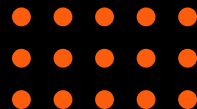




Why Camunda

Orchestrate. Automate. Transform.



About Camunda



2008

Founded



350+

Employees Globally



100,000+

Community Members



4

Offices Worldwide:
America, Asia, and Europe



500+

Enterprise Customers



190+

Countries with people
using Camunda

Market and Categories



Process Automation Market

RPA

Process
Orchestration

iPaaS /
Integration

Process
Mining

Microservices
Orchestration

iBPMS

Low-code
Platforms

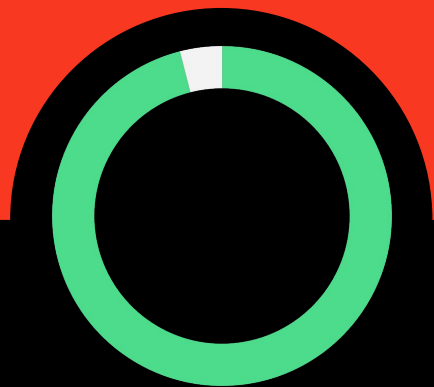
Competitive Landscape



Category	Competitive?	Camunda's Place in the Market
RPA	No Complementary	RPA is suitable for local task automation, not for end-to-end processes. Camunda customers orchestrate RPA bots as part of an end-to-end process for better control and visibility.
Enterprise Integration (iPaaS)	No Complementary	Enterprise integration is best for simple application integration flows, not for end-to-end process orchestration. Sometimes, Camunda is combined with these products for connectivity (orchestrating application logic).
Process Mining	No Complementary	Process mining is intended for process discovery/analytics, not for end-to-end process orchestration. It often happens to identify automation potential which is then realized using Camunda.
Microservices Orchestration	Partially Camunda is more powerful	You can orchestrate microservices with Camunda (it's a core use case), but in a more powerful way thanks to business-IT alignment. Camunda also enables microservices with additional use cases (such as human task orchestration).
iBPMS	Yes Camunda replaces them	Camunda is a more modern, cost-effective, developer-friendly alternative. Camunda Platform often replaces these products.
Low-Code Platforms	No Complementary	Camunda addresses the challenges of endpoint diversity and process complexity in a way that low-code platforms cannot. Camunda is often combined with these platforms to extend process orchestration capabilities to more teams and use cases.

96% of decision
makers agree:

**Process Automation
is the key to Digital
Transformation.¹**



**But it's also the
challenge.**

**Most organizations have
more than five endpoints
needed for automation:²**



Human
Work



AI



Business
Rules



Micro
Services



RPA



API



IoT



Systems
(legacy + homegrown)

Source: 2023 State of Process Orchestration Report. n = 755 IT decision makers from the US, UK, Germany, and France.

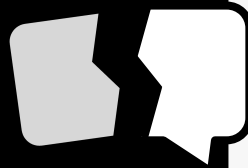
¹ Question: To what extent do you agree or disagree with the following statement: "Process automation is a vital element of digital transformation"?

² Question: Which of the following components are included as part of a typical process automation implementation within your organization?

Most organizations have more than five endpoints needed for automation.



Business and IT teams struggle to communicate and collaborate.



Digital transformation leads to a growing need for scalability and resilience.



Increasing the rate of automation for benefits claims by more than 65% and reducing average claim processing time by over 33%.

At Camunda, we've helped **organizations all over the globe** transform their complex, end-to-end business **processes** into **seamless customer experiences**.



Automating customer communications with over 800 process models and 230 million process instances daily.



Orchestrating hundreds of RPA bots to provide high-quality customer service and achieve true digital transformation.

**Orchestrate across
every endpoint.**



**Bring IT and the
business together.**



**Get unparalleled speed,
scale and resilience.**



Camunda - The Universal Process Orchestrator

Orchestrate

Complex process flows across people, systems and devices.

