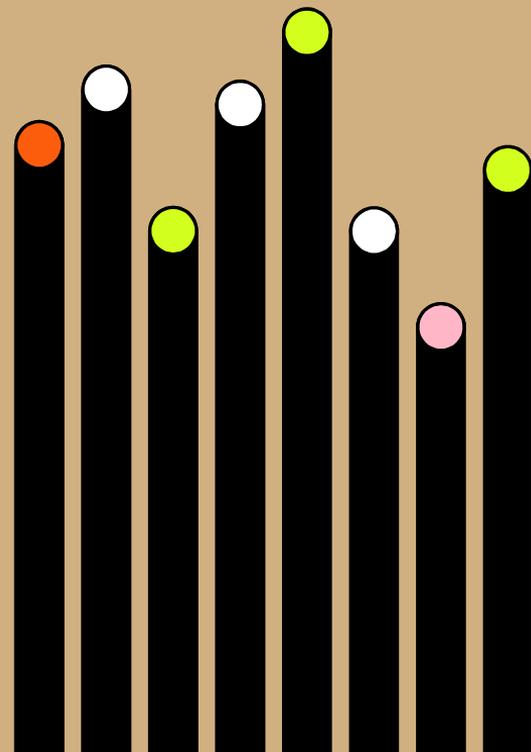


CAMUNDA
CON 2023

Opening Keynote Day 2

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

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





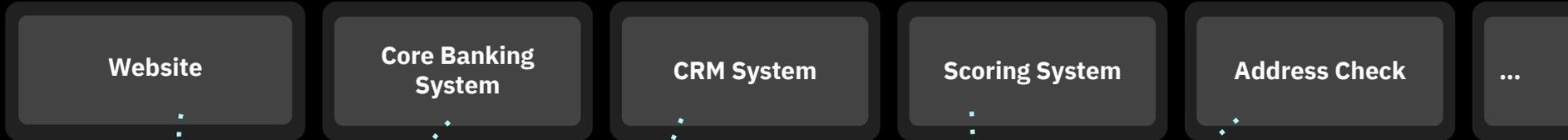


The common reality



Manual work
Ad-hoc problem
solving

Legacy Systems

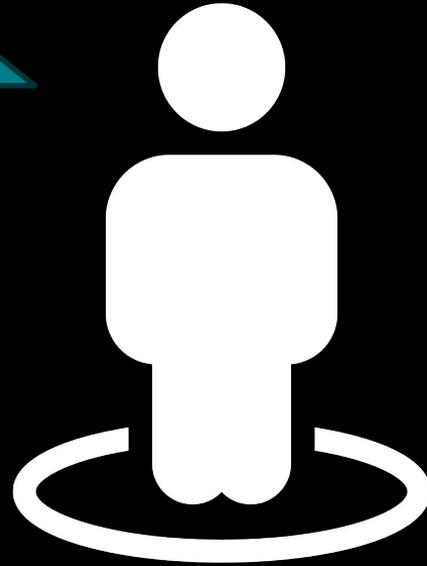


Point to point
integrations
(aka Spaghetti)



