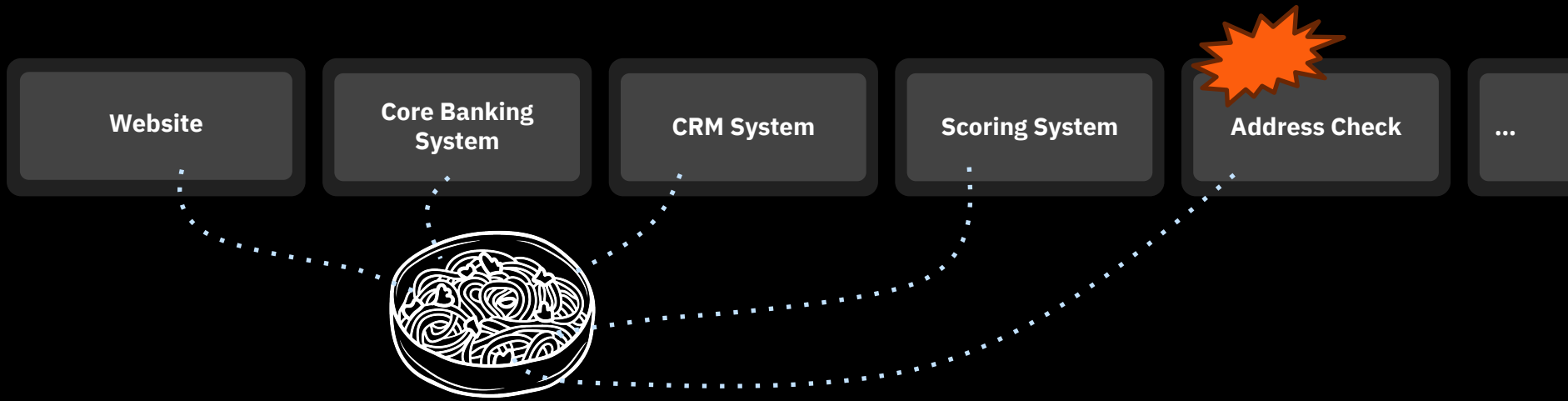

Tracking the flow

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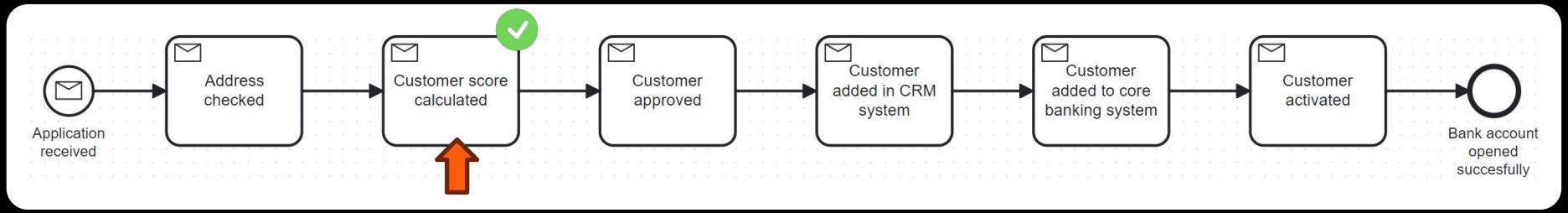

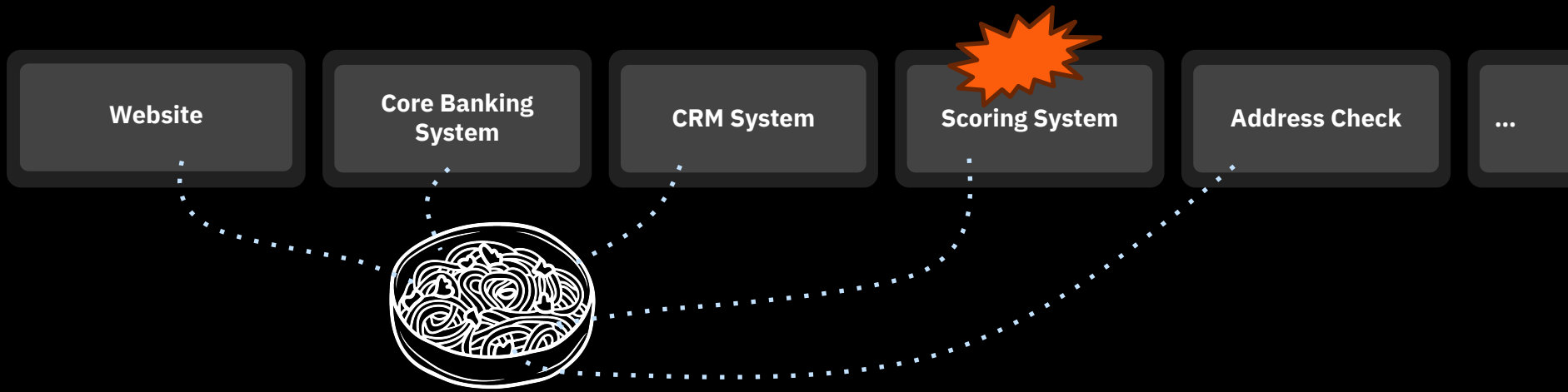

Tracking the flow

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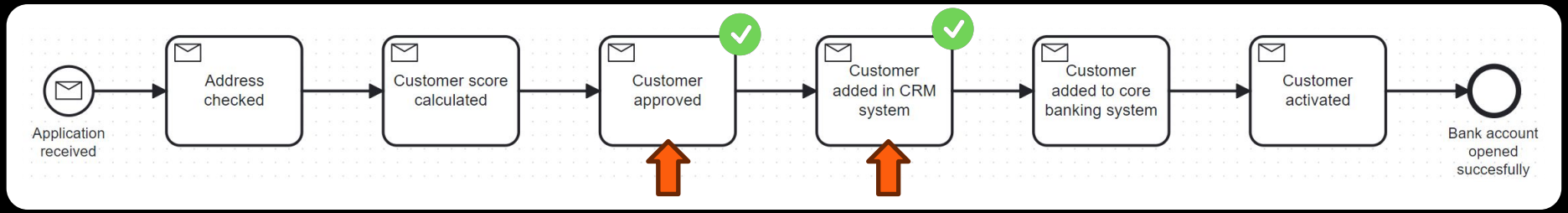

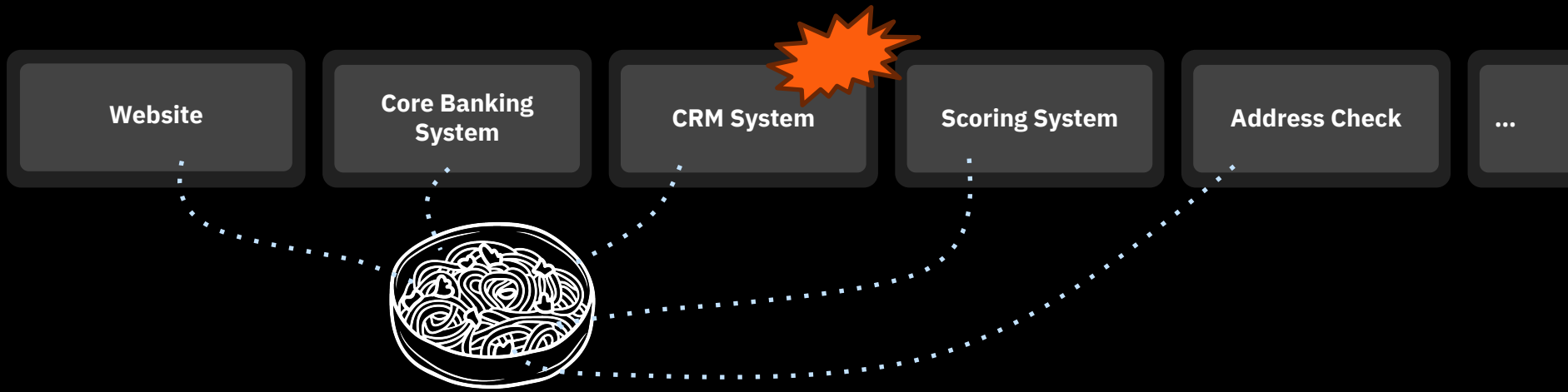

Benefits of process tracking

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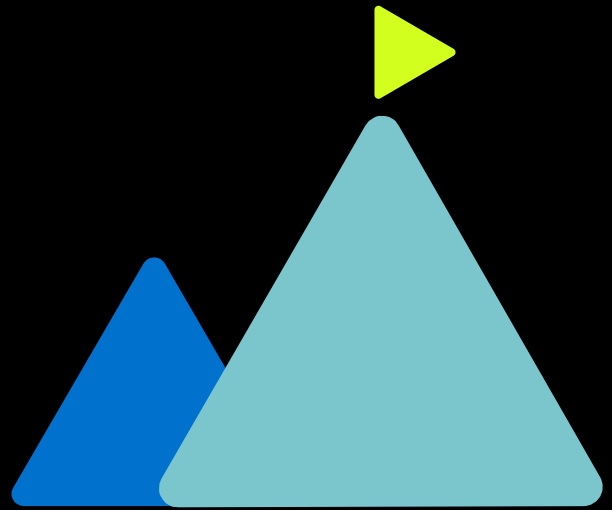
- **Low invest** and **low risk**
- Immediately have a **visual** process model,

  audit trails and **metrics**
- Start with the **happy path**,

  identify **edge cases**
- Identify **dropped instances**
- Discover **opportunities** for improvement



Start orchestrating

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Start orchestrating

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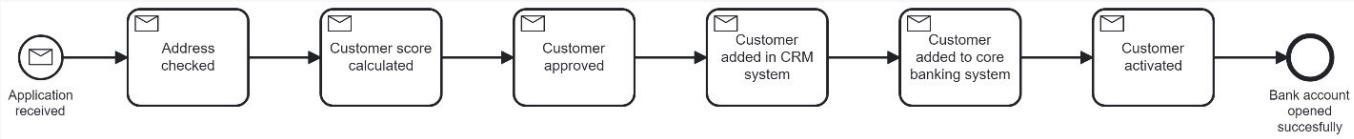

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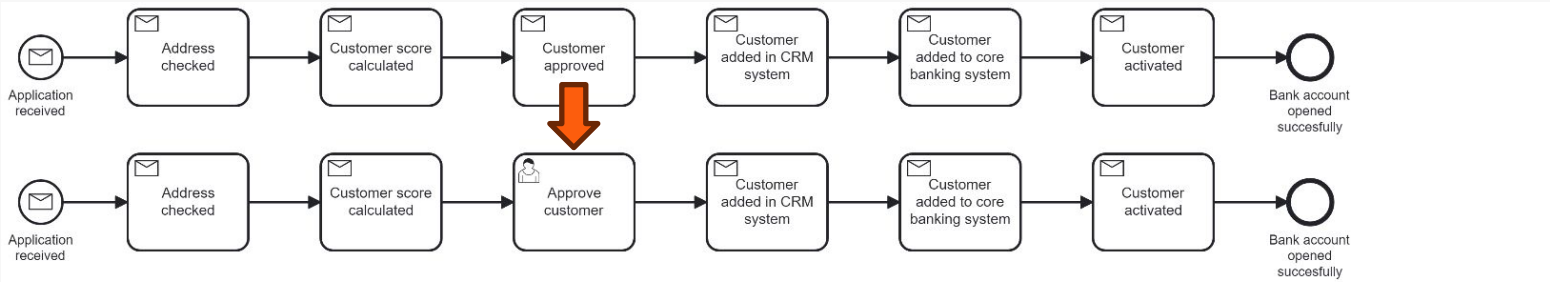

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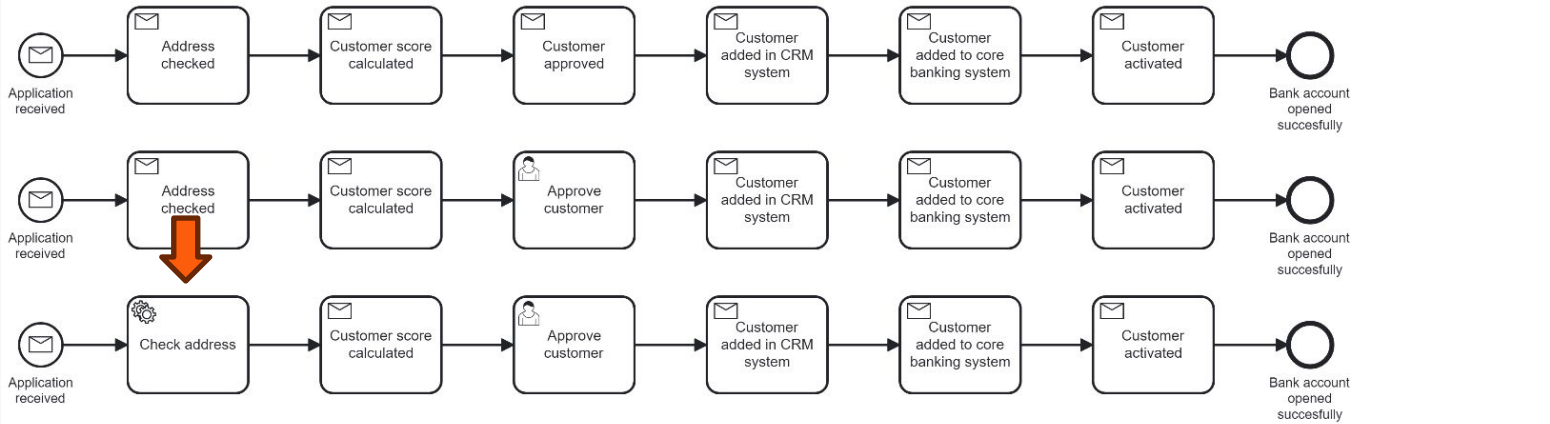

