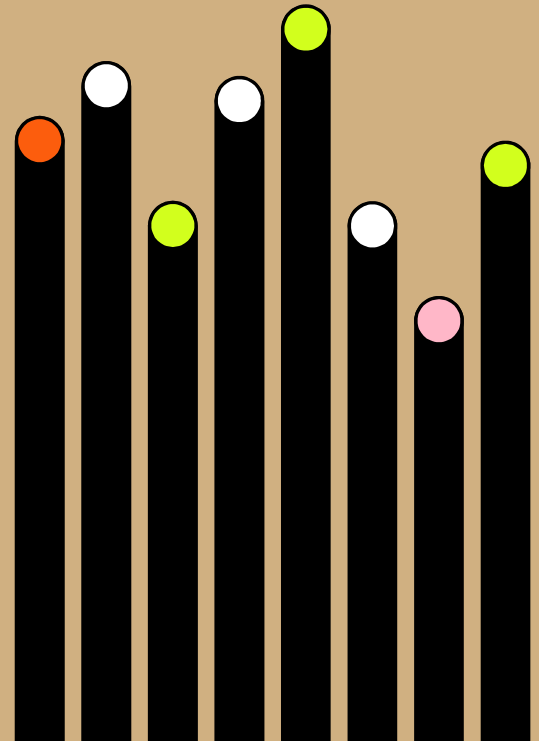
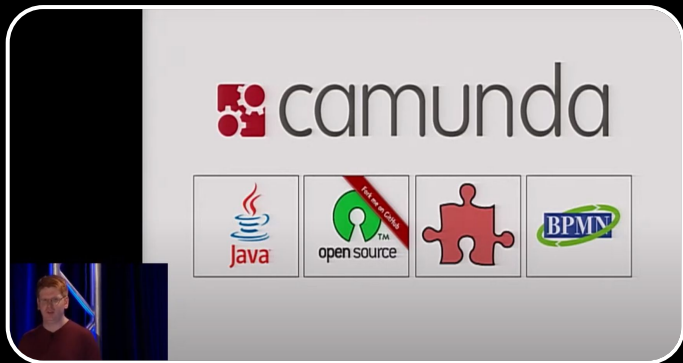


**CAMUNDA**  
**CON** 2023

# Scaling the Value of Automation

Jakob Freund, CEO





**2013:** First Camunda presentation in US



**2014:** Celebrating Camunda Inc. creation in our SF Airbnb



**2017:** First Camunda US event

# Camunda in North America

**2014**

First NA  
Customer

**163**

NA Customers  
to-date

**115**

Employees  
in NA

**Excited to bring CamundaCon to North America!**

Starting with our first customer in the US we have gradually invested in the region.

As Camunda's solution and technology resonated with the market it fueled our North American trajectory.

**161**

Worldwide  
Partners

**546**

Worldwide  
Customers

**394**

Worldwide  
Employees

**Distributed globally  
and fully remote**

# CamundaCon 2023

CCON  
2023

**60+**  
Speakers

**30+**  
Sessions

**Thanks to our customers, sponsors, and partners presenting.**

*“For us, it’s mostly learnings when we get to listen to other Camunda customers – it’s interesting to see what other, more mature companies are doing.”*

Felix Carrier  
**NBC**



*“The most important thing about being at CamundaCon is to share ideas and take inspiration from other people.”*

James Holt  
**NatWest**



*“It’s a nice conference where you can really see how businesses and developers are collaborating to find a solution for their problems.”*

Timo Salm  
**VMWare**



# CamundaCon 2023: Presenters

- AXA
- Booz Allen Hamilton
- BP3
- Capgemini
- Capital One
- Cardinal Health
- CERN
- Cisco
- City of Munich
- Cognizant
- EY
- First American
- Funding Societies Pte Ltd
- Hof University
- Holisticon AG
- Kiwi.com
- Lowe's
- NatWest Bank
- Proximus
- Raiffeisen Information Service  
KonsGmbH
- Urban Tech Hero
- Walmart
- Zurich Group Germany

# Agenda



**Scaling Automation**



**Process Orchestration in Action**



**Innovation**

# The Automated Enterprise



# Processes span across Silos

According to the 2023 State of Process Orchestration report, 72% of organizations found that their real-world, **mission critical processes were becoming more complex** to maintain.