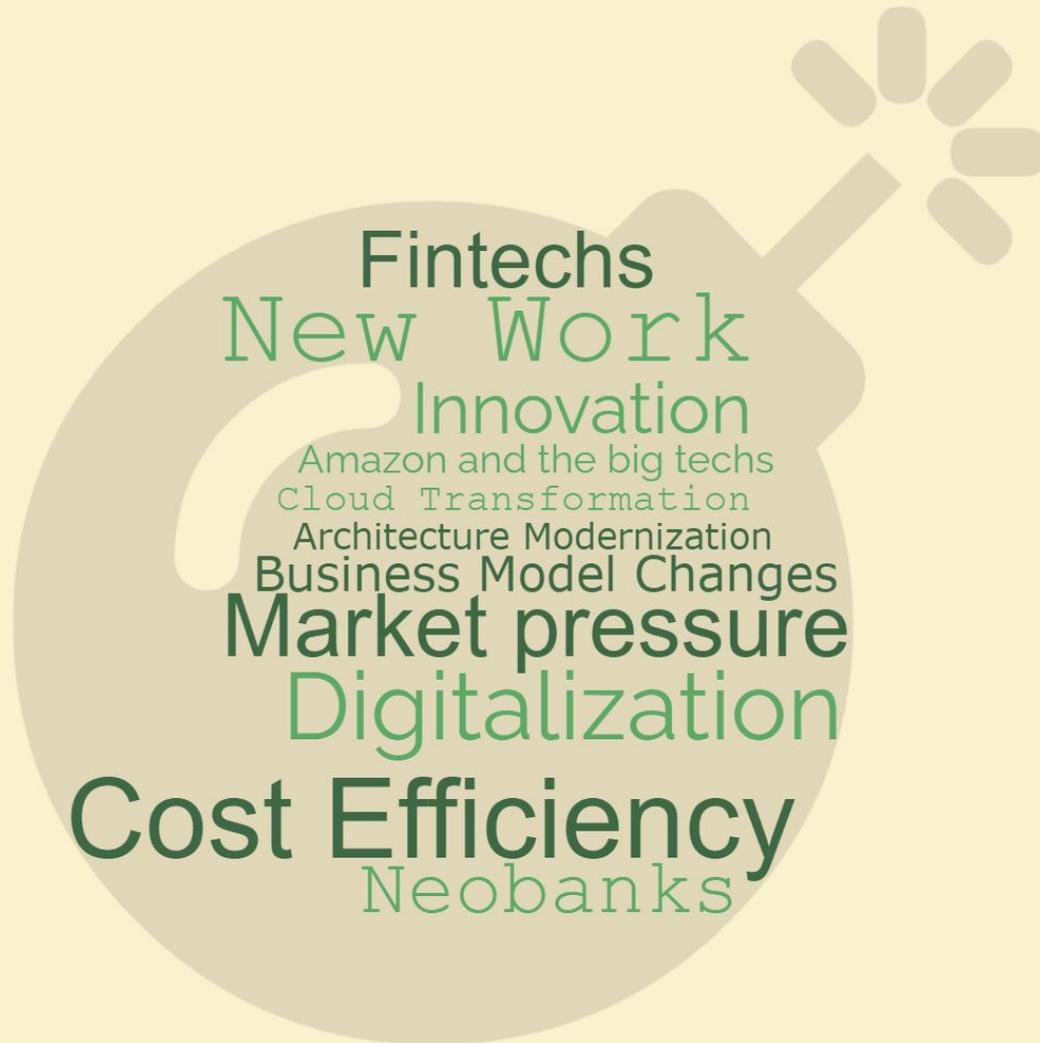
The customer doesn't care

Please open
a bank account
for me



Wow, that
was...

...slow 😞



Fintechs

New Work

Innovation

Amazon and the big techs

Cloud Transformation

Architecture Modernization

Business Model Changes

Market pressure

Digitalization

Cost Efficiency

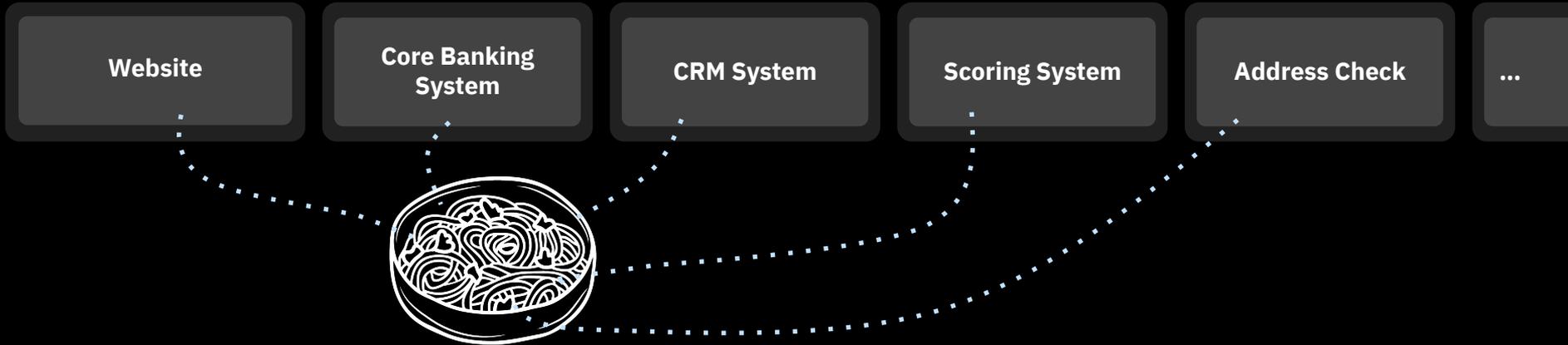
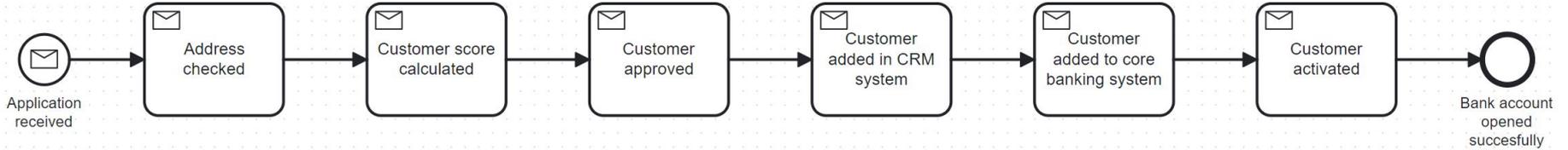
Neobanks