Start orchestrating

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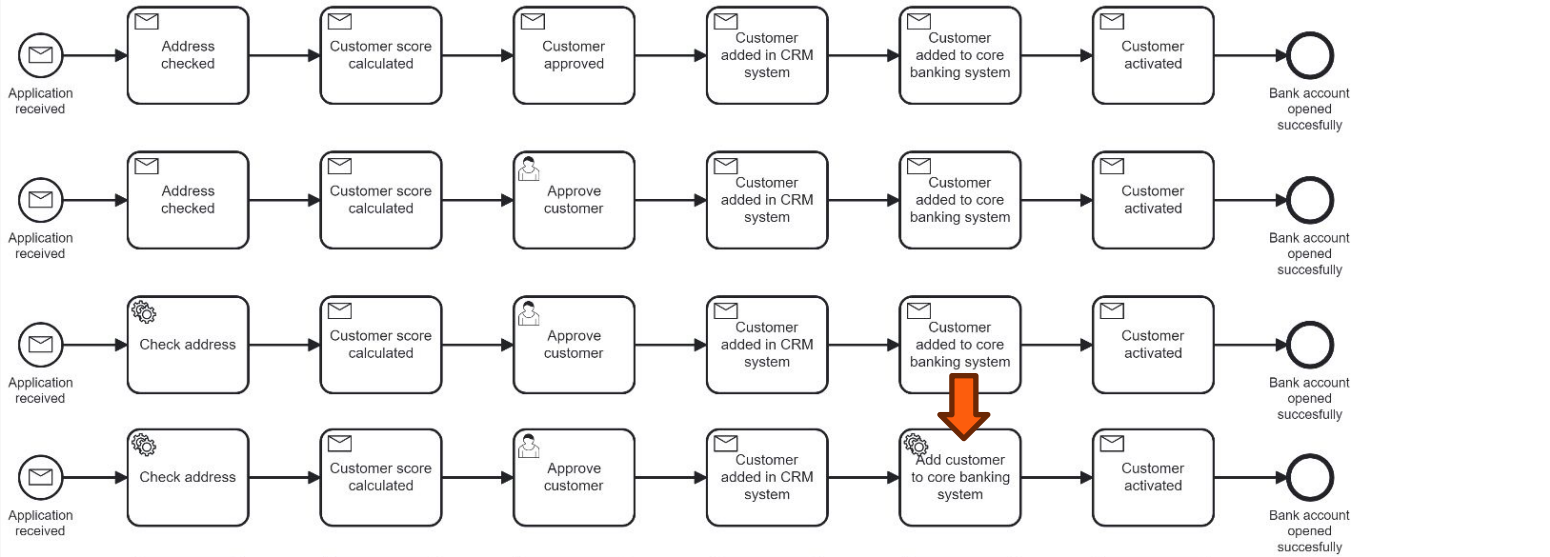
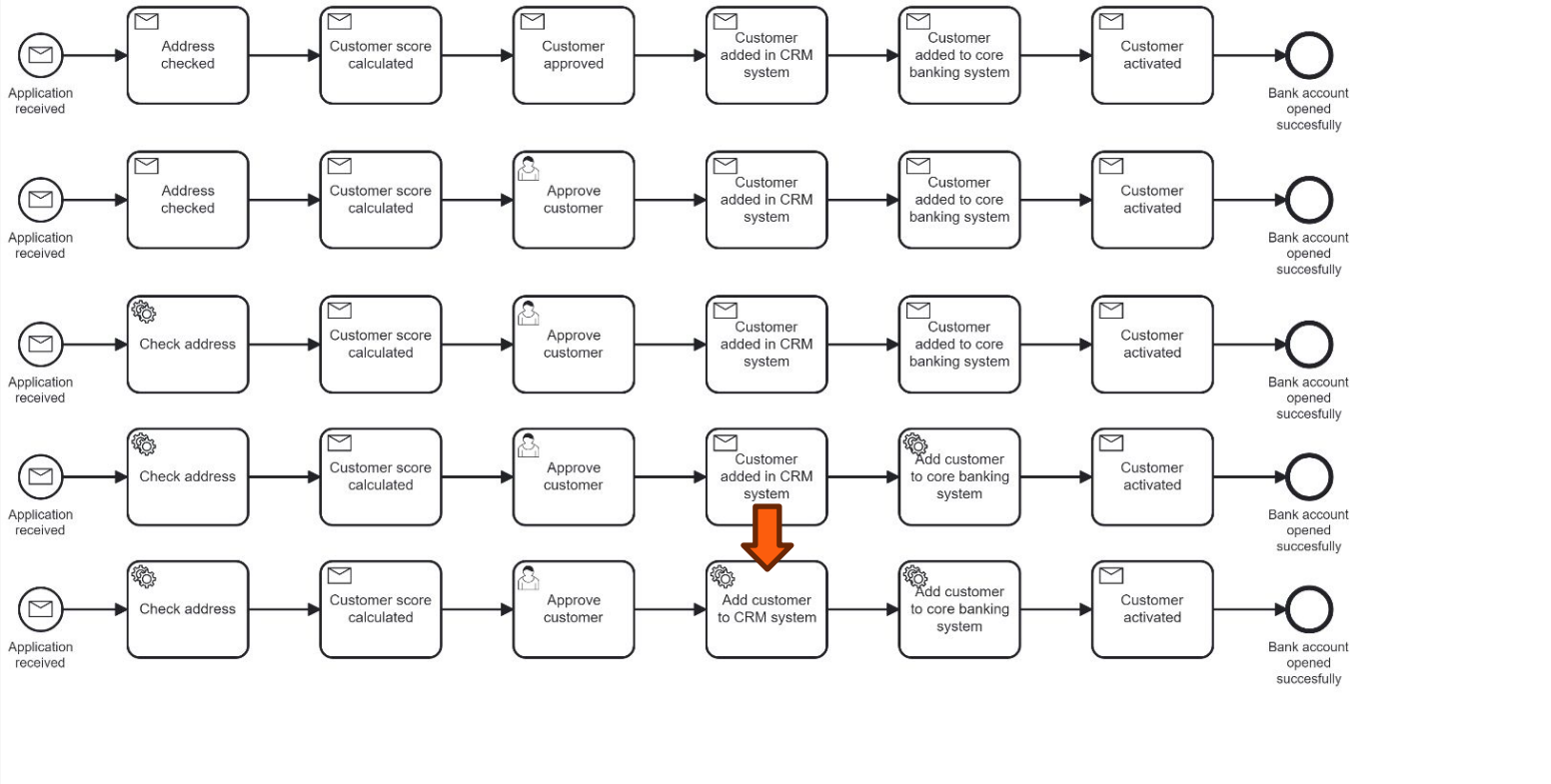


Start orchestrating

CCON 2023



Continuously improve

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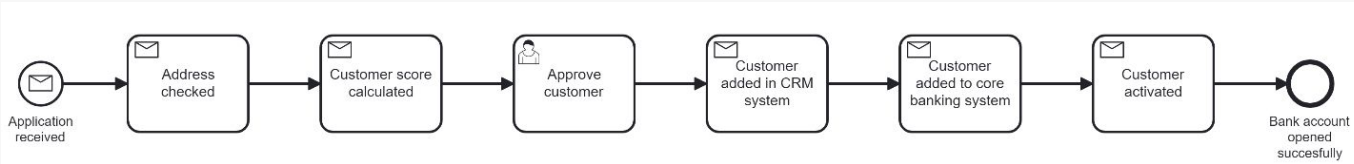
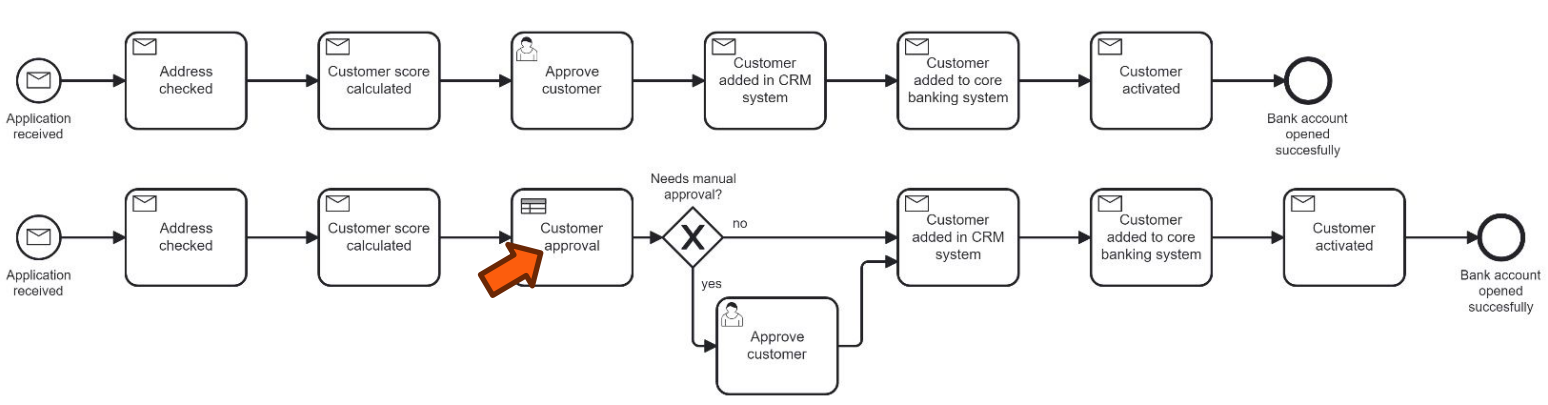


Continuously improve

CCON 2023



Continuously improve

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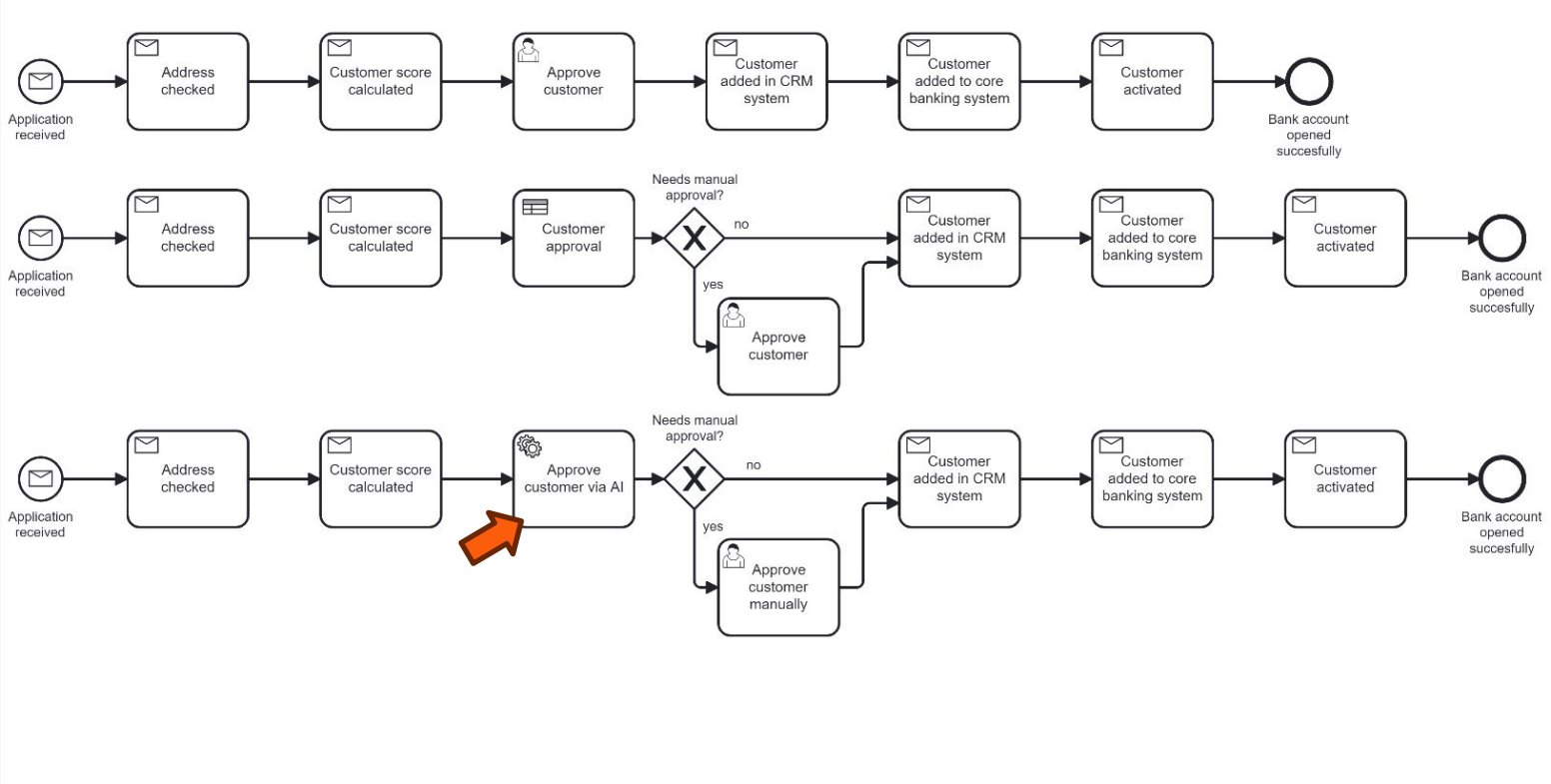
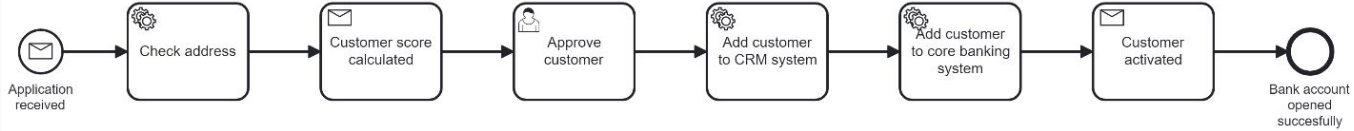