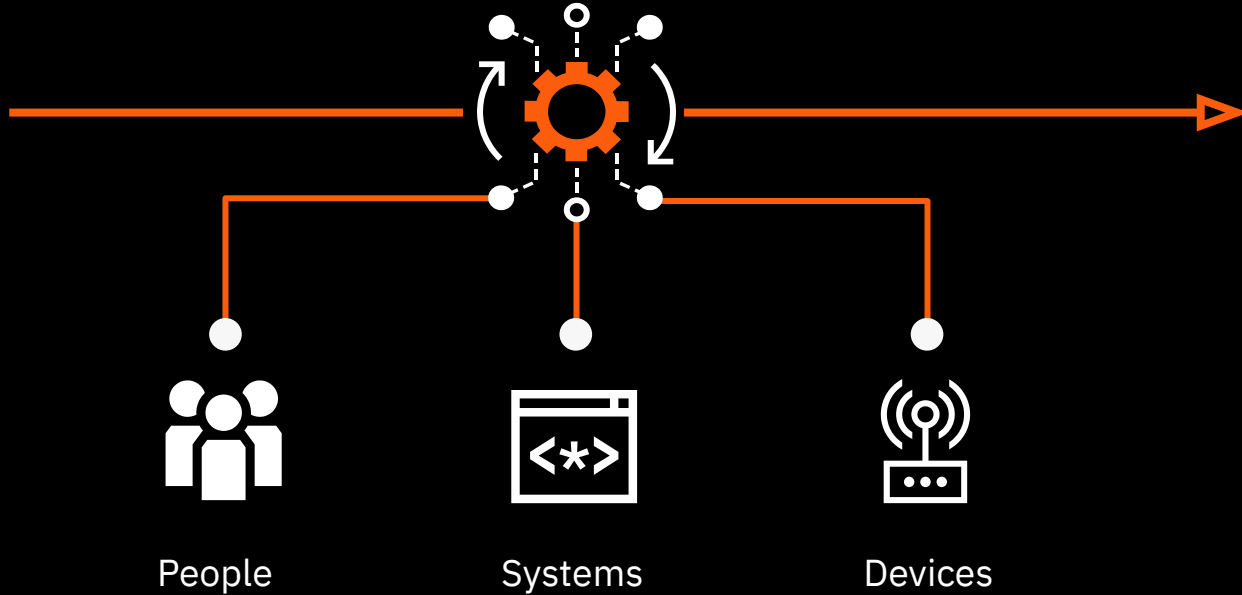
The top reason for process complexity was having to **span multiple systems.**





# Process Orchestration:

Full automation across all relevant endpoints



**Process orchestration** gives businesses the ability to **manage multiple core operational processes**. These platforms **focus on controlling the “what resource (person or tool) does what work when”** level, leaving the “how” execution at the individual work instruction level within the specialist technologies.

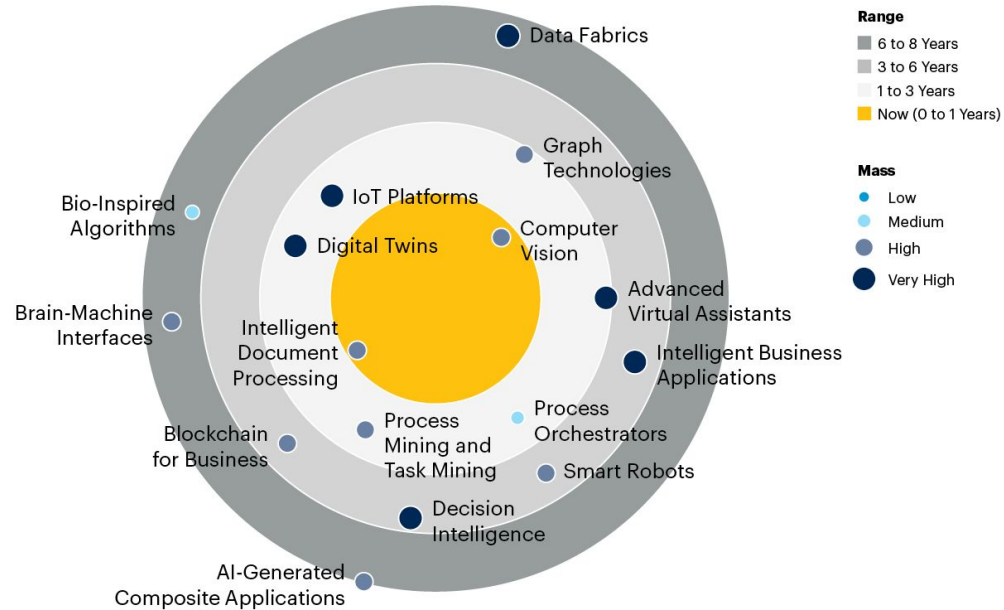
**Gartner®, Emerging Tech Impact Radar: Hyperautomation, 28 March 2023**