Process orchestration

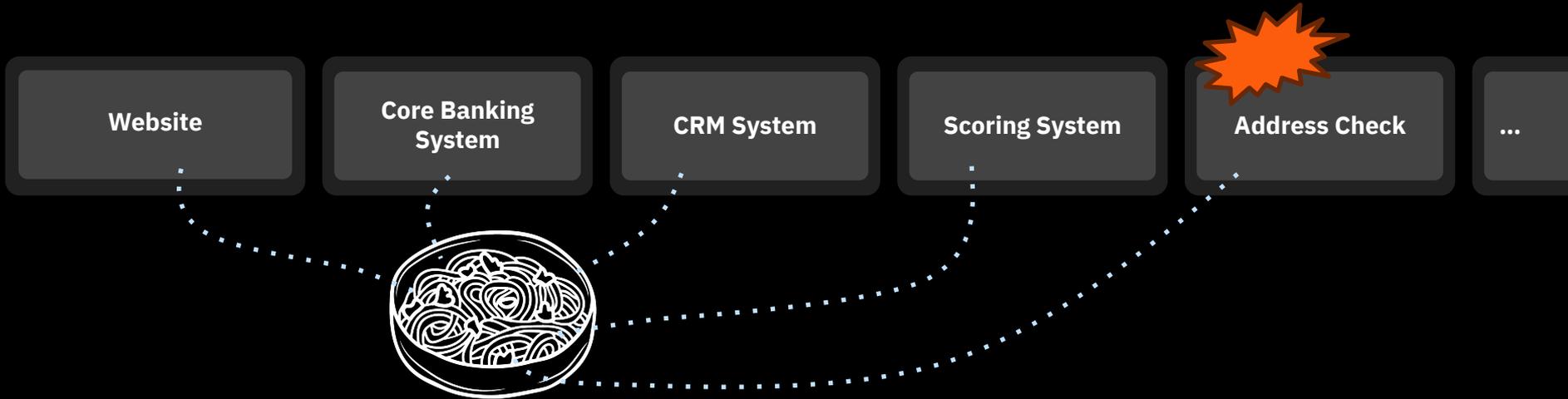
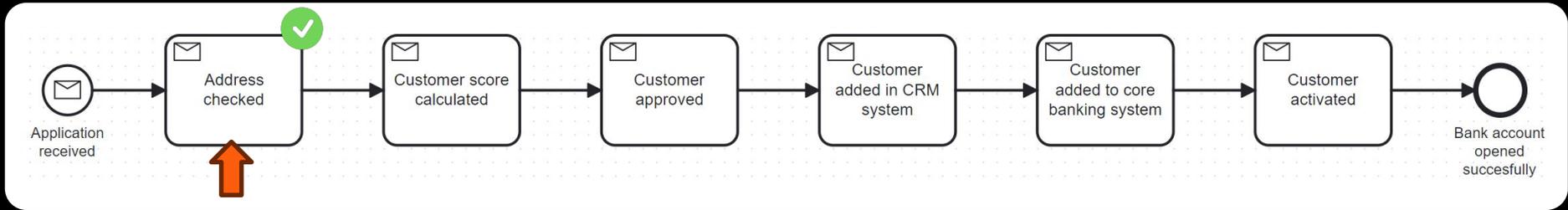
Fintechs
New Work
Innovation
Amazon and the big techs
Cloud Transformation
Architecture Modernization
Business Model Changes
Market pressure
Digitalization
Cost Efficiency
Neobanks