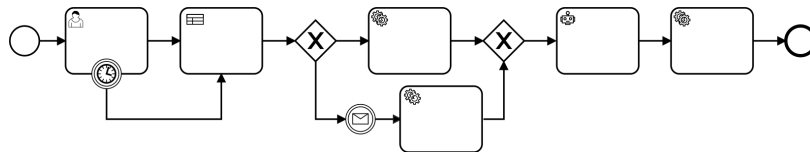
Automate

Any process, anywhere.

Transform

Your organization toward a digital future.

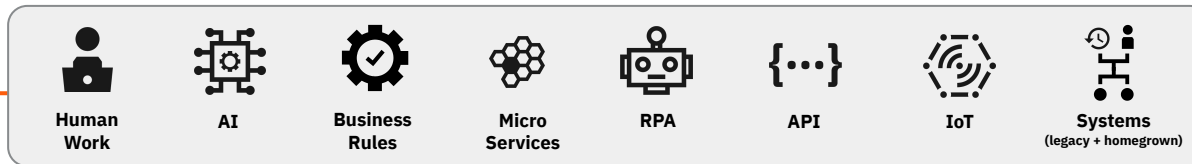
Collaborate



Flexibility



All Endpoints



Camunda Platform: The Universal Process Orchestrator



Design

Developers & business users collaborate to design & deploy processes with Camunda.



Modeler

Model & deploy business process diagrams with BPMN & DMN.

Available via web and desktop app.



Connectors

Out-of-the-box integrations to easily communicate with popular enterprise applications & protocols.



Integration Framework

Build & provision your own connectors to any system including home-grown & legacy applications.



Forms

Drag & drop creation of forms that power workflows that require human interaction.

Automate

Enterprise-grade automation platform. Built for today's business complexity, loved by developers.

POWERED BY ZEEBE



Workflow Engine

Next-generation, cloud-native BPMN workflow engine that unlocks unparalleled speed, scale & resilience.



Decision Engine

Automate decisions in end-to-end business processes via DMN.



Tasklist

Assign and execute tasks that require human interaction via easy-to-use Forms or via your own apps with the Tasklist API.



Operate

Real time visibility to monitor, analyze and resolve problems with any process instance.

Improve

Teams have the insights to fix the highest ROI problems for their business processes.



Optimize

Get the insights you need to understand and continuously improve your business processes.

Customers we've helped

Financial Services

Santander **NatWest**

BNP PARIBAS **ING**

BCC **GRUPO CAJAMAR**



Insurance

hannover re



visana

SwissLife

R+V



Telecom

swisscom

NOKIA

vodafone

TELSTRA



Media

VIACOM

WARNER MUSIC GROUP



UNIVERSAL MUSIC GROUP

Transport & Logistics

AIRBUS

KUEHNE+NAGEL

BSF LOGISTICS

Lufthansa

DB **priceline**

Technology

intuit.

amdocs

ATLASSIAN



opentext™

Manufacturing

Panasonic

FUJITSU

zymergen

Public Sector

Home Office

swissgrid

EDF ENERGY



U.S. Department of Veterans Affairs

Case Study

Zalando adds transparent and predictable order fulfillment at scale... stay calm and shop online

Challenge

Zalando is Europe's largest online platform for fashion, partnering with over 1500 brands in 15 European markets. Since 2014, every order placed by Zalando's 16 million customers has been executed by Camunda. Zalando needed to replace a homegrown system that was inflexible and difficult for business stakeholders to use.

Solution

Seamless integration with the existing Java infrastructure was a key reason Camunda was chosen to drive order execution within 300 milliseconds – even at scale. Simple configurability and process transparency that can be updated as requirements change drove Zalando's choice of Camunda.