Easy to make changes



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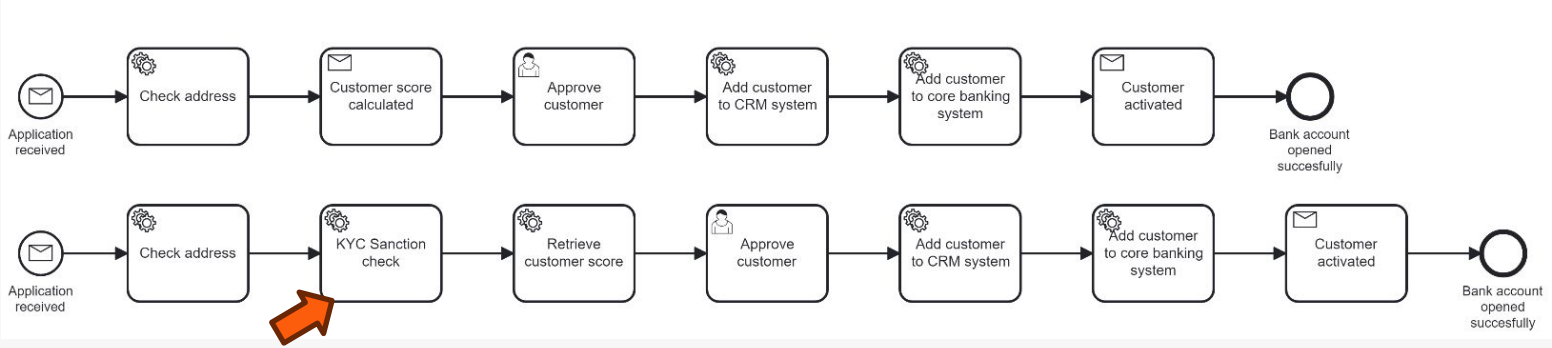

A possible modernization journey

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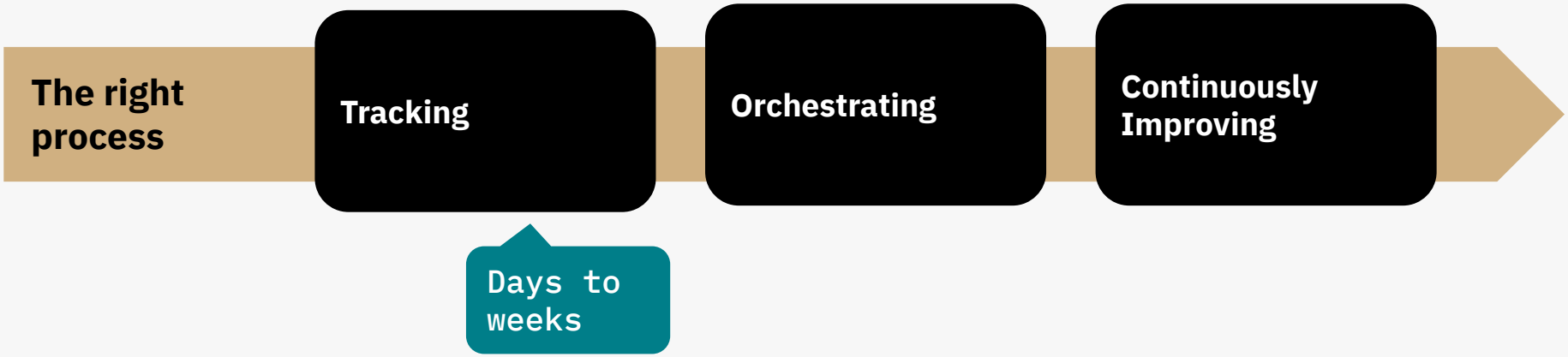

A possible modernization journey

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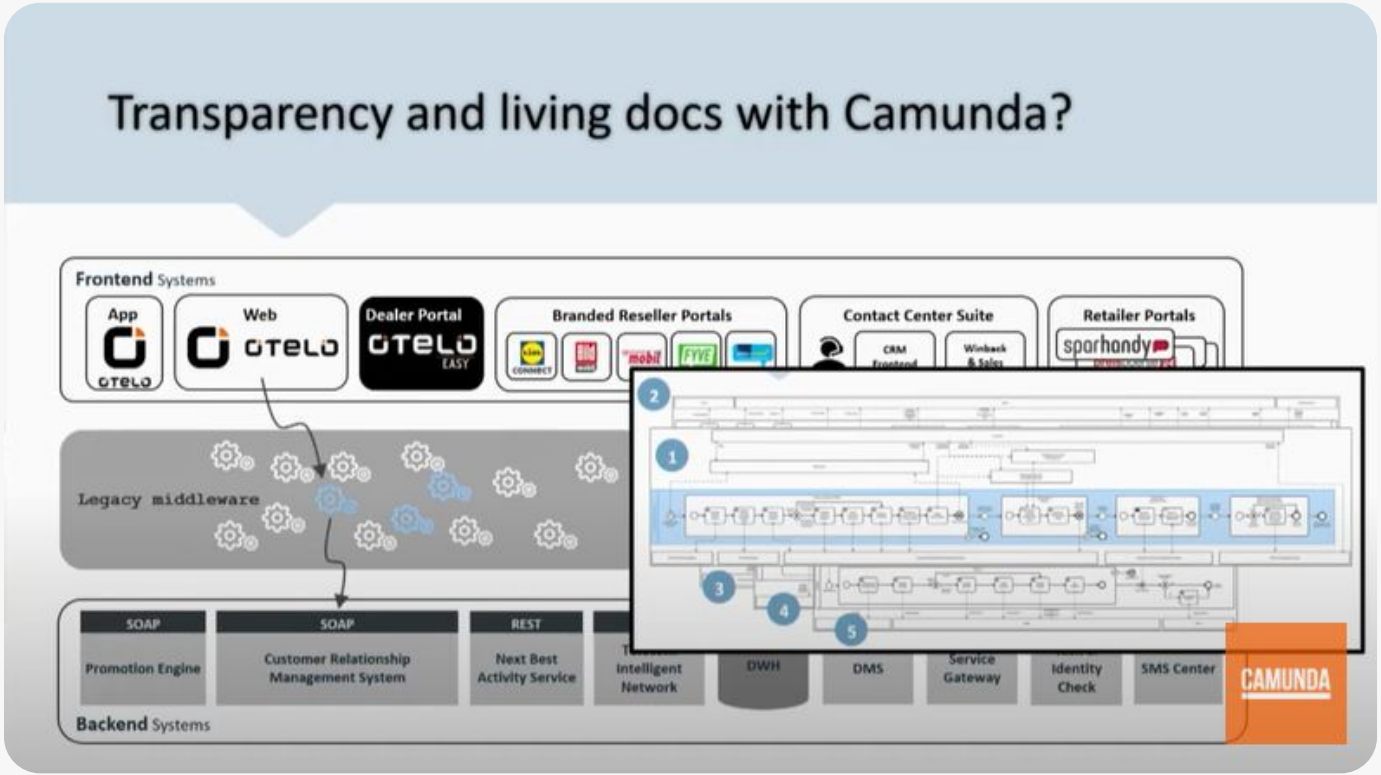
A success story



Vodafone at CamundaCon: https://www.youtube.com/watch?v=nH--elFCDPU

Broad-scale transformation

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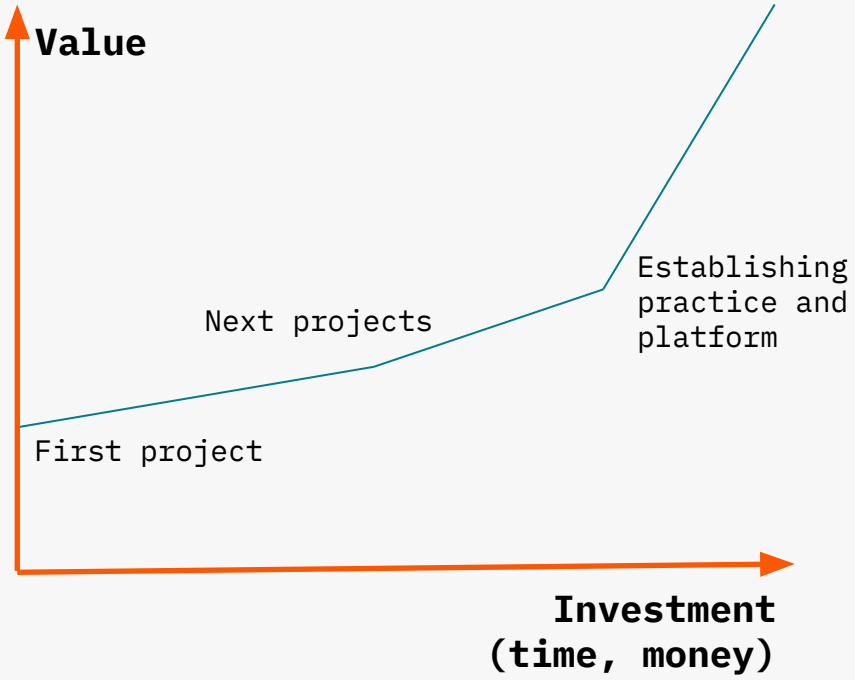

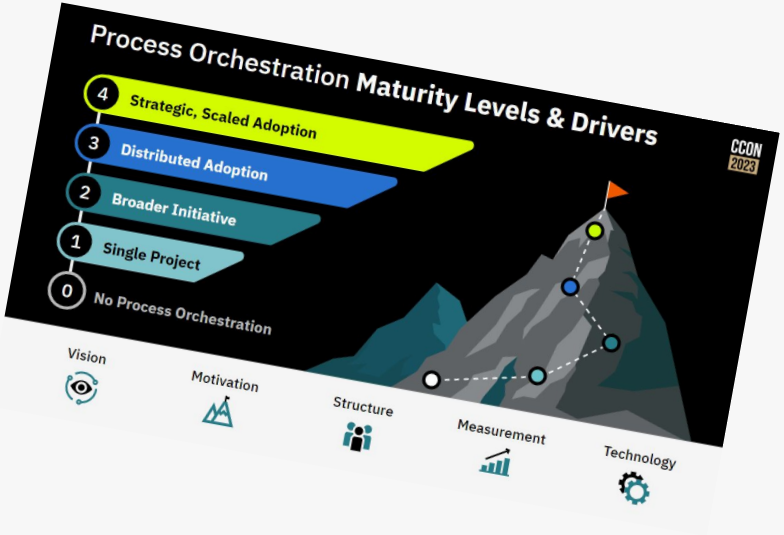

The big(ger) picture

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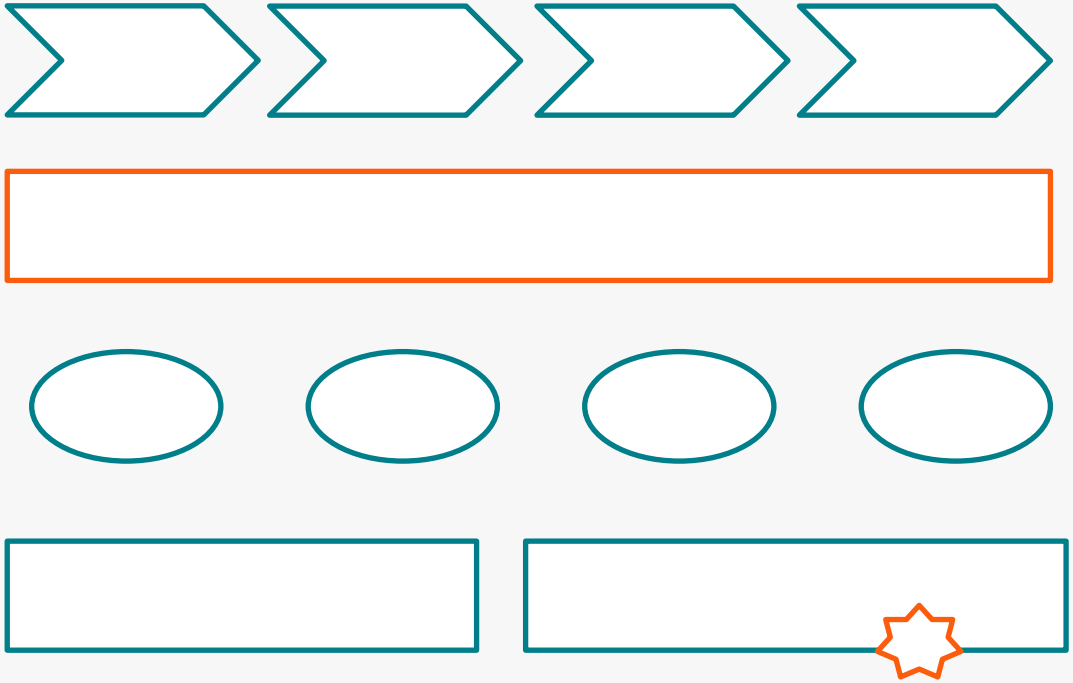

Value chain
(e.g. Customer Acquisition)

End-to-end
process orchestration
(e.g. account opening)

Business capabilities
provided via APIs
(e.g. fraud check)

Technical capabilities and
platforms
(e.g. event streaming, RPA,
process orchestration)

Owned by Center of excellence /
Community of practice

Process orchestration as a service

(also self-managed)