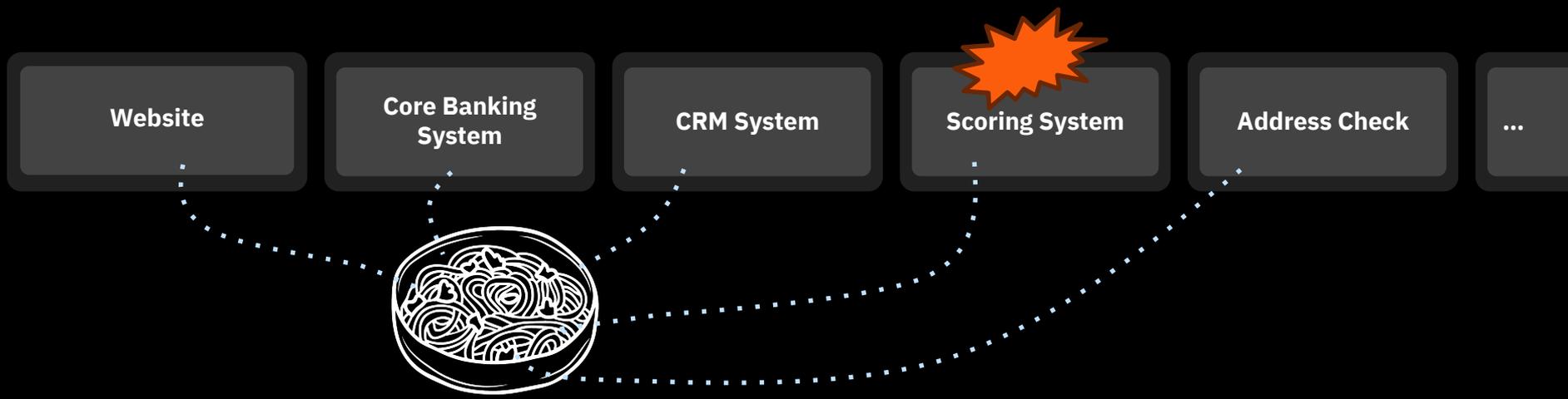
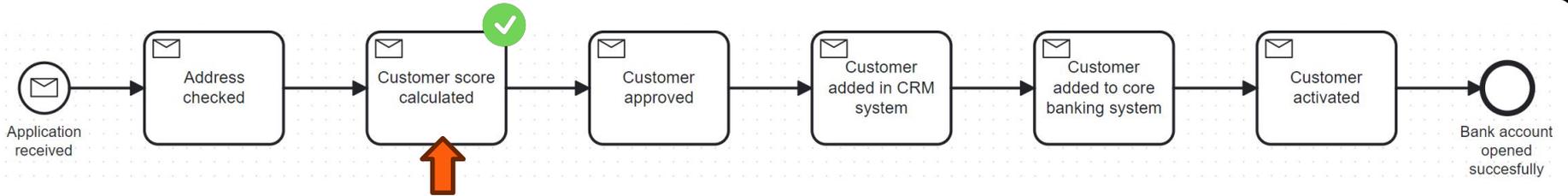
Tracking the flow