300 milliseconds

Process execution time for order completion at scale



144 million

Annual online orders processed by Zalando using Camunda



Clarity

With documented processes that align technical reality and business expectations



“ *Camunda's open platform supports our individual needs in a way that closed BPM suites just cannot achieve. Our BPMN process models are executed directly, which improved communication between business and development, which also shortens development cycles.*

Marko Lehn
Software Engineering
Team Lead
Zalando

Your Outcomes



1

Better customer experiences

2

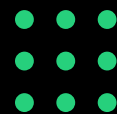
Faster time to value

3

Increased ability to react to change

4

Increase in operational efficiency



THANK YOU



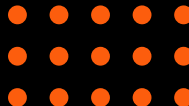
email@camunda.com



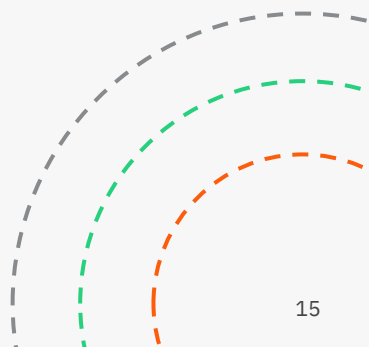
[linkedin.com/company/camunda](https://www.linkedin.com/company/camunda)



camunda.com



Appendix: Use Cases



Common Camunda Uses



Top uses of Camunda across three areas of work

IT Initiatives

- Building a centralized process automation platform
- Replacing a legacy business process management (BPM) suite
- Replacing homegrown workflow technology
- Moving applications to the cloud

Technical Use Cases

- Human workflow automation
- Microservices orchestration
- RPA bot orchestration
- Decision automation
- Document management

Business Processes

- Customer onboarding and data management
- Order management
- Claims management
- Loan origination
- Risk management and underwriting

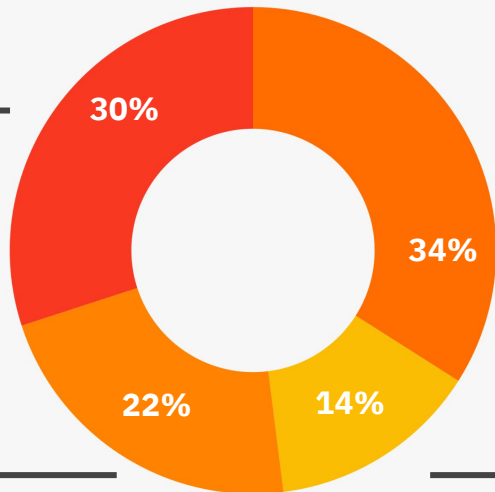
Solutions

IT Initiatives

Use Camunda as the engine to power modernization and centralization

Building a centralized process automation platform

Replacing homegrown workflow technology



Survey of customer projects, n = 628

How Camunda Changed the Game:

Société Generale uses Camunda to power a central process automation platform for corporate investment banking, with 500+ modeled processes deployed worldwide.



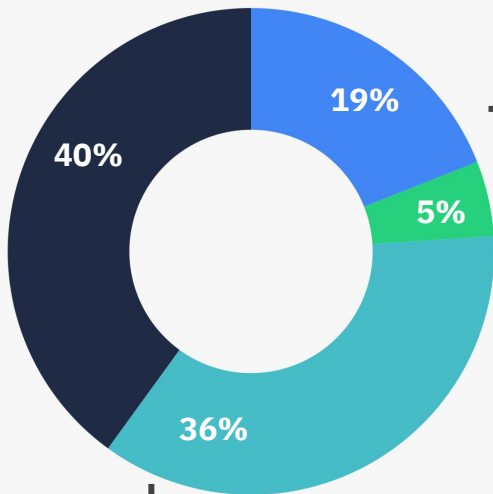
Solutions

Technical Use Cases

Orchestrate complex processes across diverse components and endpoints

Service orchestration
(including orchestration of microservices and RPA bots)

Human task orchestration



Survey of customer projects, n = 656

How Camunda Changed the Game:

Deutsche Telekom uses Camunda to orchestrate 3,000+ RPA bots in end-to-end processes that include APIs and other automated tasks.