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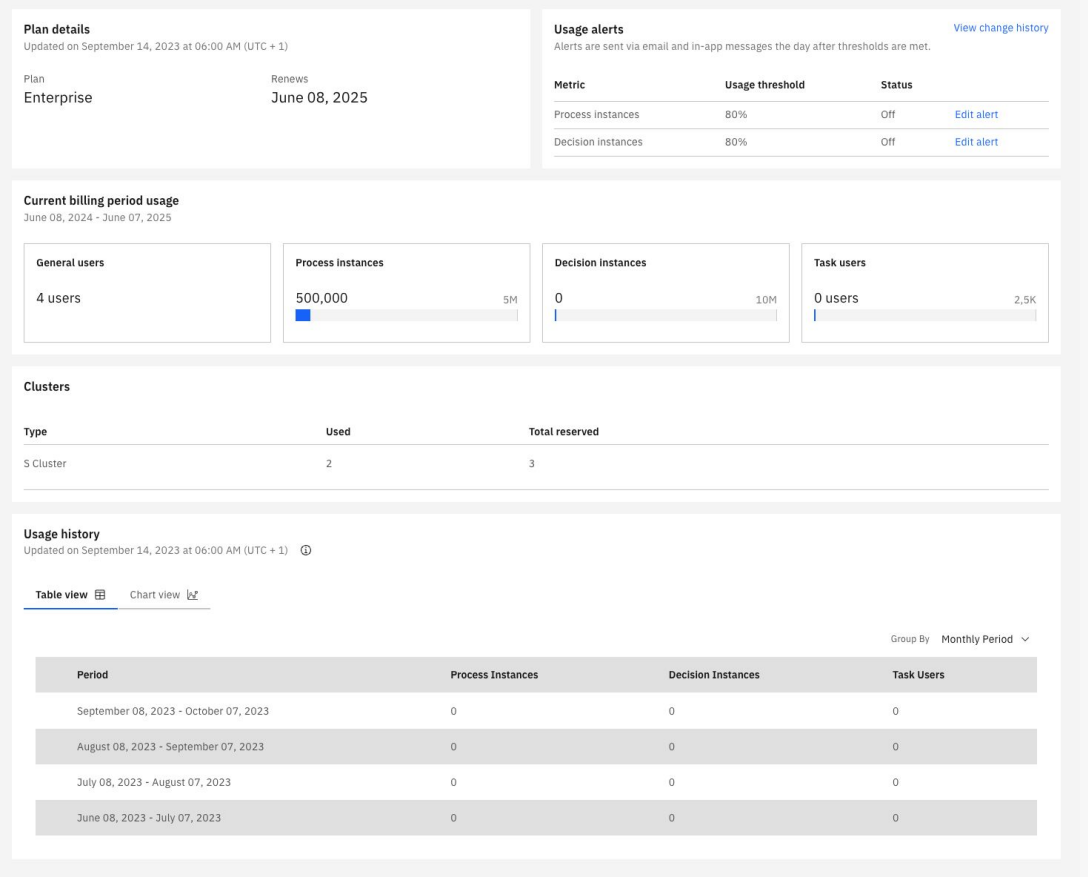

Reusable building blocks

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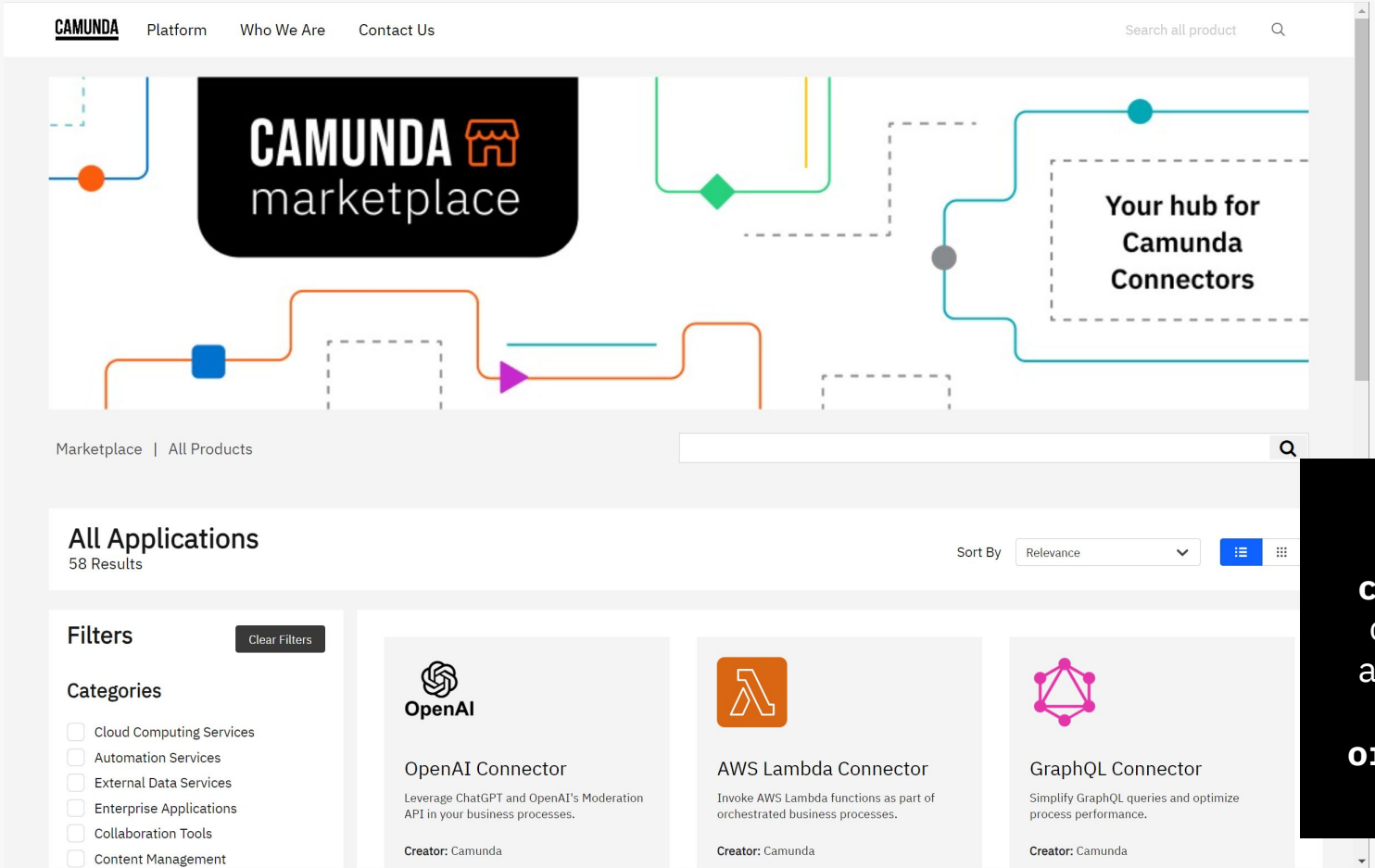

Catalog of **business capabilities** can be made available to the **orchestration layer**

Launching today

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https://marketplace.camunda.com/

Demo

What's a Connector again?

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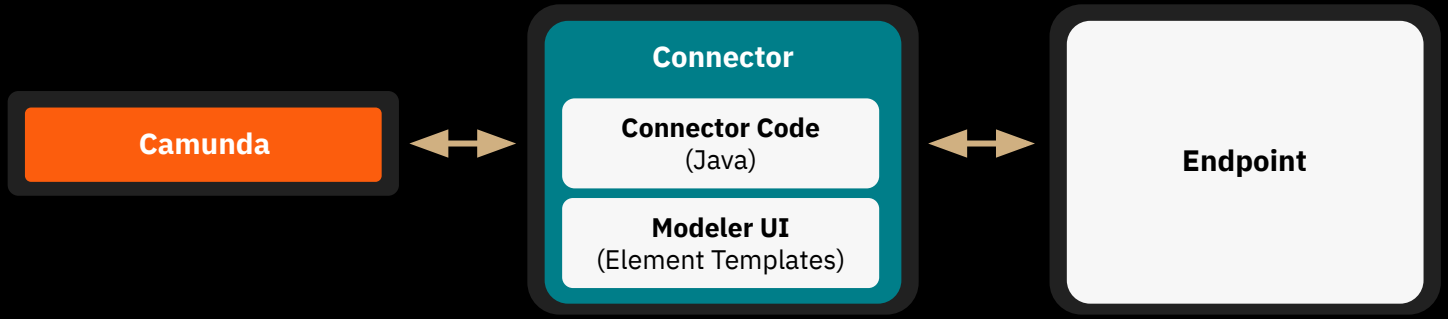
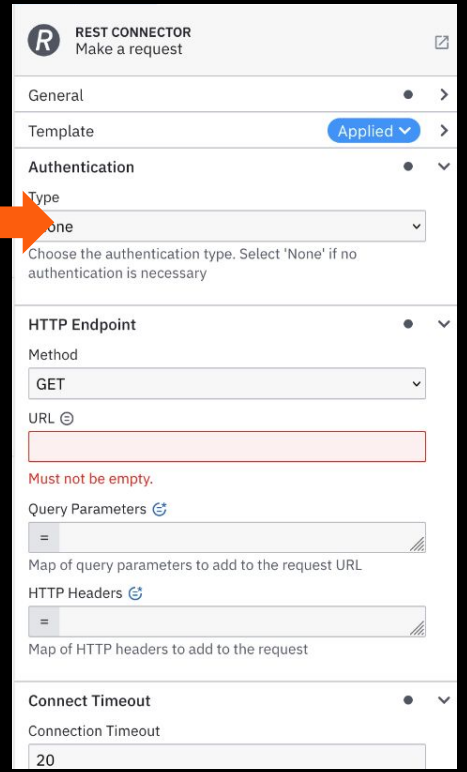


```java
@OutboundConnector(
    type = "io.camunda:http-json:1", inputVariables = {"method", ...},
)
public class HttpJsonFunction implements OutboundConnectorFunction {

  public Object execute(final OutboundConnectorContext context) throws Exception {
    final var json =;
    final var request = createRequest(context);
    return httpService.executeConnectorRequest(request);
  }
}
```

+

```
{
  "name": "REST Connector",
  "properties": [
    {
      "type": "Hidden",
      "value": "io.camunda:http-json:1",
      "binding": {
        "type": "zeebe:taskDefinition:type"
      }
    },
    {
      "id": "method",
      "label": "REST Method",
      "group": "endpoint",
      "type": "Dropdown",
      "value": "get",
      "choices": [
```



https://github.com/camunda/connectors-bundle/tree/main/connectors/http-json

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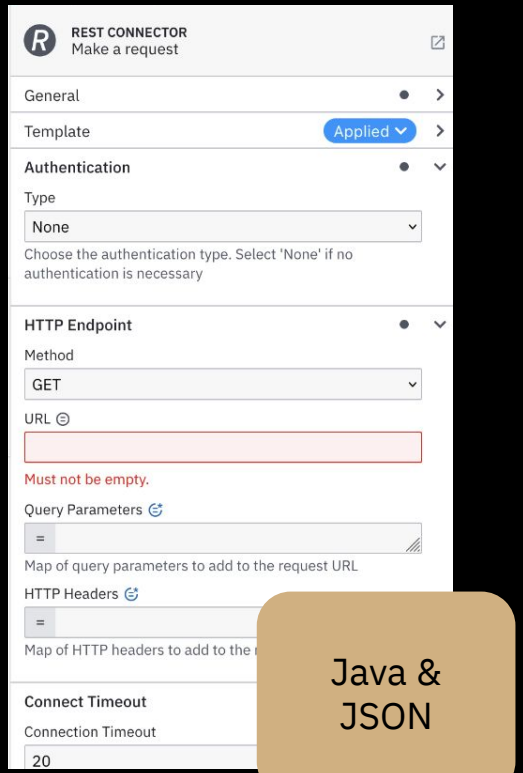
Protocol



Java &
JSON

Protocol > Generic System Connector

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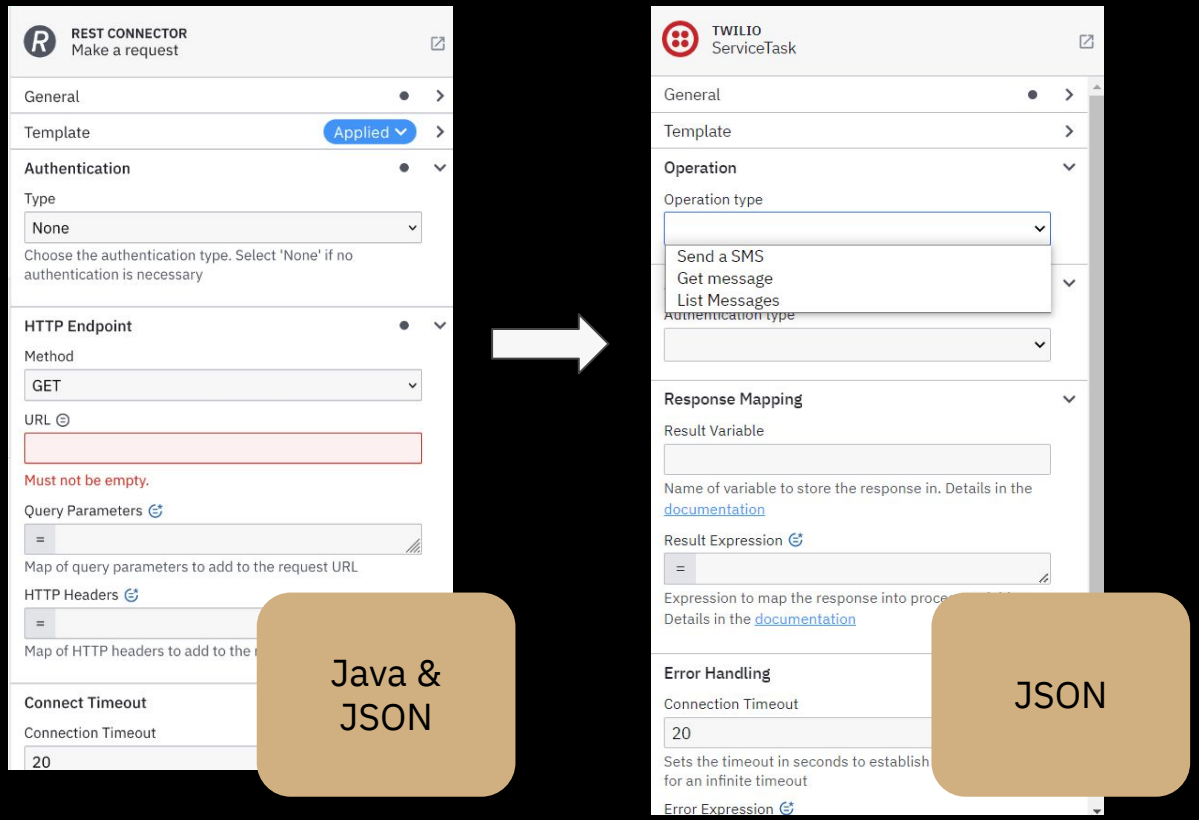