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# Process Orchestration: A Software Category

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## Impact Radar for Hyperautomation



Source: Gartner  
772074\_C

***“Process orchestration is critical both to manage end-to-end customer journeys and to provide consistency of experience to the human workforce.”***

— Gartner®

# Why Process Orchestration Maturity matters

**Organizations who are not implementing process orchestration** across these silos often experience:

- ✗ Broken or inefficient customer experiences
- ✗ Unnecessary inefficiency due to poorly identified, implemented, executed, and maintained processes
- ✗ An inability to measure effectiveness or continuously improve automated processes

**Organizations that are highly mature in their process orchestration:**

- Marked improvements in customer experience, driving revenue opportunity
- Greater internal efficiency, lowering costs
- A higher degree of overall automation, driving digital transformation objectives

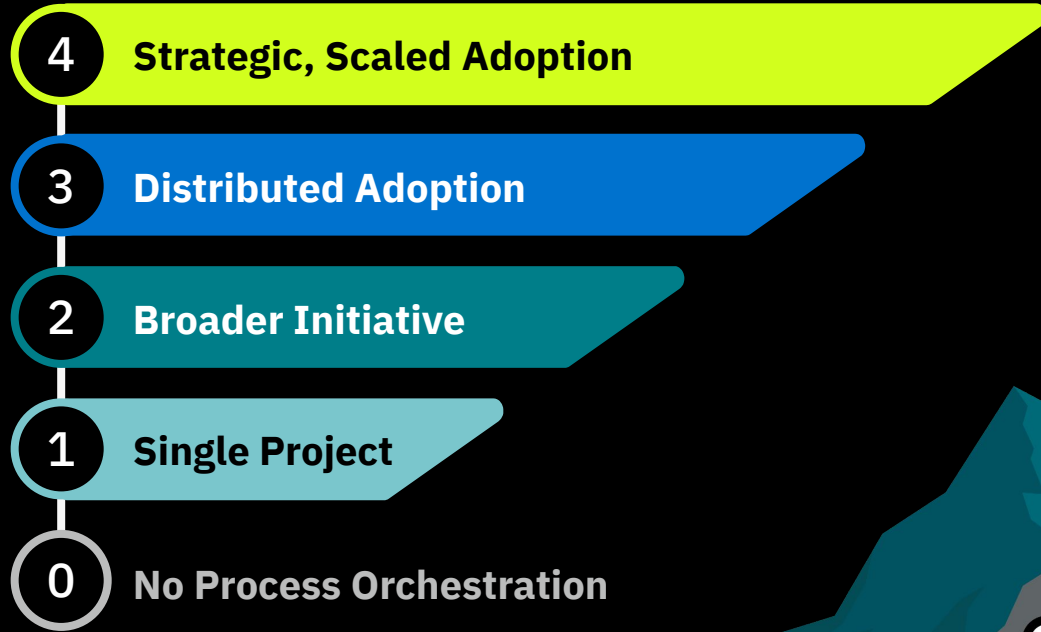


# 5,000+ tech and industries business use cases

## 500+ customers globally

<b>Financial Services</b>	 BNP PARIBAS	 Desjardins	 HALKBANK	 ING	 NATIONAL BANK OF CANADA	 NatWest	 Santander	 TRUIST
<b>Insurance</b>	 AXA	 First American	 GENERALI	 hannover re	 R+V	 SwissLife	 talanx.	 visana
<b>Telecom</b>	 BT	 NOKIA	 O <sub>2</sub>	 orange	 swisscom	 T	 TELSTRA	 vodafone
<b>Logistics</b>	 AIRBUS	 DB	 KUEHNE+NAGEL	 BNSF LOGISTICS	 Lufthansa	 OTR SOLUTIONS	 SBB CFF	 TRANSPORT Exchange Group
<b>Software</b>	 amdocs	 ATLISSIAN	 AUTODESK	 First Data	 Gainsight	 intuit	 opentext™	 SENTINEL
<b>Manufacturing</b>	 BMW	 Duni	 FUJITSU	 Mercedes-Benz	 Panasonic	 PORSCHE	 SIEMENS	 zymergen
<b>Public Sector</b>	 Belastingdienst	 EDF ENERGY		 Home Office	 Ministry of Justice	 MÜNCHEN	 swissgrid	 U.S. Department of Veterans Affairs
<b>Other Industries</b>	 24 FITNESS	 BACARDI LIMITED	 DECATHLON	 priceline	 TOTAL	 UNIVERSAL MUSIC GROUP	 VIACOM	 zalando

# Process Orchestration Maturity Levels & Drivers



Vision



Motivation



Team Structure



Measurement



Technology



# Case Study: A Practical Application

Successful Transformation

Strategic Partnership of Customer & Camunda



Strategic  
Alignment



Stakeholder  
Buy-in



Center of  
Excellence



Training &  
Coaching



Add-ons (f.ex.  
Connectors)



Integration  
Partners



Value  
Monitoring



CAMUNDA

Process Orchestration Platform