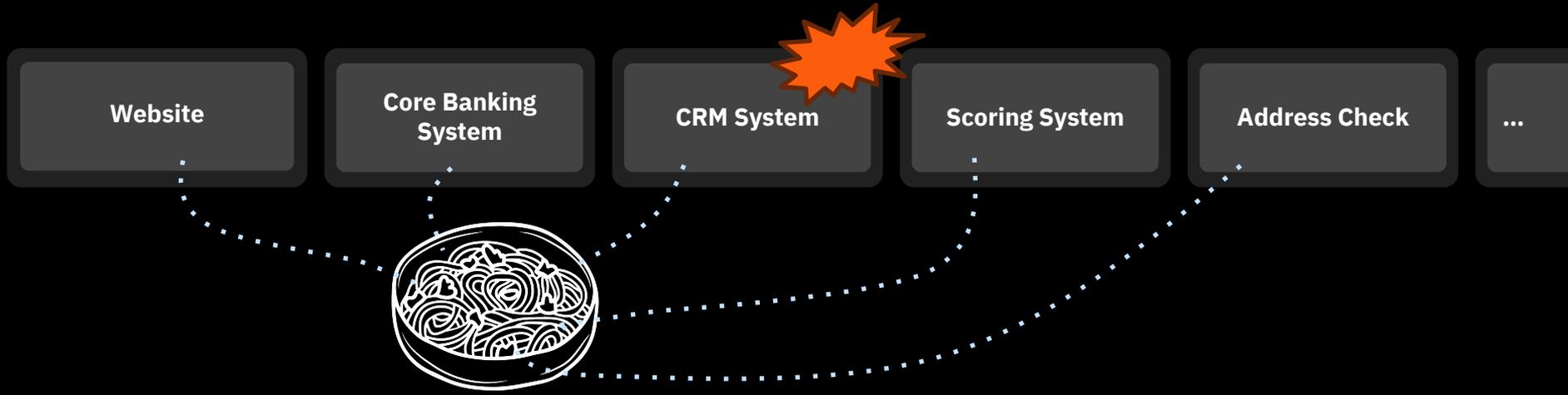
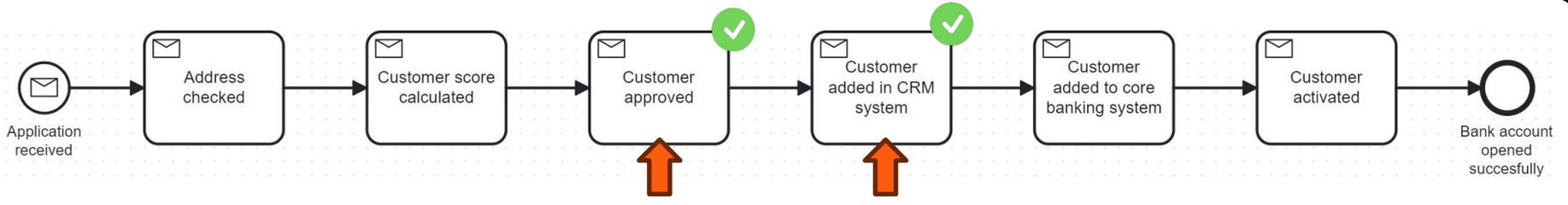
Tracking the flow



Tracking the flow



Tracking the flow



Benefits of process tracking

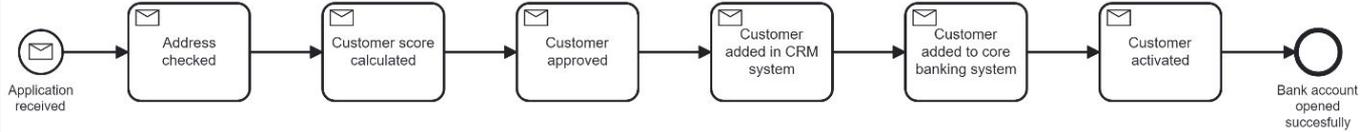
- **Low invest** and **low risk**
- Immediately have a **visual** process model, **audit trails** and **metrics**
- Start with the **happy path**, identify **edge cases**
- Identify **dropped instances**
- Discover **opportunities** for improvement