Document management, scientific data processing, and other use cases

Decision automation



Solutions

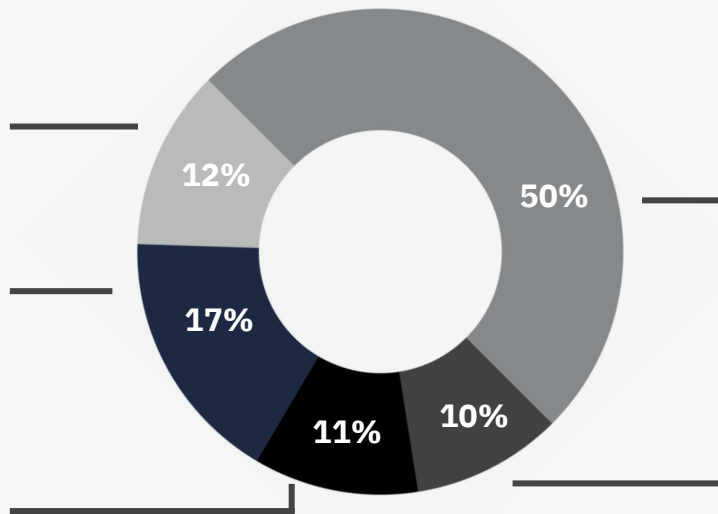
Business Processes

Across industries and functional groups, Camunda makes work happen

Order management

Customer onboarding and data management

Loan origination



Compliance data collection, medical records management, and other processes

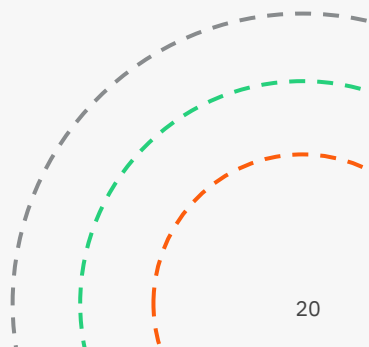
Claims management, risk management, and underwriting

How Camunda Changed the Game:

Zalando, Europe's largest online fashion retailer, uses Camunda to manage orders for over 16 million active customers in 15 markets.



Appendix: Industries



Financial Services



Common Challenges

- Slow innovation due to legacy technology and technical debt
- The rise of cryptocurrencies
- Complex and ever-changing regulatory landscape

Use Cases

- Asset management
- Claims handling
- Customer onboarding
- Fraud detection
- Risk management
- Underwriting
- Payment processing
- Loan processing and decisioning
- Know Your Customer (KYC) processes
- Straight-through processing
- Trade reviews and end-of-day close

Customers



Insurance

Common Challenges

- Outdated legacy systems and homegrown automation software that both aren't built for scale
- Lack of visibility and strategic oversight
- Risk of key processes breaking down
- Complex regulatory landscape
- Growing demand for frictionless customer experiences

Use Cases

- Customer onboarding
- Claims processing
- Policy management
- Regulatory compliance
- Underwriting

Customers



Telecommunications

Common Challenges

- Reduced business agility due to cumbersome legacy systems
- Rising demand for digitization
- Competitive pressure from new, disruptive providers and business models

Use Cases

- | | |
|--------------------------------------|-------------------------|
| ■ Customer onboarding | ■ Complaint handling |
| ■ Order management | ■ Equipment replacement |
| ■ Payment processing | ■ Network management |
| ■ Know Your Customer (KYC) processes | ■ Customer service |

Customers



Public Sector

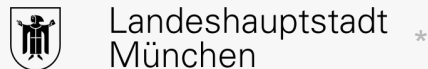
Common Challenges

- Rising demand for digitization and modernization
- Instructed to streamline citizen services and reduce costs
- Severe budget constraints, yet rising demand for services

Use Cases

- | | |
|----------------------------------|----------------------|
| ■ Identity and access management | ■ Fraud management |
| ■ Benefits management | ■ Grants management |
| ■ Case management | ■ Housing allocation |
| ■ Claims processing | ■ HR onboarding |
| ■ Eligibility and enrollment | ■ Invoicing |
| | ■ Trademark reviews |

Customers



Technology

Common Challenges

- Technology silos
- Emerging technologies
- Increased need for business and IT cooperation

Use Cases

- SaaS integration
- Finance and revenue workflow automation
- Microservices orchestration
- Customer onboarding
- Payment processing

Customers



Media and Entertainment

Common Challenges

- Rising use of VPNs and similar services
- Internet of Things
- Growth of subscription-based services vs. ad revenue

