



CamundaCon

SAMPLE Presentation Outline

Business Use Cases

February 2025



Deck overview - Business use case



Are you presenting or thinking about presenting at the next CamundaCon?

This deck outlines the structure and content of a typical 20-minute presentation:

- Introductions
- Company background
- Team mission
- Company goals/outcomes
- Challenges
- Project plan / Use case
- How we did it
- Key outcomes & impact
- Lessons learned / takeaways
- What's next
- Wrap up
- Thank you / Q&A

CAMUNDA

Company name & logo

Presentation title

February 2025



Business Use-Cases



Introductions



[Introduce yourselves and give a little background on what you do, what you are responsible for.]



Name
Title
Company



Name
Title
Company

Company background

[Provide an overview of the organization, a few relevant stats, logo, and a brand photo - this is an opportunity to promote your brand messaging]

Year Founded

Location

Number of employees

Number of customers

[other relevant stats]

Organization's mission statement

Company logo

Team mission

[Briefly describe the team's mission]



Team mission

- Item 1
- Item 2
- Item 3

Company goals / outcomes



[Summarize the ideal state - the big-picture company goals/outcomes - that the company is working toward]

GOAL/
OUTCOME

GOAL/
OUTCOME

GOAL/
OUTCOME

Challenges



[summarize the challenges the company faces in meeting those goals]

CHALLENGE

CHALLENGE

CHALLENGE

ADDED CONTEXT:

- Was there a specific moment or incident that crystallized the need for change?
- Is there a compelling statistic or event that moved your organization into action?
- Did you have a customer story that demanded transformation?

Project plan / Use case



[Talk about your project plans to overcome those challenges and turn them into opportunities]

- What would happen if you did nothing?
- Why traditional approaches wouldn't work?
- Key insight / realization that changed your perspective
- How you saw that PO&A could help
- Project Approach
 - Explain your thinking - how to solve the challenge(s) and turn it into an opportunity
 - The tools and teams would you need to solve your challenge

How we did it



[Share project details that will help the audience understand your project better]

- Details on project execution
- Build a phased story approach to show progression:
 - Discovery and Decision: Initial start, key decision points, how you gained momentum
 - Technical Innovation: Present your implementation through lens of solving business problems, “e.g. We chose SaaS because it reduced infrastructure costs and let us focus on innovation”
 - Try to simplify technical details and diagrams to focus on key areas
 - Change Management: How you engaged across business and got buy-in, critical success factors
- Explain how Camunda fits into the project (E2E orchestration, standards-based Business & IT collaboration, specific product components like SAP integration, etc.)

Key outcomes & impact



[As much as possible, quantify the outcomes and tell how they support company's big-picture goals]]

OUTCOME
ROI

OUTCOME
Business Value

OUTCOME
KPIs

- Share concrete results and key insights
- Focus on a few areas to surface tangible results:
 - Measurable Business Impact: Hard metrics (costs, time, errors), soft metrics (satisfaction, engagement), Strategic advantages (agility, revenue growth)
 - Technical Excellence: Performance improvements (latency, uptime,), tech benefits (TTM/ agility), process optimizations
 - Culture Transformation: Team capabilities, dynamics across teams and LoBs, new ways of working and thinking

Lessons learned / takeaways



[Share details and insights that will be useful to your peers in the audience]

- Takeaway/best practice
- Takeaway/best practice
- Insights for future projects

What's next



[Share any additional project info, updates, roadmaps for new projects]

- Paint a picture of the future to inspire the audience
- Share your unique perspective:
 - Highlight how key learnings apply to others
 - Next steps and plans in your journey (what's next for you?)
 - Your vision for the future (industry, CX, EX)

[last slide - wrap up]

[One or two last statements to button everything up - ideally, tie this back to your company mission & vision]

- include a quote and/or photo that evokes emotion
- Take the opportunity to include any brand/product links

Company logo

**Opportunity to use a customer or
employee quote here**

Brand URL

Thank you!



Connect with us:



LinkedIn URL



LinkedIn URL

Q&A