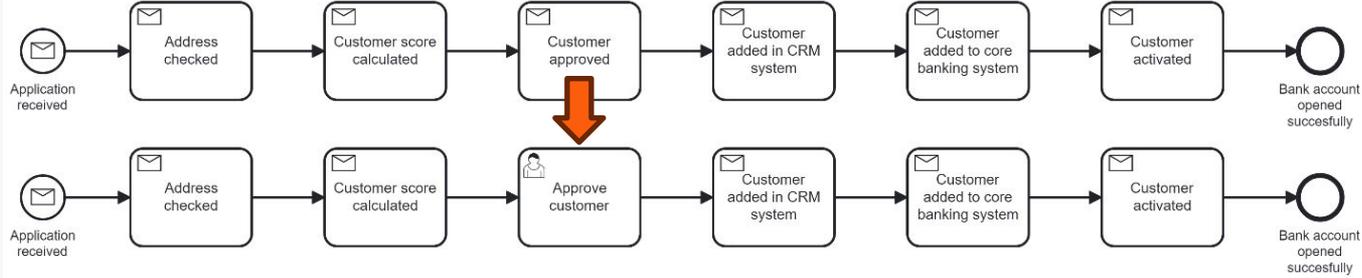
Start orchestrating



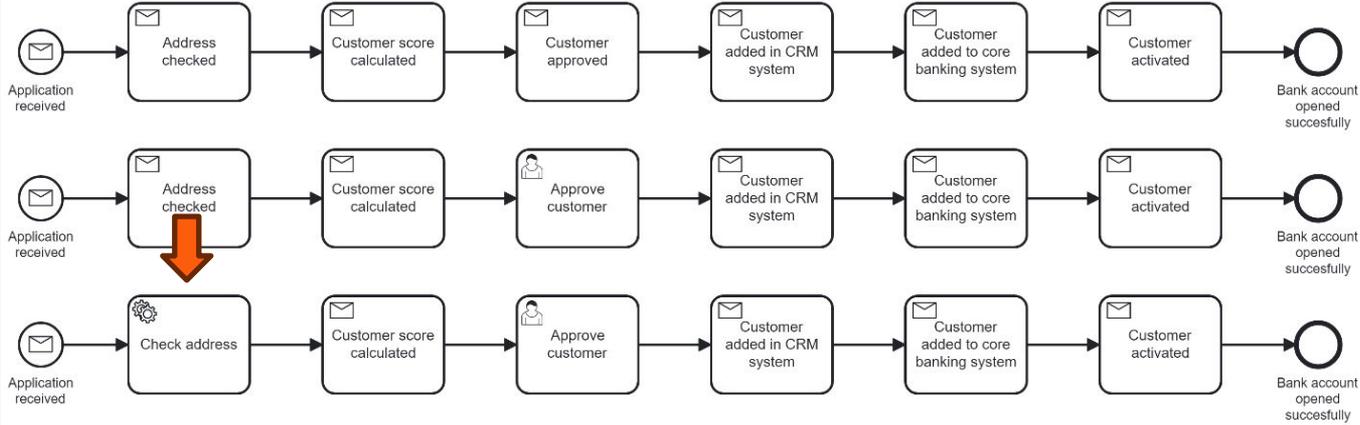
Start orchestrating



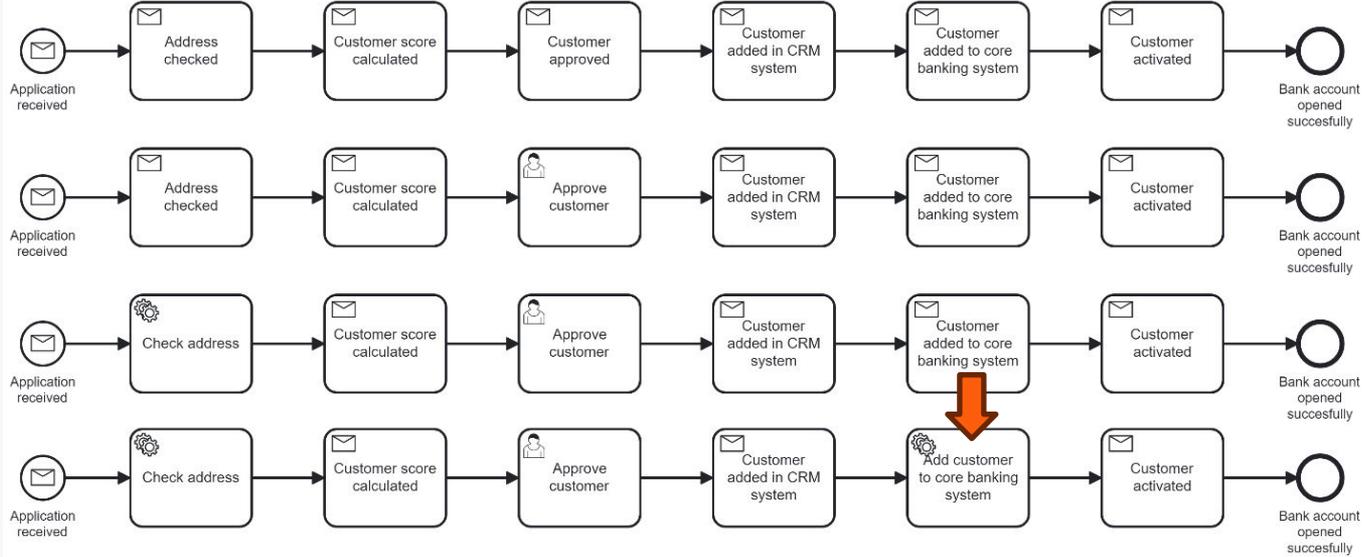