# Process Orchestration In Action



# Financial Services



# Unlocking Business Value with Automation



## Customer Experience

Create high quality personalized omnichannel experiences.  
Deliver faster, reliably, secure, and at scale

## Operational Excellence

Gain strategic oversight and streamlined operations to save costs and increase efficiency

## Risk & Compliance

Proactively respond to evolving compliance requirements and eliminate risks for business and customers



**Sustained value**

# Financial Services Industry Challenges



## Strategy Execution Gaps

Lack of transparency and Business  
and IT strategic alignment



## Lack of Agility & Speed

Growing tech debt and slowed  
down delivery



## Complex, Heterogeneous Infrastructure

Growing number of disconnected  
systems and siloed automations

# Automation Use Cases in Financial Services

Asset management

Risk management

Know Your Customer  
(KYC) processes

Claims handling

Underwriting

Straight-through  
processing

Omnichannel customer  
journeys

Payment processing

Trade reviews and  
end-of-day close

Fraud detection

Loan processing and  
decisioning

Compliance monitoring

*... and more*



# Desjardins

## Situation: Limited by a legacy BPMS.

- ❑ Desjardins 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.

- ✓ **Orchestrating omni-channel, end-to-end 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**
- ✓ Using advanced workflow patterns including **message exchange, parallel tasks, and separation of duties**



# Truist

**Situation:** Needed to bring together software from two merged banks.

- ❑ To build a new digital account opening solution, Truist needed to bring together a suite of approved software from two banks
- ❑ Wanted a standards-based approach for process orchestration

**Impact:** An omnichannel account opening and onboarding process.

- ✓ Orchestrating processes **across all approved software tools** from both merged banks
- ✓ Projected to process **1 million account applications per month**
- ✓ Camunda orchestrating **5 million API calls and 100 workflows per month**, across **12 million process instances per year**

The Truist logo is displayed in a white rounded rectangle on a teal background. The logo consists of the word "TRUIST" in a dark blue, sans-serif font, followed by a square icon containing two stylized, overlapping "H" shapes. To the right of the teal background, there are several horizontal, light-colored lines that resemble a stack of papers or a document edge.