Protocol > Generic > Specific Connectors

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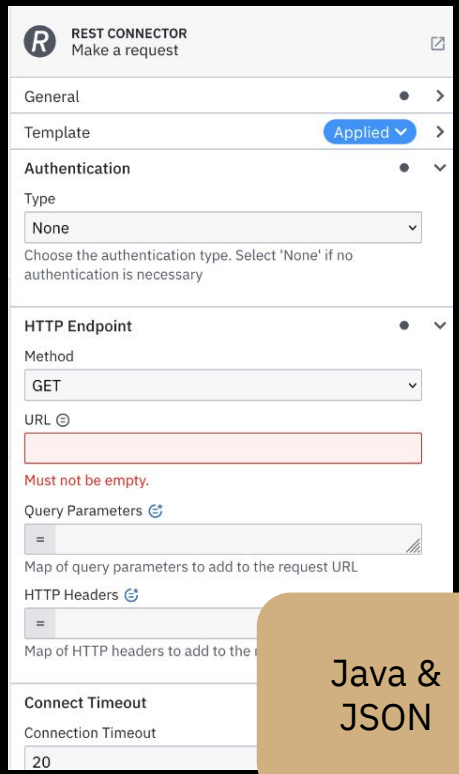
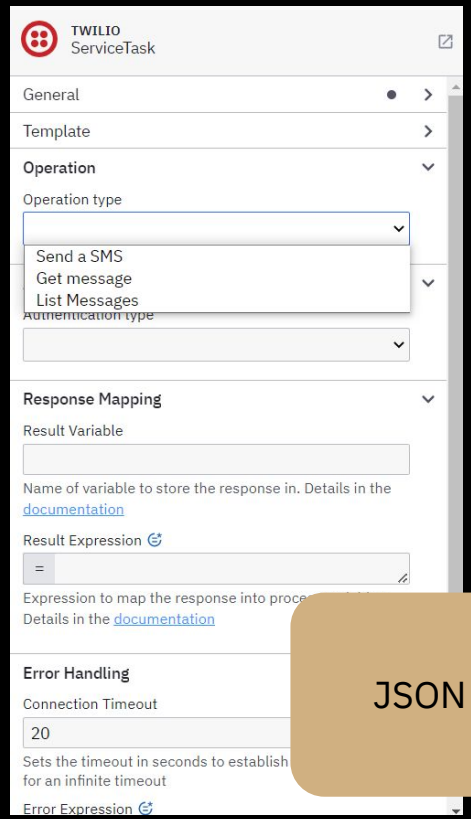
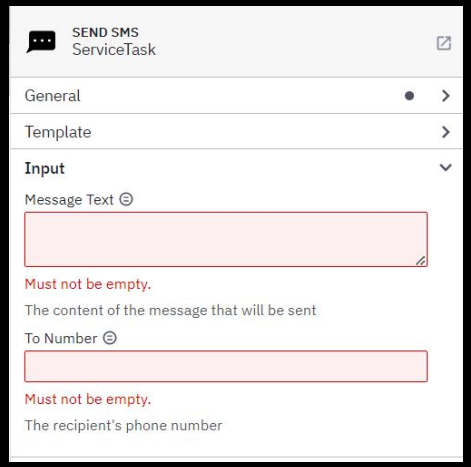


Java & JSON



JSON



JSON

The big(ger) picture

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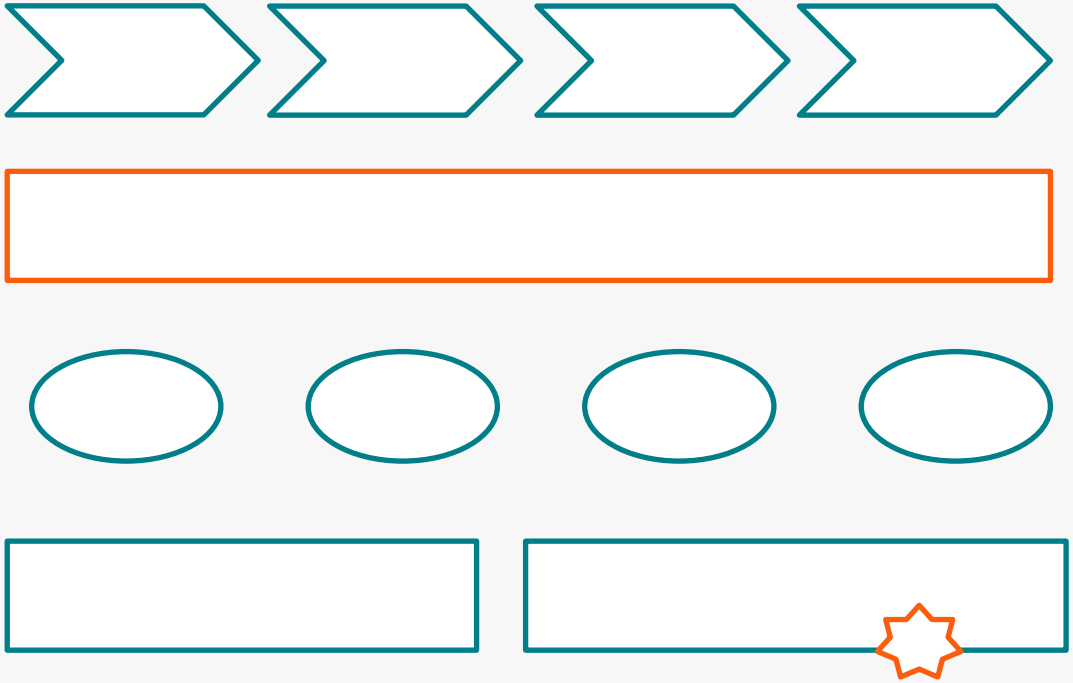


Value chain
(e.g. Customer Acquisition)

End-to-end
process orchestration
(e.g. account opening)

Business capabilities
provided via APIs
(e.g. fraud check)

Technical capabilities and
platforms
(e.g. event streaming, RPA,
process orchestration)

Center of excellence /
Community of practice

Centralization vs. autonomy?

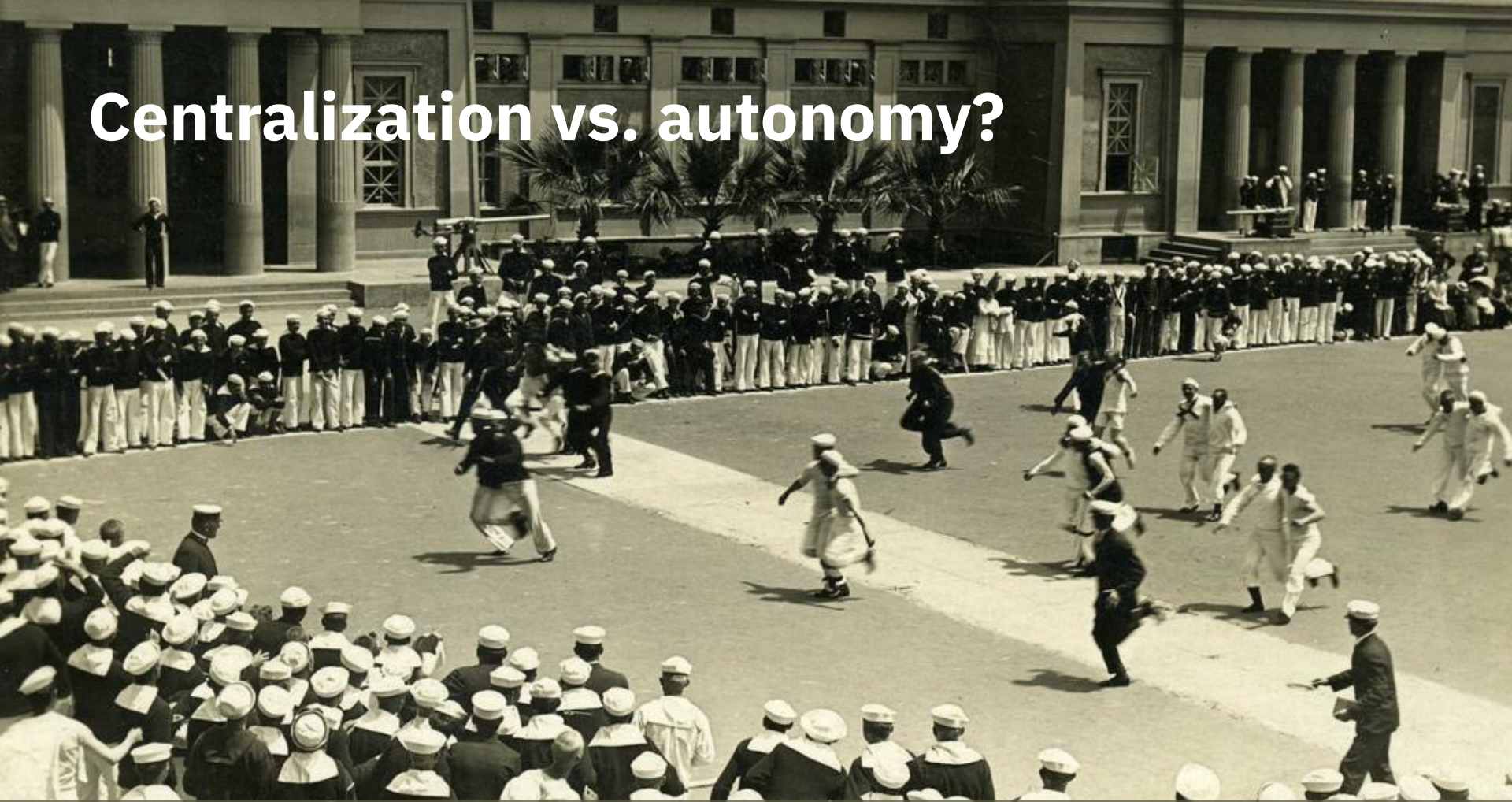
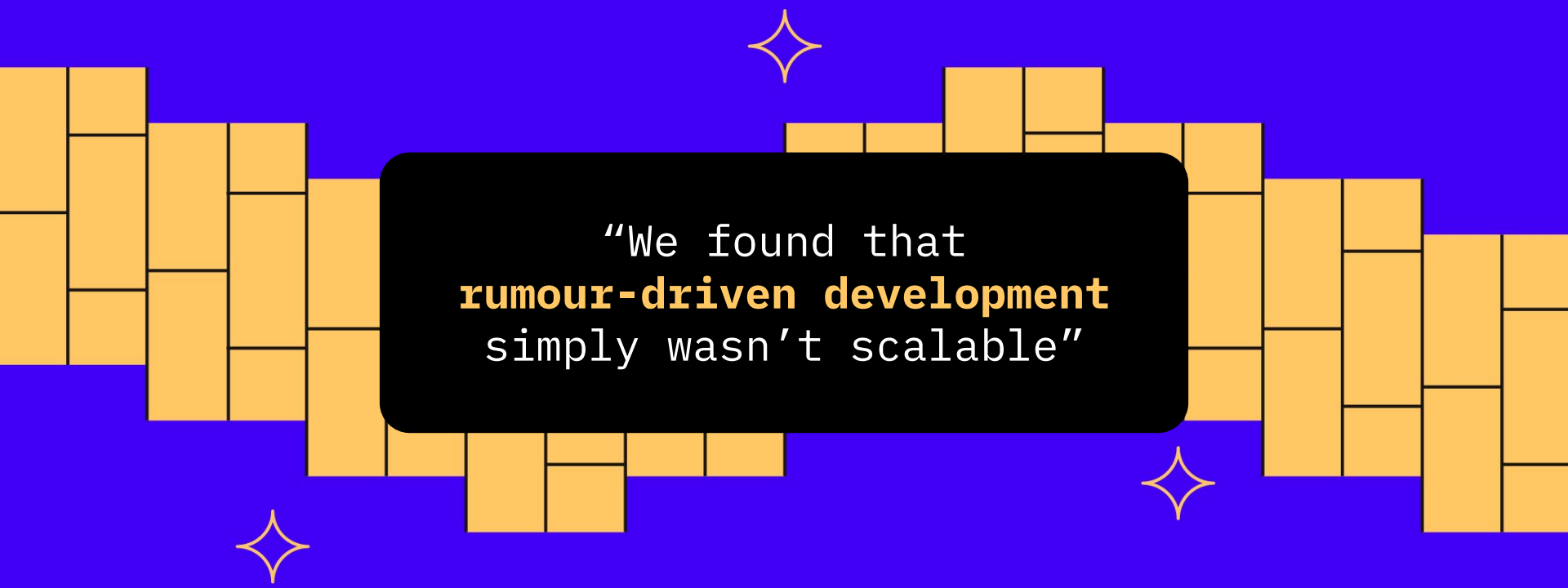


Photo by born1945, available under Creative Commons BY 2.0 license.