Start orchestrating



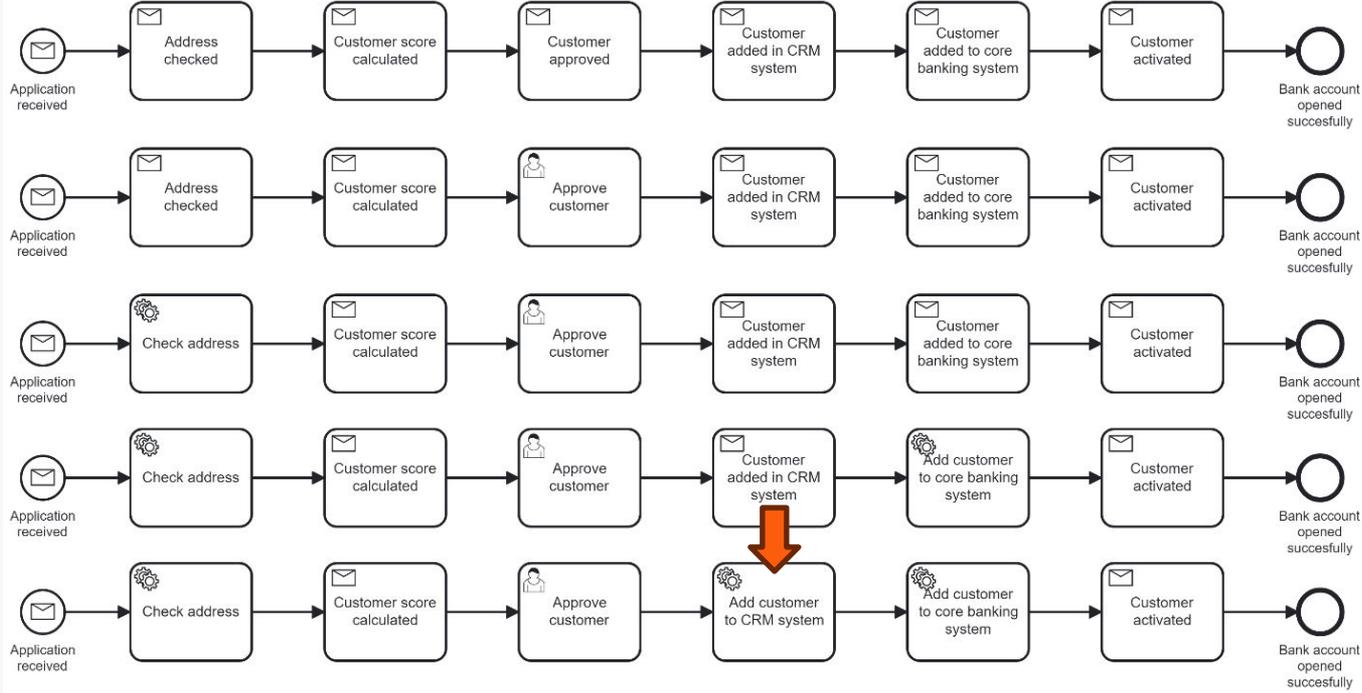
Start orchestrating



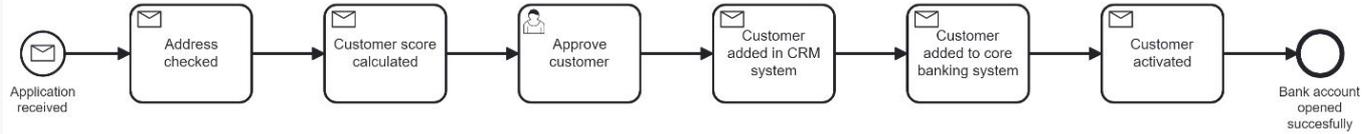
Start orchestrating



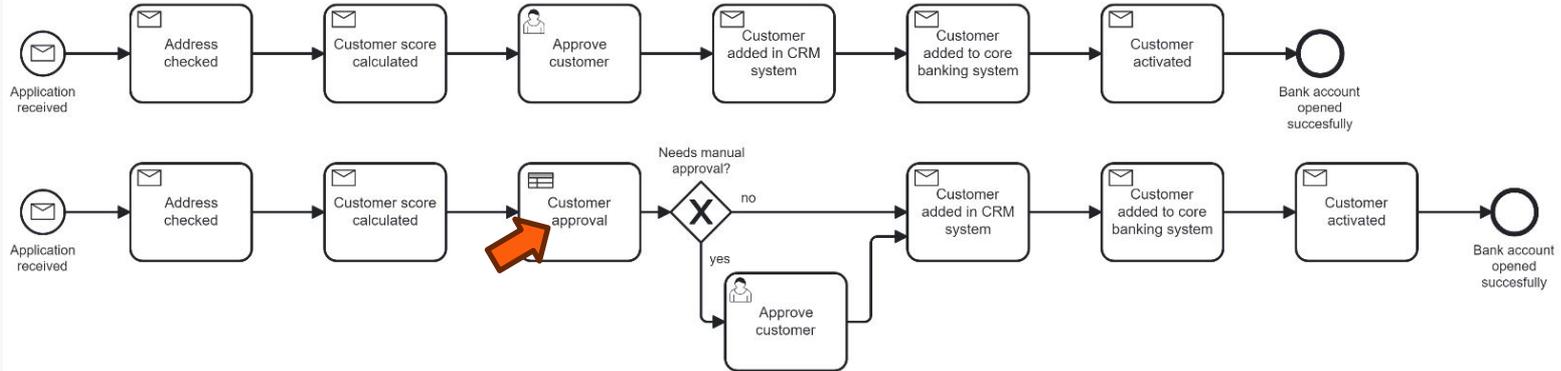