TRUIST 

# National Bank of Canada

**Situation:** Digitization requires in-house automation expertise.

- ❑ Needed to build expertise around process automation across departments
- ❑ Wanted to facilitate collaboration between IT, Operations, and business stakeholders

**Impact:** A two-person CoE supporting over 25,000 bank employees.

- ✓ **Center of Excellence (CoE) established** to provide training and execute projects
- ✓ Created a **governance foundation** based on standardization, KPIs, and reusability
- ✓ CoE has completed **27 automation projects**; time to launch new projects **reduced from weeks to days**



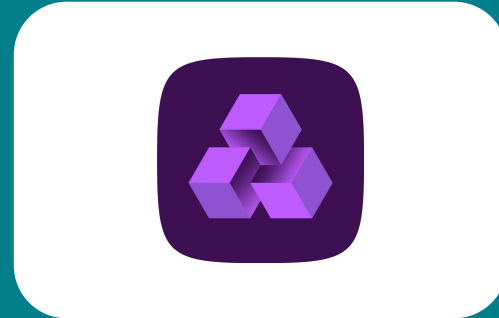
**NATIONAL  
BANK  
OF CANADA**



# NatWest

Reducing skill and knowledge gaps, introducing collective responsibility for automation projects, and increasing product growth.

- ✓ Using Camunda Platform for 20+ applications across Engineering, Finance, Financial Crime, GDPR, RBS International, Security, Tax, and Wealth Management
- ✓ Their Camunda Center of Excellence (CoE) ensures use of any non-strategic process automation tools are challenged and justified
- ✓ Evolved from a centrally owned and managed service to a self-service, assisted journey model that creates a partnership between CoE, new adopters, and end users
- ✓ Self-service, assisted journey model allows CoE to focus more resources on strategic product development





# Innovation

# The Process Orchestration Platform



## Design & Implement

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



### Modeler

Model, test and deploy business process diagrams all from within Camunda Modeler.

Available via web and desktop app.



Forms



Connectors



## Improve

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



### Optimize

Custom performance reports

Custom dashboards

KPI-based monitoring and alerts



## Test & Deploy

Developers & testers ensure the end-to-end process is working as intended.



### Rapid Process Testing

Simulate modeled processes without affecting your production systems - deploy with confidence.



## Automate

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



### Zeebe Workflow & Decision Engine

Cloud-Native Workflow and Decision Engine



### Operate



### Tasklist



## Manage

Ensure the end-to-end process is working as intended.



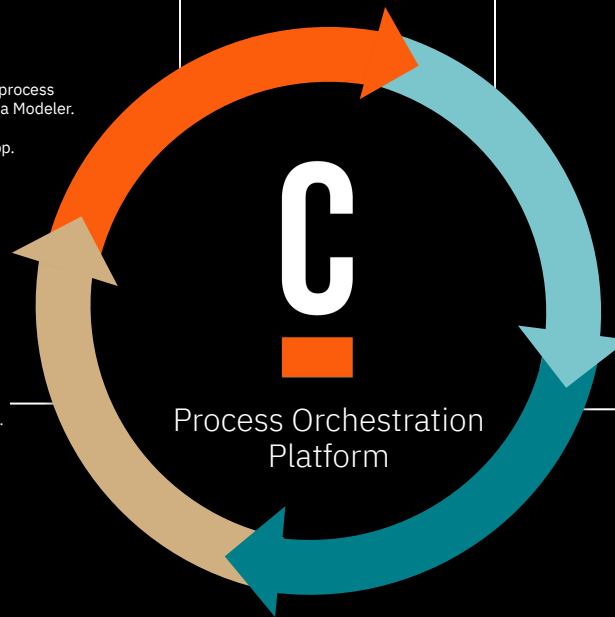
### Console

Create, manage and monitor the activity & health of clusters.



### Identity

Authentication & authorization component to manage applications, APIs, permissions and roles.