Spotify R&D

Golden Paths



https://engineering.atspotify.com/2020/08/how-we-use-golden-paths-to-solve-fragmentation-in-our-software-ecosystem/

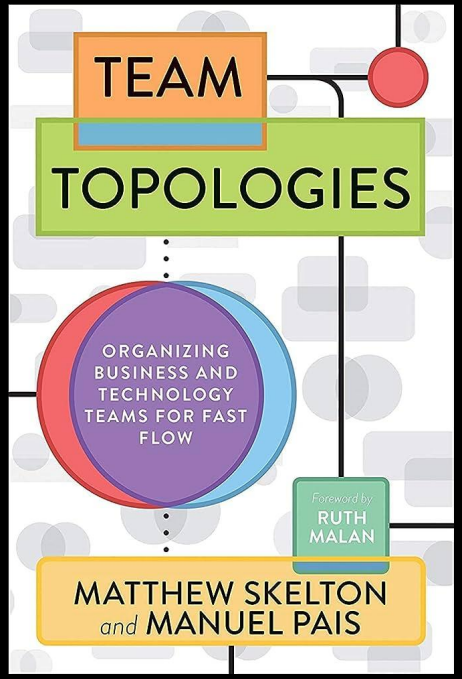
The Speed Paradox

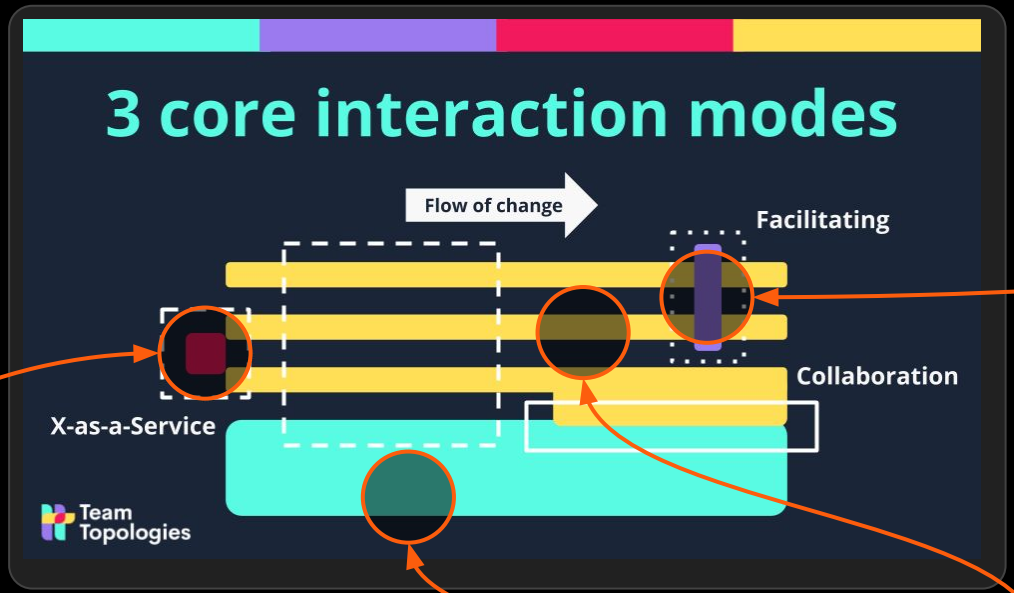
At Spotify, we've always believed in the speed and ingenuity that comes from having autonomous development teams. But as we learned firsthand, the faster you grow, the more fragmented and complex your software ecosystem becomes. And then everything slows down again.

The Standards Paradox

By centralizing services and standardizing your tooling, Backstage streamlines your development environment from end to end. Instead of restricting autonomy, standardization frees your engineers from infrastructure complexity. So you can return to building and scaling, quickly and safely.

https://backstage.io/ (OSS, Made with ❤️ at Spotify)


TEAM
TOPOLOGIES
ORGANIZING BUSINESS AND TECHNOLOGY TEAMS FOR FAST FLOW
Foreword by
RUTH MALAN
MATTHEW SKELTON
and MANUEL PAIS

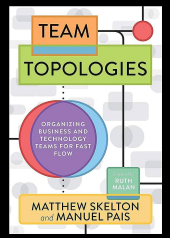


Center of Excellence

Fraud detection

Camunda + x

Bank Account Opening



Stream-aligned team

Enabling team

Complicated Subsystem team

Platform team

Reducing cognitive load

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Intrinsic cognitive load

Fundamentals

(“How to program with Java?”)

Extraneous cognitive load

Environment

(“How to deploy this?”)

Germane cognitive load

The real task

(“How to solve this business problem?”)

Centralization vs. autonomy?

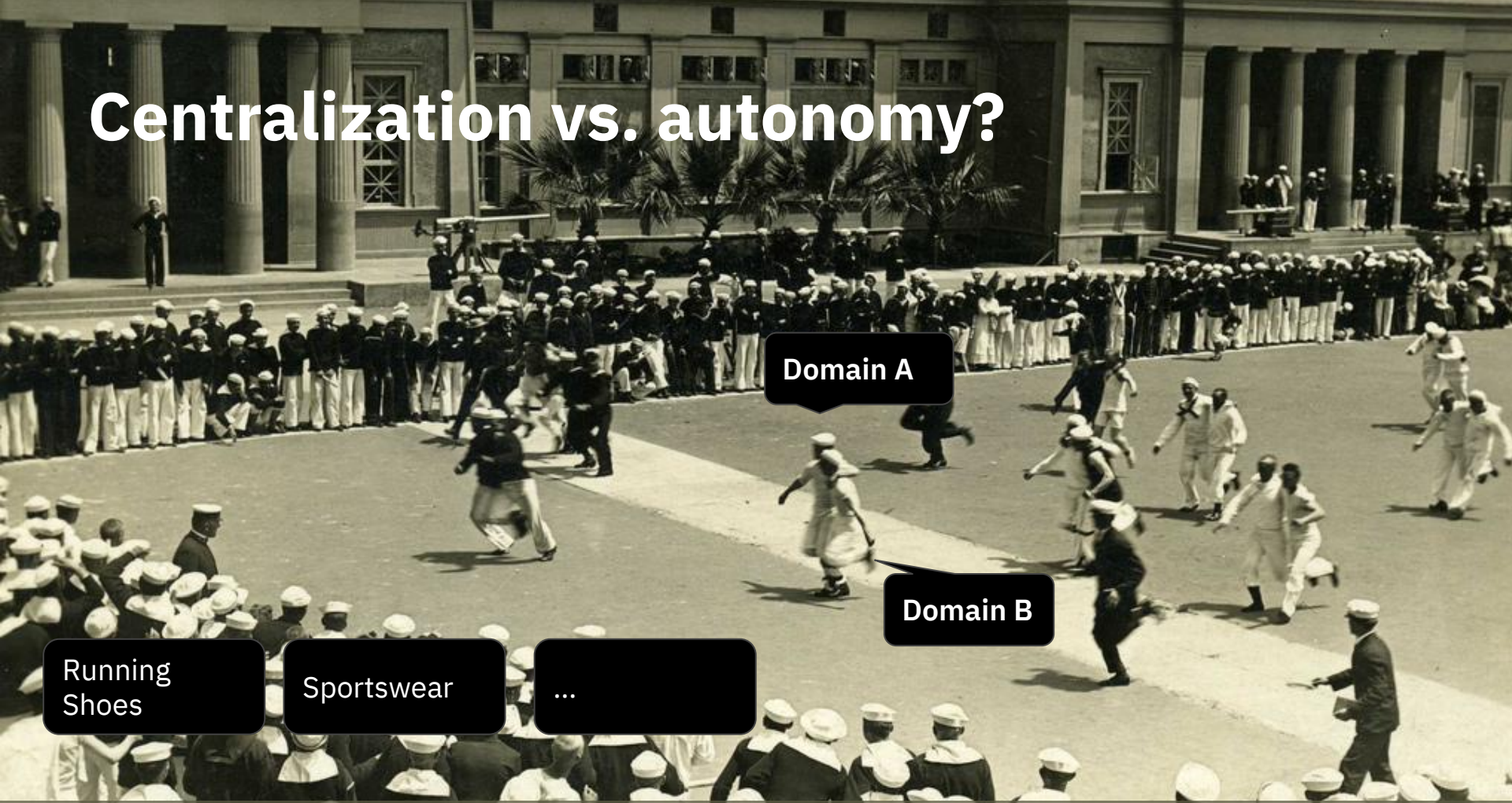
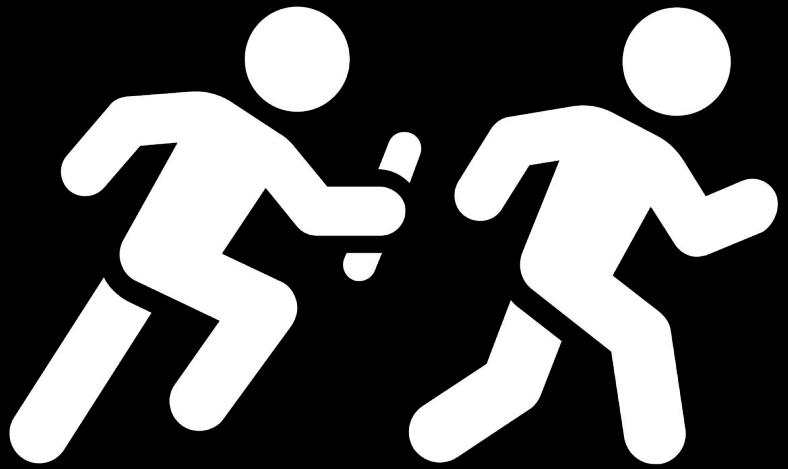


Photo by born1945, available under Creative Commons BY 2.0 license.

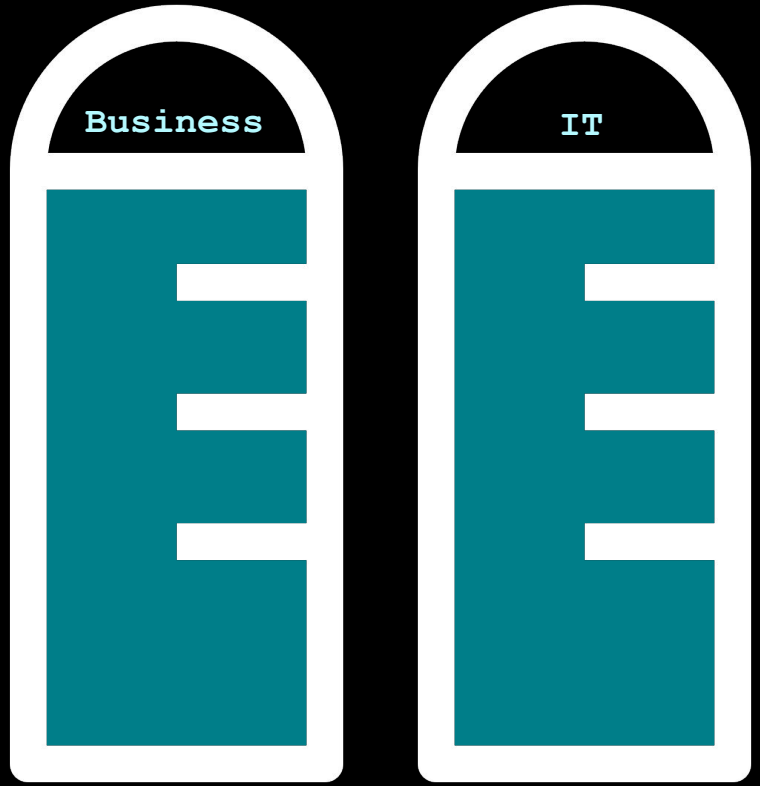
End-to-end processes



Full autonomy of isolated teams doesn't give you good end-to-end processes

A sad story

A sad story



We need to automate X

But we need to automate, let's do some shaky low code solution

Oh – not a big priority, please come back in 6 months

Diversity of roles

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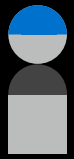
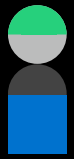
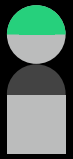


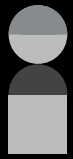
Business Person



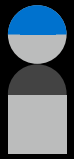
Citizen Developer



Consultant or **Power User**



Bot Developer



Low-code Developer

Junior Developer

Senior Developer

Principal Developer

Process != process

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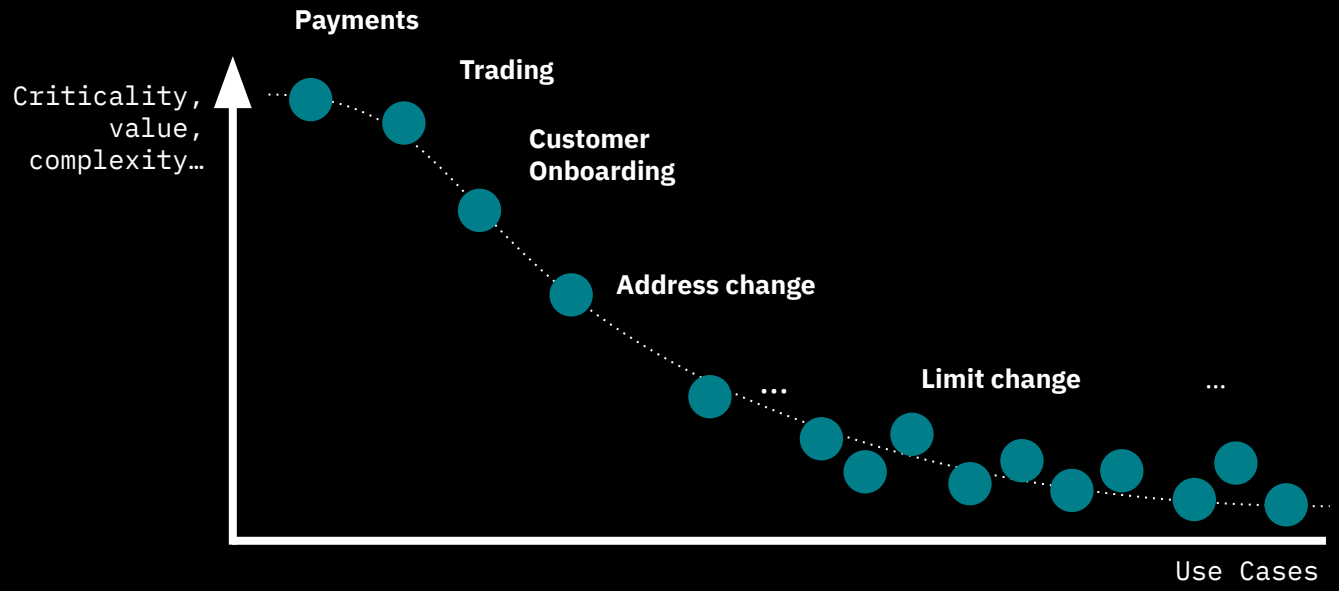

Categorize your use case

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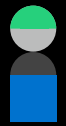
Green
Do it yourself

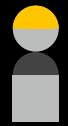
- simple
- local automations with little criticality
- no governance or quality assurance