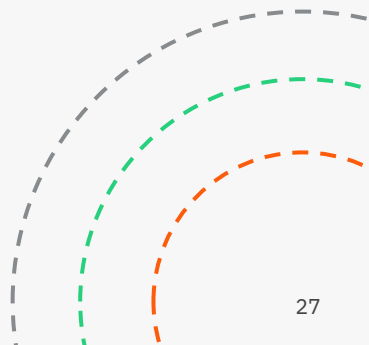
Use Cases

- | | |
|------------------------------------|---------------------------------------|
| ■ Advertising operations | ■ Order management |
| ■ Customer communications | ■ Product and service change requests |
| ■ Enterprise deal review and close | ■ Supply chain orchestration |
| ■ Location life-cycle management | ■ Digital content distribution |

Customers



Appendix: Customer Stories



Situation: Limited by a legacy BPMS that lacked the flexibility and insights needed to drive their transformation.

- Gaining insights and control over business processes is a C-level directive

Impact: Better experiences for customers and employees.

- Transitioning to Camunda to orchestrate omni-channel end-to-end business processes across all lines of business (for example, insurance, wealth management and banking services divisions)
- 19 hybrid processes that span people and systems, including 30 endpoints that they connect to
- Use advanced workflow patterns including message exchange, parallel tasks, and separation of duties



Situation: Quoting process was taking too long.

- Customers and partners work directly with the Sales and Field Operations teams, and the purchasing experience had room for improvement
- A slow quoting process left a poor impression on customers and partners

Impact: Time to quote reduced from 45 minutes to 2 minutes.

- Introduced Camunda for a new end-to-end ordering system
- Implemented real-time processing for quotes, orders, and refunds
- Camunda is at the heart of automation system, orchestrating 9 different endpoints, including complementary technologies such as RPA, iPaaS, and ESB



Situation: Needed to transition from monolith to microservices to better support Decathlon's global presence of 1700 stores across 70 countries.

- Processes for retail management system are complex and require parallel processing
- At any given moment, the payment system is confirming payment has been received, fulfillment is notifying that a product has been shipped and returns are being processed
- Complexity across geographies is great; for example, cash on delivery in Eastern Europe is far different from credit card processing

Impact: By embracing the right patterns, Decathlon was able to achieve exactly what they set out to with Camunda.



Situation: Transforming the organization to provide customers with more options when ordering services thus providing better experiences.

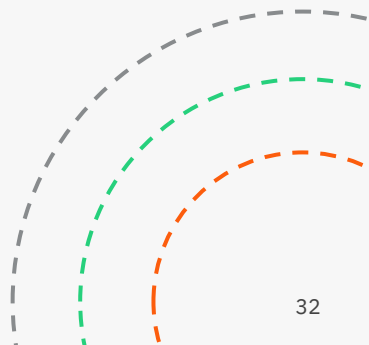
- Complexity of processes includes listening for async ordering and responses from third parties, signaling to alert Camunda, lots of exception handling, running concurrently both sequentially and in parallel
- Connect to many endpoints from cloud providers to third party integrations to home grown and legacy systems – essentially everything except RPA
- Tens of thousands of process instances daily

Impact: Transformed customer experiences and gained visibility into processes.

- Leveraging Camunda for end-to-end process orchestration for title insurance and settlement services for real estate transactions



Appendix: Miscellaneous Slides



On-Demand Learning at Camunda Academy



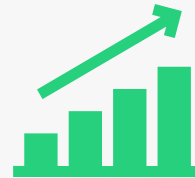
Single Camunda Resource

Everything that you need in one platform



Modular Curriculum

Training to complement *your* skills and experience



Continuous Improvement

Immediate access to new and updated content



Camunda Academy



Camunda Academy is your go-to learning hub for all things Camunda! Courses range from detailed product overviews to in depth, hands on skill building. You can choose a learning path based on your desired goal, or take individual courses that fit your current needs.

Sign up here with your unique access code: **[INSERT CODE HERE]**



Learn



Grow



Level-up