Process Orchestration Platform

# Developer Centric Innovation

Improve productivity by meeting developers in their comfort zone through extensibility, APIs, SDKs

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## Open standards

Ease platform adoption, facilitate collaboration, and speed up automation project time-to-market



## Open architecture

Allows seamless integration of Camunda into tech stacks ranging from microservices to legacy



## Cloud-native technologies

Provide unlimited scalability, support geo-redundancy, and improve process security

## Strategic alignment of Business and IT

Process visibility and continuous improvement

## Cross-team collaboration

Improved collaboration allows to leverage fusion teams\* to accelerate time-to-value and manage risk

## Faster time to market

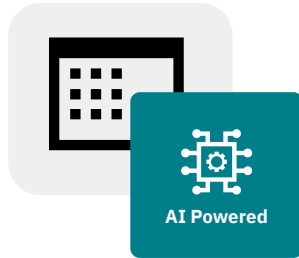
Agility and scalability speed up development through reduced manual work and emphasis on reuse and maintainability

## Resilience, performance, & scale

Automate processes at scale with unprecedented performance and resilience

# Solution Acceleration

Innovation that accelerates time to value



## Create Solutions Fast

Accelerate domain, process and technical experts to build solutions fast

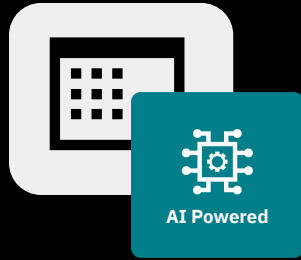


## Empower Teams Quickly

Bootstrap any team in the organisation quickly to create solutions in a robust, reliable and consistent manner

# Allow teams to create solutions fast

Speed up time-to-automation to solve complex business problems



## Create Solutions Fast

Accelerate domain, process and technical experts to build solutions fast



## Accelerated Development Lifecycle

Accelerate the journey from identifying a business problem to delivering a fully documented and governed automation solution.

Collaboratively create, debug, and publish process applications with a unified view of business and execution diagrams.



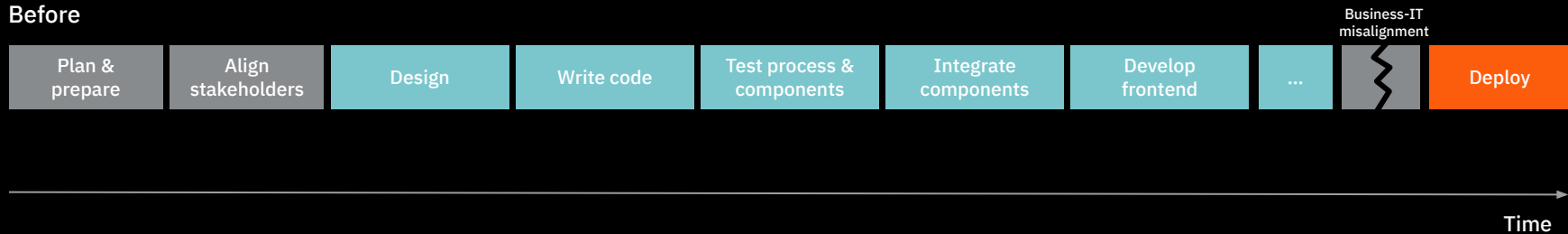
## Accelerated Connectivity

Utilize out-of-the-box Connectors from our curated marketplace or quickly create reusable Connectors.

Easily share them through public or private marketplaces, streamlining your automation journey with speed, ease-of-use, and reusability, while minimizing maintenance requirements.

# Accelerate End-to-End Automation

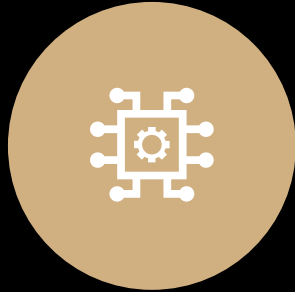
Solution accelerators speed up time-to-automation to solve complex business problems



## With Camunda AI & Solution Accelerators



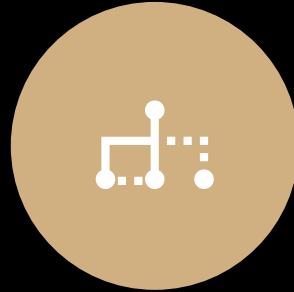
# AI & Solution Acceleration



## Predictive

Predictive AI uses instance data to make improvements to process models

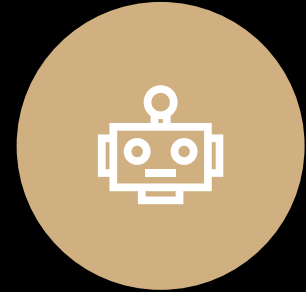
**Example:** Predictive decisioning



## Generative

Generative AI to create process from simple language constructs

**Example:** Form Generator



## Assistive

Assistive AI uses machine learning to assist task completion

**Example:** Customer Service Helpers to create responses

# Accelerated Development Lifecycle



Collaboratively create, debug, and publish process applications



Business problem identified



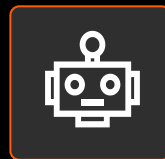
## Solution Accelerators



Data Studio



Camunda Play



Co-Pilot



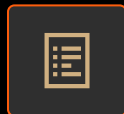
Fully documented,  
governed automation  
solution