Citizen Developer

Yellow
Guided

- medium complexity
- medium criticality
- some governance required
- some guidance necessary



Anything in between

Red
Professional Development

- high complexity
- high criticality
- compliance and regulatory requirements
- version control
- automated testing
- CI / CD

Professional Developer

Inspired also by https://www.forrester.com/blogs/how-shell-led-a-citizen-developer-movement/

Enabling more roles to participate

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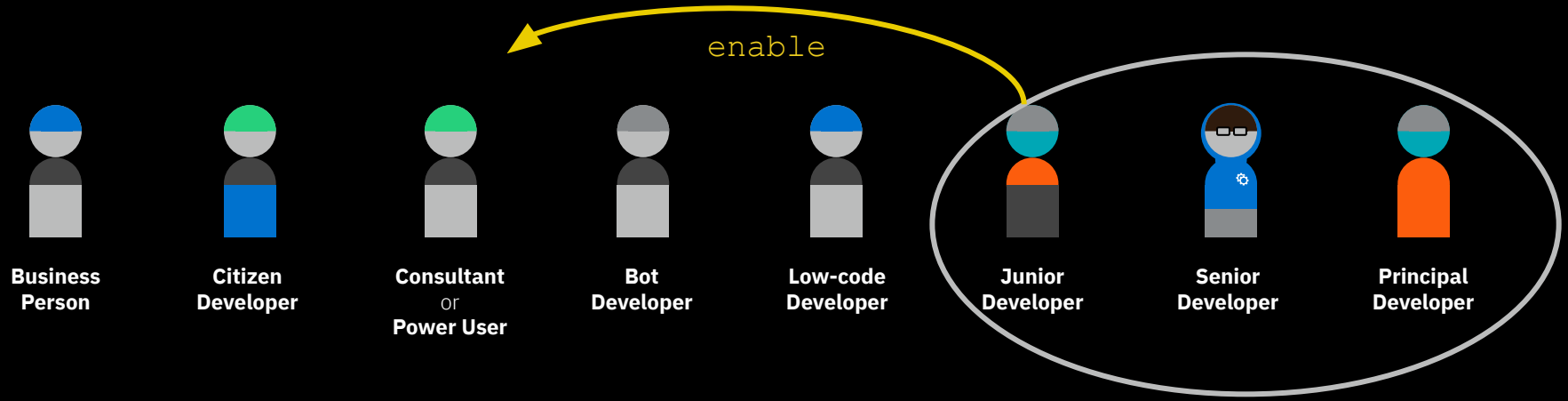

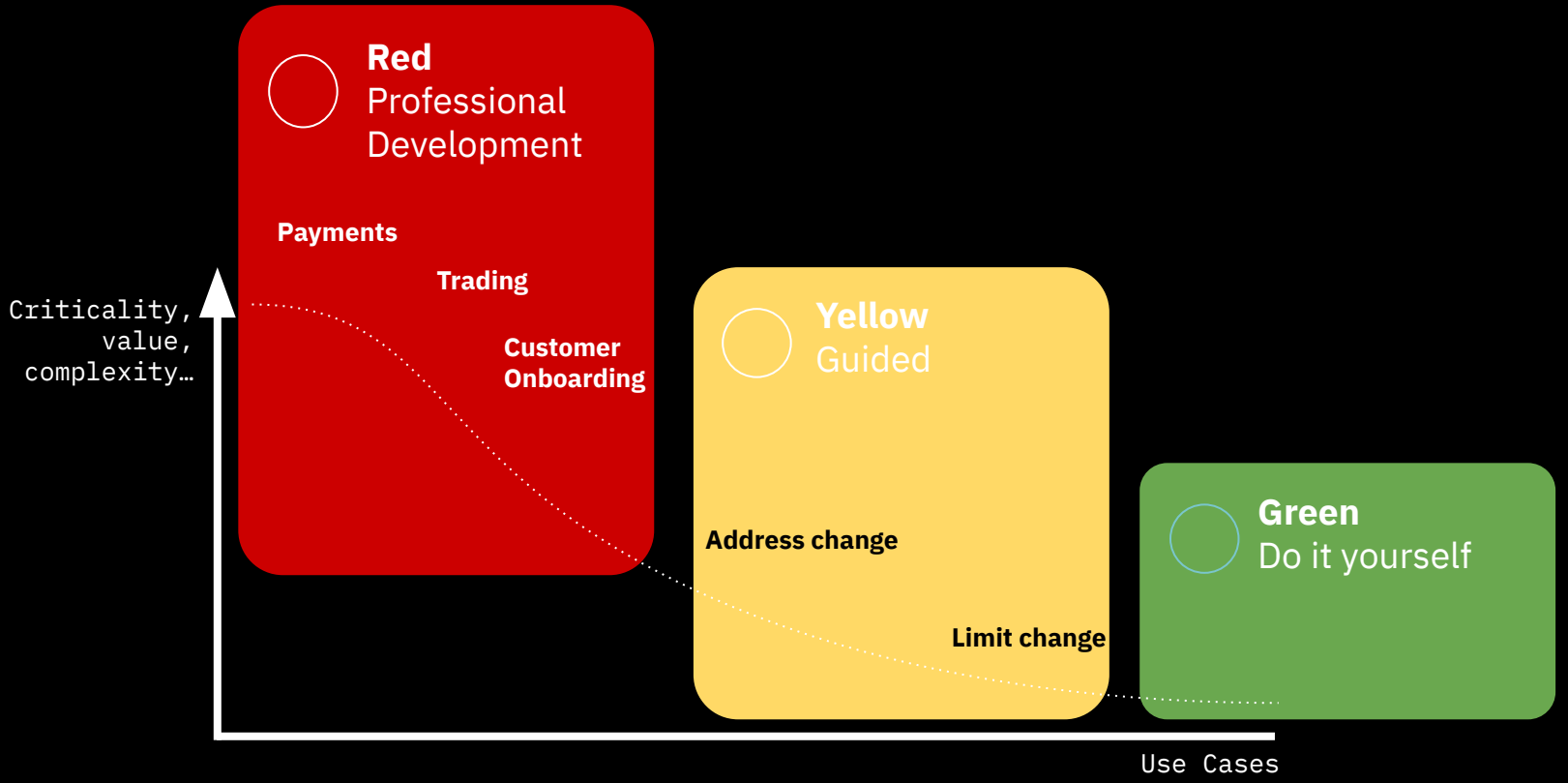
Red
Professional Development
Payments
Trading
Customer Onboarding
Yellow
Guided
Address change
Limit change
Green
Do it yourself
Criticality, value, complexity…
Use Cases

Out-of-the-box possibilities

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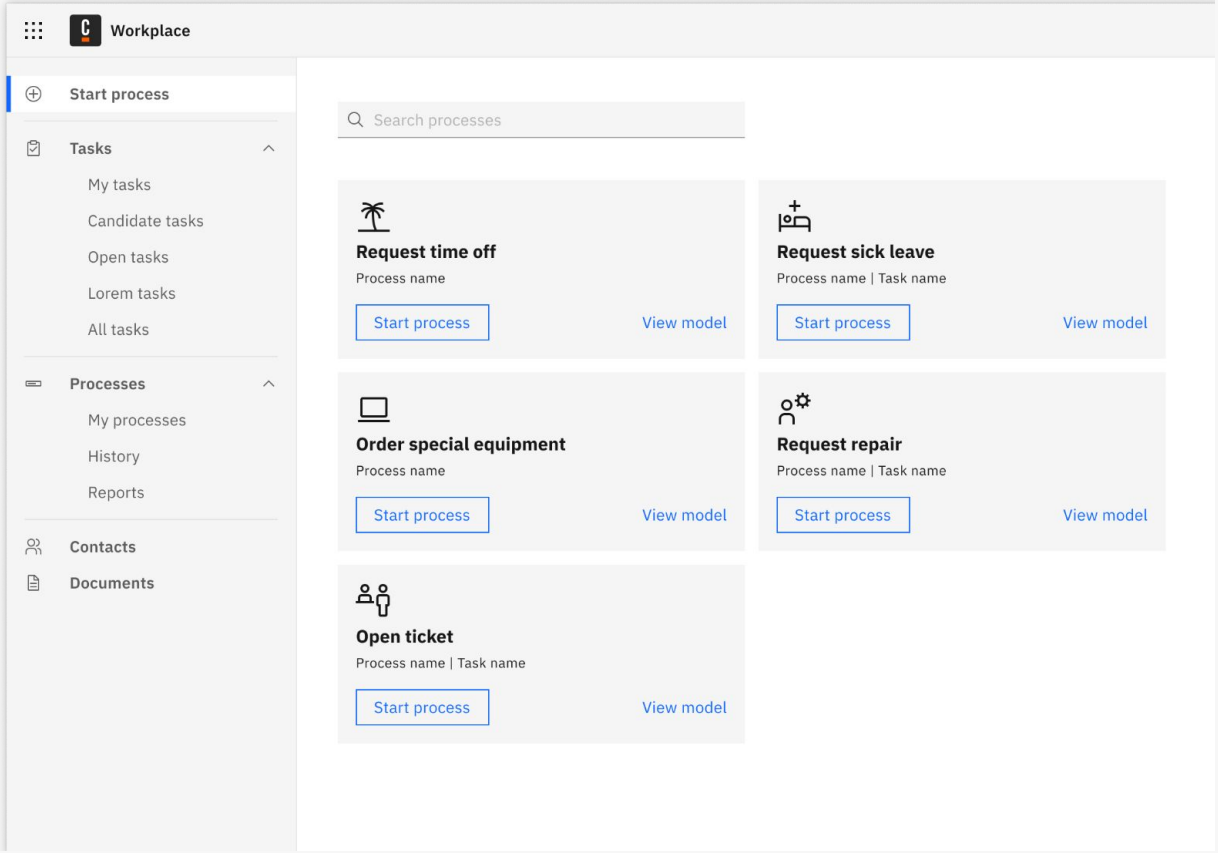

Rich forms

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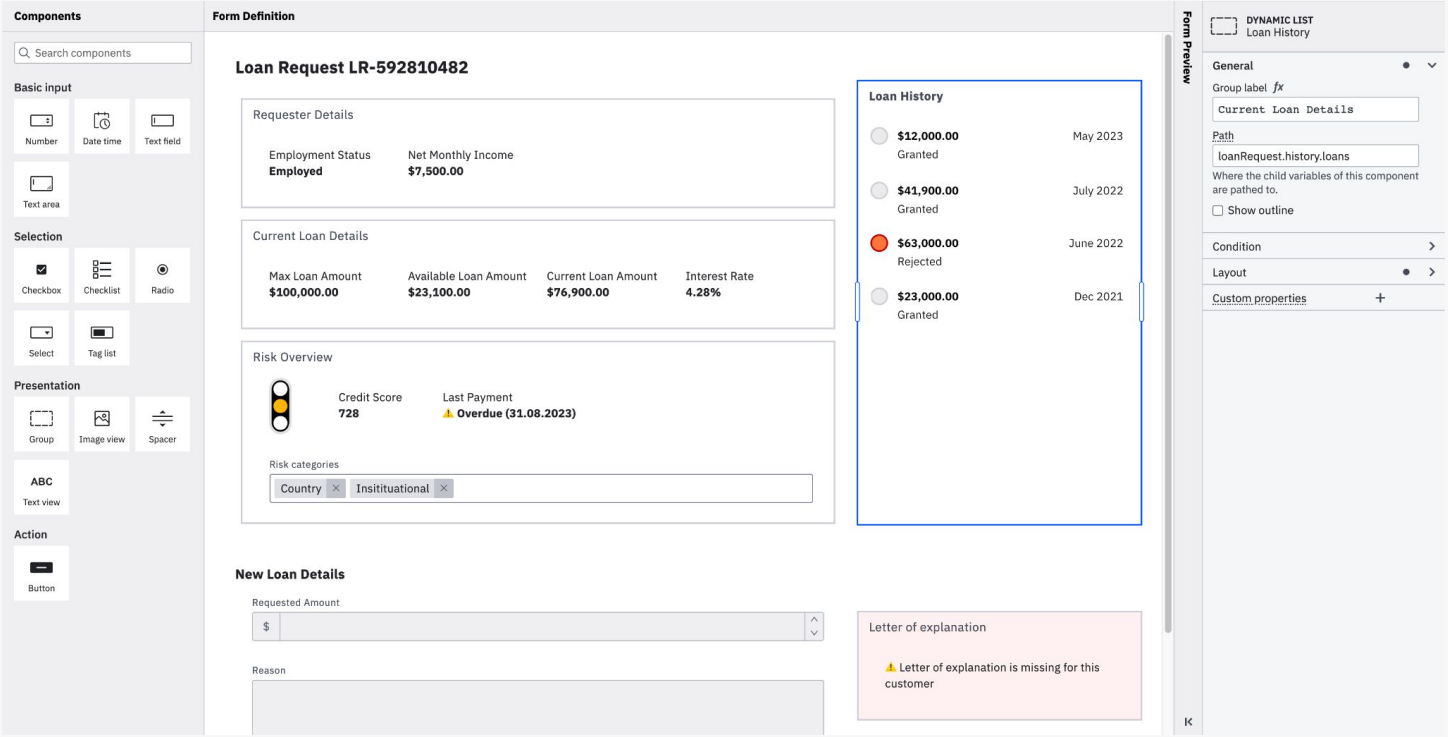