Refactoring  
Actions



Flexible  
Forms



Solution  
Templates



Bundled  
Deployments





# Curated Connectors Marketplace

Create + share connectors on both a private and public marketplace.

### Filters

[Clear Filters](#)

#### Categories

- Cloud Computing Services
- Automation Services
- External Data Services
- Enterprise Applications
- Collaboration Tools
- Content Management
- Data & Analytics
- Protocol Connectors
- AI Services

#### Connector Type

- Inbound Connector
- Outbound Connector

#### Creator


- Camunda
- Partner
- Community

#### Connector Runtime

- Camunda Connectors Bundle
- Host yourself

#### Supported BPMN Types


- bpmn:Task



### OpenAI Connector

Leverage ChatGPT and OpenAI's Moderation API in your business processes.


Creator: Camunda



### AWS Lambda Connector

Invoke AWS Lambda functions as part of orchestrated business processes.


Creator: Camunda



### GraphQL Connector

Simplify GraphQL queries and optimize process performance.


Creator: Camunda



### REST Connector

Connect, interact, and synchronize processes with any RESTful API across multiple platforms.


Creator: Camunda



### Asana Connector

Streamline business processes by bridging the gap between project management and Camunda-based processes.


Creator: Camunda



### Automation Anywhere Connector

Integrate Camunda's leading process orchestration with Automation Anywhere's RPA capabilities. Harness the power of...


Creator: Camunda



### Amazon DynamoDB Connector

Integrate DynamoDB, Amazon's NoSQL database service, with Camunda process orchestration. From table creation to item...


Creator: Camunda



### Amazon SNS Connector

Send and receive messages between Camunda and Amazon SNS. Enhance your business processes with dynamic messagin...

Creator: Camunda



### Microsoft SQL Server Connector

Connect to MSSQL and perform all types of database operations within Camunda-based processes.

Creator: Infosys

# Marketplace: Roadmap



## Connectors Marketplace

A wide range of pre-built Connectors developed by Camunda, our partners, and the community



## Internal Marketplace

Share reusable assets within your organization with full governance and control



## Forms + Process Templates

Ready-to-use interfaces for efficient task management and streamlined form interactions



## Solutions & Applications

Industry solutions and additional applications supporting a variety of business process use cases

Technical Component Marketplace

Industry Solution Marketplace



# Empower more teams to automate

Onboard, manage, and scale 1000s of projects



## Empower Teams Quickly

Bootstrap any team in the organisation quickly to create solutions in a robust, reliable and consistent manner



## Flexible Architecture

Camunda enables you to easily meet your security, compliance, and governance requirements, with a highly configurable architecture.