Testing directly in the modeler

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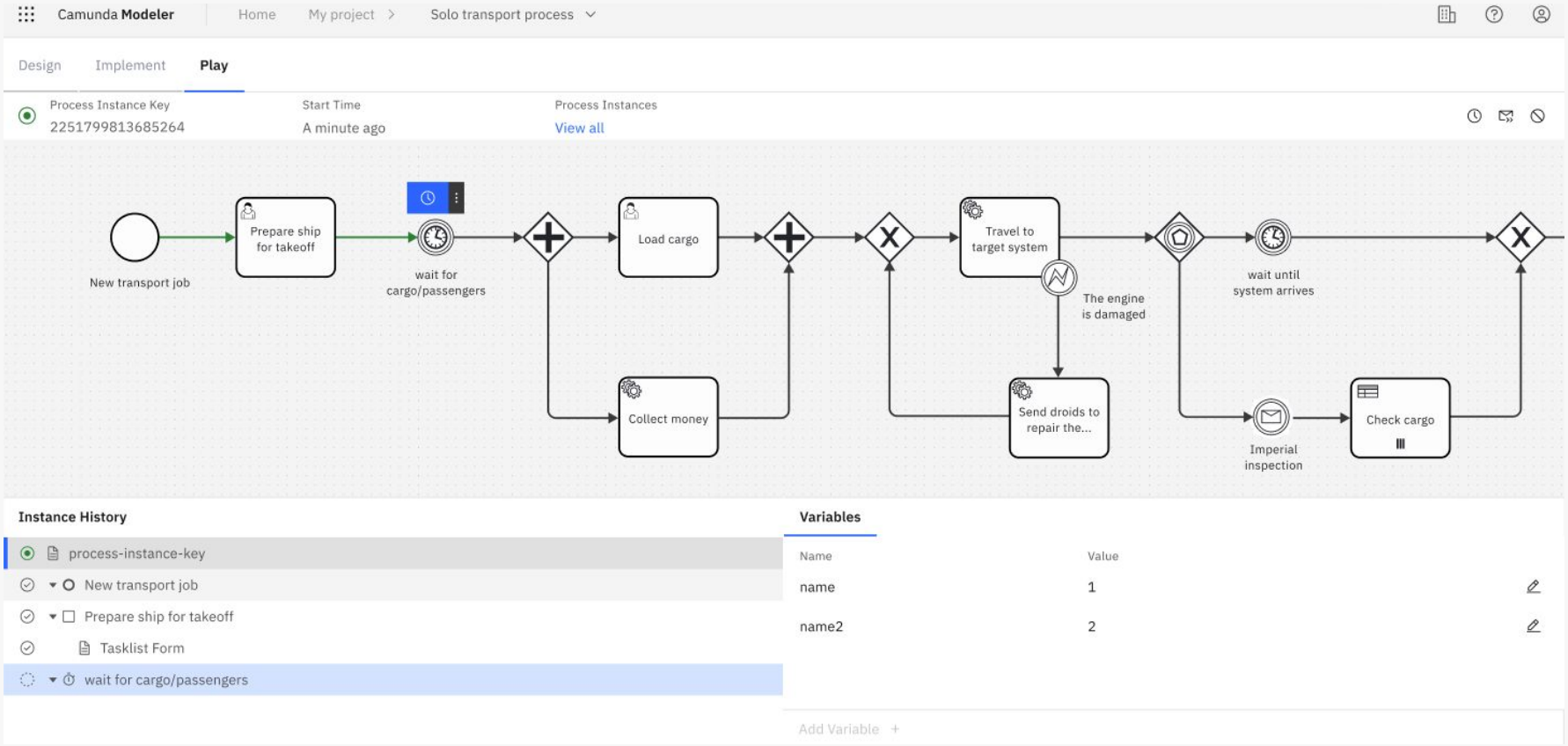

Demo

A great story

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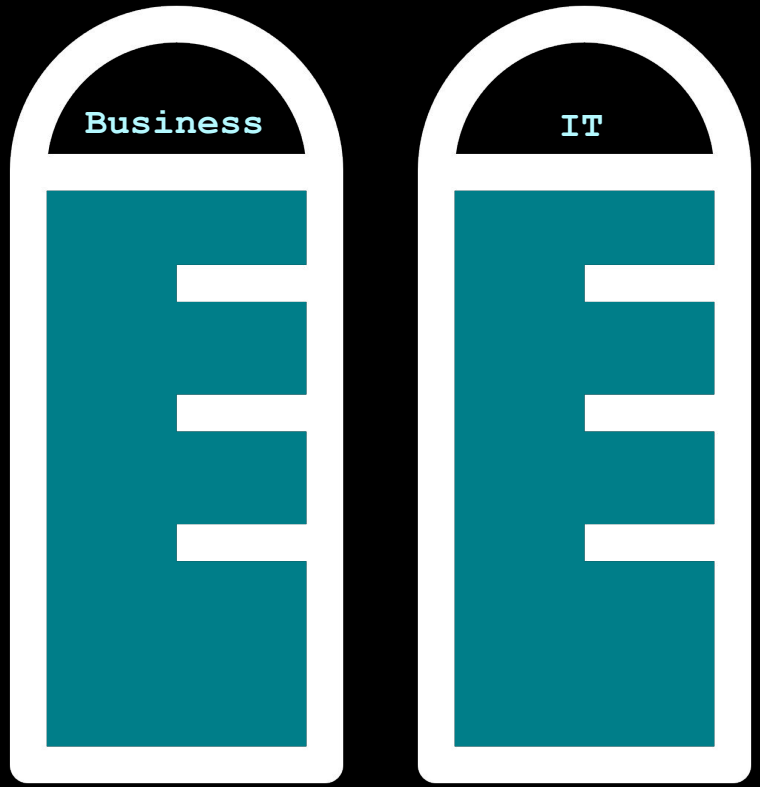
Self-service

Out-of-the-box experience

Forms, data and expressions

Connectors



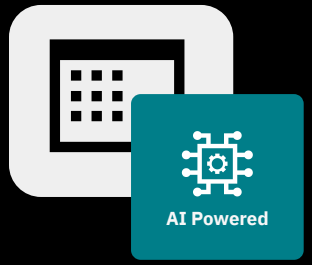
We need to automate X

Yeah :-)

We have this Camunda platform as a service – just help yourself.

AI Powered

AI Speeds up time-to-automation to solve complex business problems



Create Solutions Fast

Leverage AI to accelerate low-code developers to build solutions even faster

Generative Process Models

For simple processes sure, for anything else there's humans.

Modeler Copilot

Assisted and guided helpers to build better processes, scripts, forms, connectors..

Predictive Decisioning

Machine Learner helpers to identify process and decision improvements for the most complex use case

BpmnGPT

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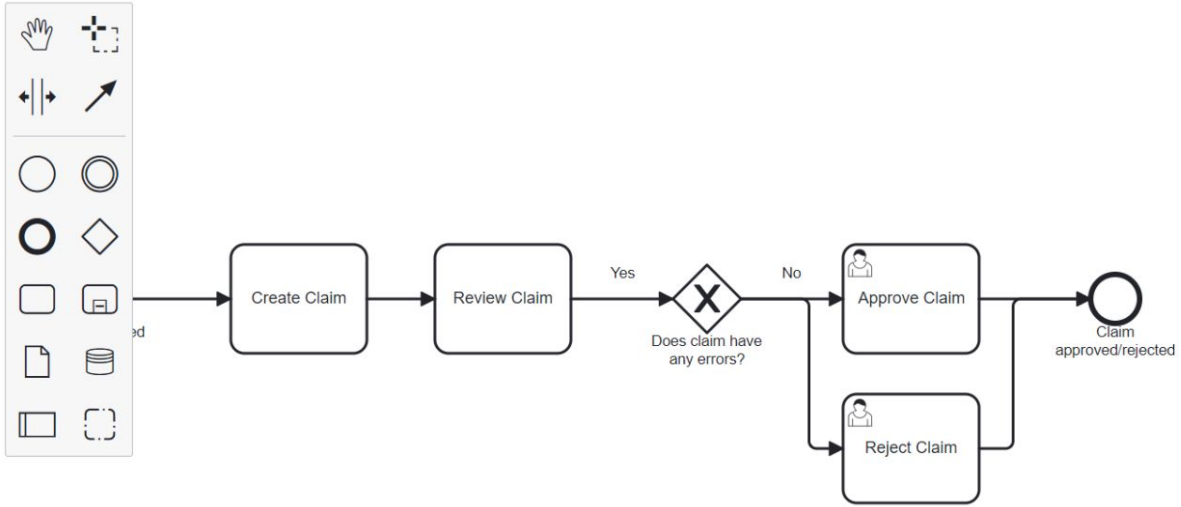
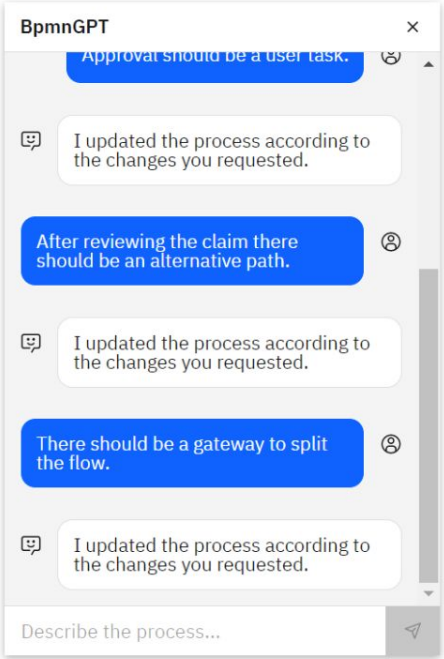
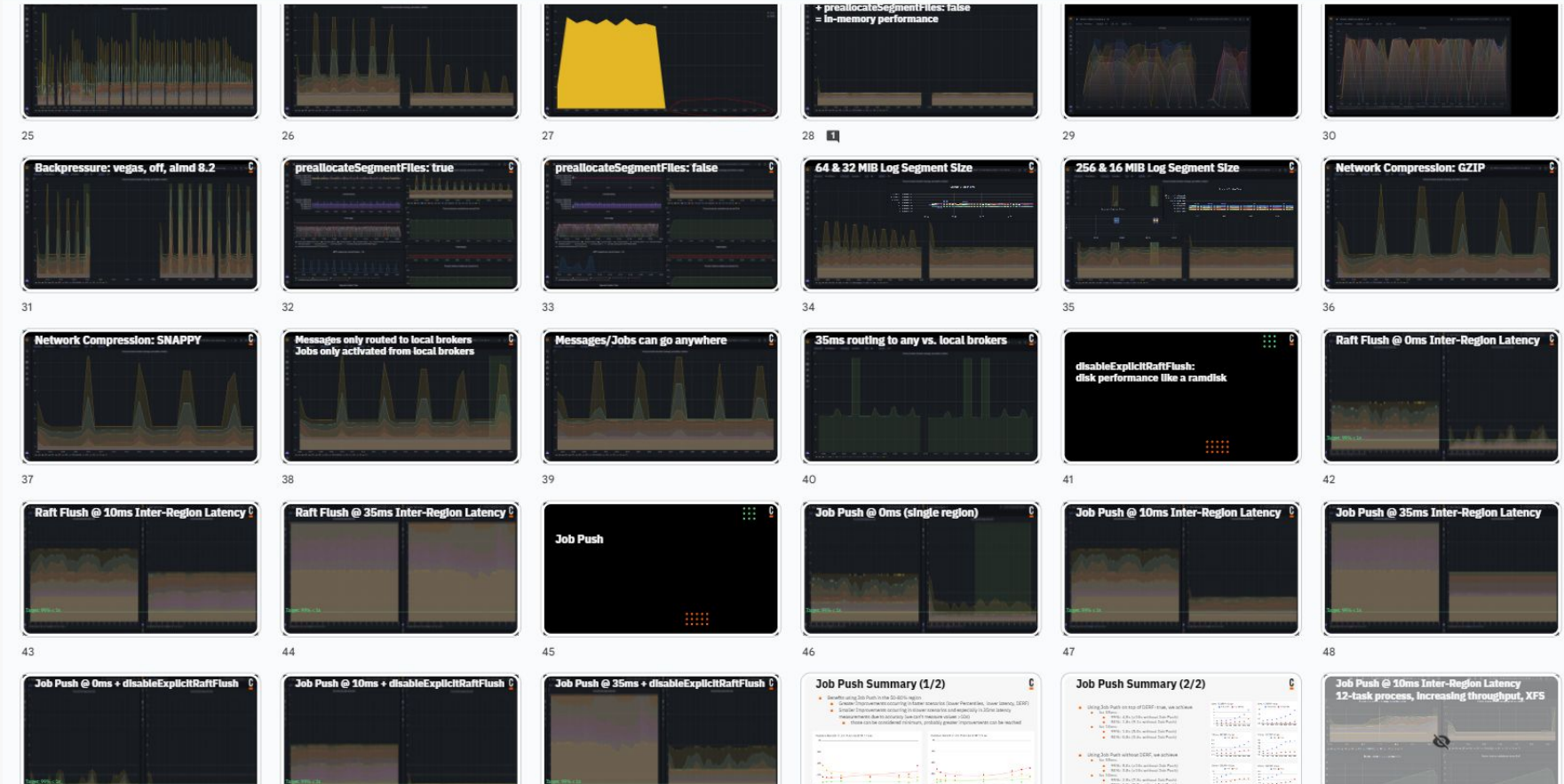


BPMN.iO



https://github.com/philippfromme/bpmn-gpt

High-throughput, low-latency, resiliency



Shifting into overdrive

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Tracking, Orchestrating, Improving

Platform, CoE, golden paths, best practices

Green, yellow, red
Also high volume/low latency

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Enjoy CamundaCon!

- Our teams are here: **go engage in conversation**
- Check out the Ask Me Anything booth
- **Online**: use event chat for each stage

Bernd Ruecker

Co-Founder and Chief Technologist

Daniel Meyer

CTO

Mo Ladha

Head of Product Management

Frederic Meier

Head of Sales

Max Trumpf

Head of Engineering

Mary Thengvall

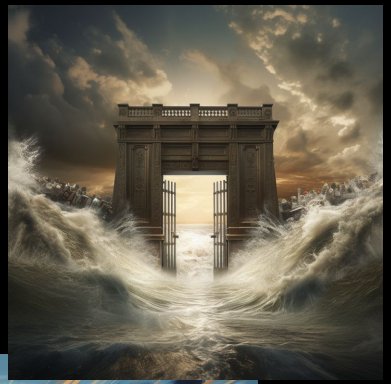
Head of Developer Relations

Alan Hale

Head of Customer Success

Melanie Butcher

Head of Product Design

Shifting into overdrive

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