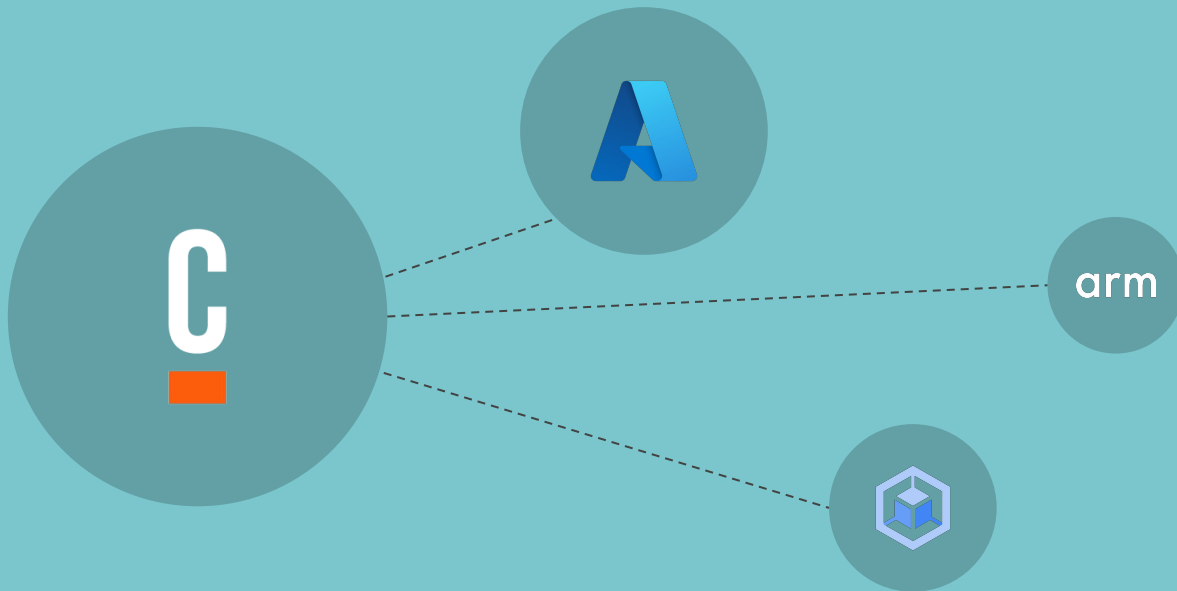
## Cloud Ready

Leverage managed services from Camunda, build your own with self managed platforms or take a hybrid route with options to structure tenants for the business.

# Cloud-Ready and Flexible

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Use the managed platform, host it on your own, or use a hybrid approach



Available on



# Enterprise Readiness

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Meet your security and governance requirements with a highly configurable architecture



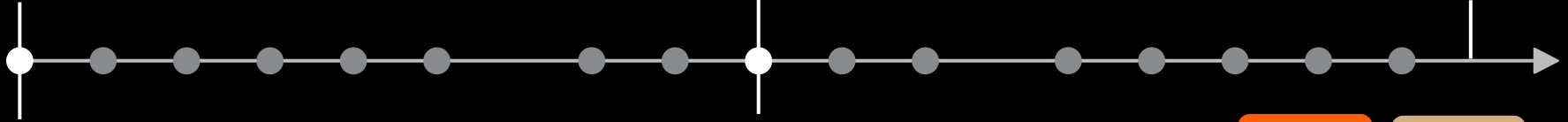
# 2023-2024 Roadmap Highlights

*Continuously innovating to meet evolving customer requirements*

October 2023

April 2024

In the works



Public Connectors Marketplace

Camunda on the AWS Marketplace

Process modeling copilot

Solution Marketplace

Process Models Classifier

Multi Tenancy

Data studio

Private Marketplace

Predictive Process Improvements

Asset Marketplace (Forms, DMN, Process Templates)

Modeling SDLC

Predictive decisioning

Control Center

● Low-code accelerators

● Organization Scalars

● AI and machine learning

## Release Types

- New features released to SaaS continuously
- Preview (alpha) version of Self-Managed released monthly
- Minor version of SaaS and Self-Managed released every six months
- Patches released as needed

# Accelerating Adoption

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*Proactive, data-driven collaboration with customers on their process orchestration journey*



## Tailored customer success journey

Guided by our global team of Customer Success Managers



## Project guidance and support

Provided by experienced consultants



## Public and private training courses

Presented by a live instructor in multiple languages



## Community collaboration

Online forum, CamundaCon, Camunda Chapter meetups



## Flexible global customer support

Follow-the-sun support with 24/7 SLAs for enterprise customers



## Camunda Academy

Free, self-guided training on BPMN, DMN, and Camunda with **16,000 students trained since 2021**



# Enjoy CamundaCon!

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



**Daniel Meyer**

CTO



**Mo Ladha**

Head of Product  
Management



**Frederic Meier**

Head of Sales



**Bernd Ruecker**

Co-Founder and Chief Technologist



**Max Trumpf**

Head of Engineering



**Mary Thengvall**

Head of Developer Relations



**Alan Hale**

Head of Customer Success



**Melanie Butcher**

Head of Product Design