Start orchestrating



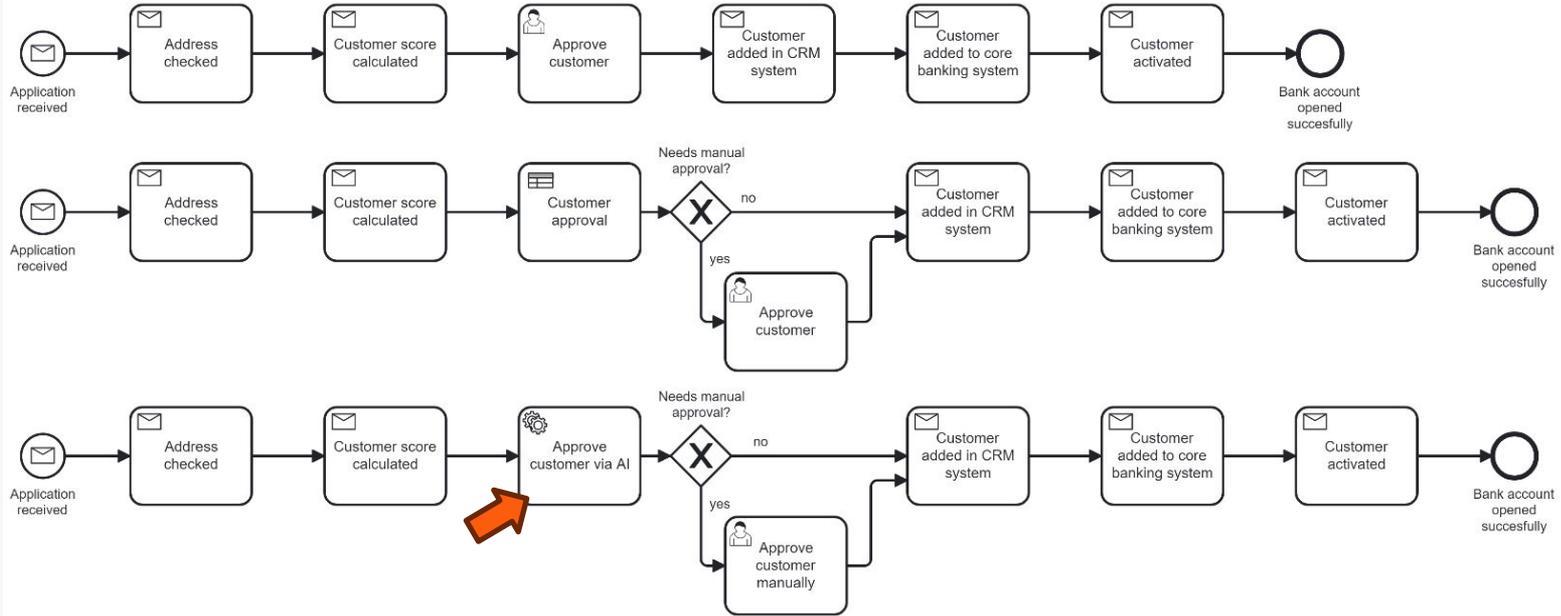
Continuously improve



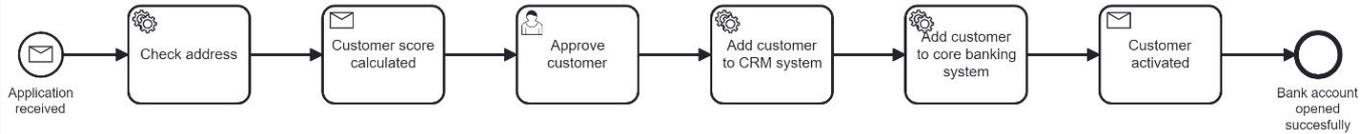
Continuously improve



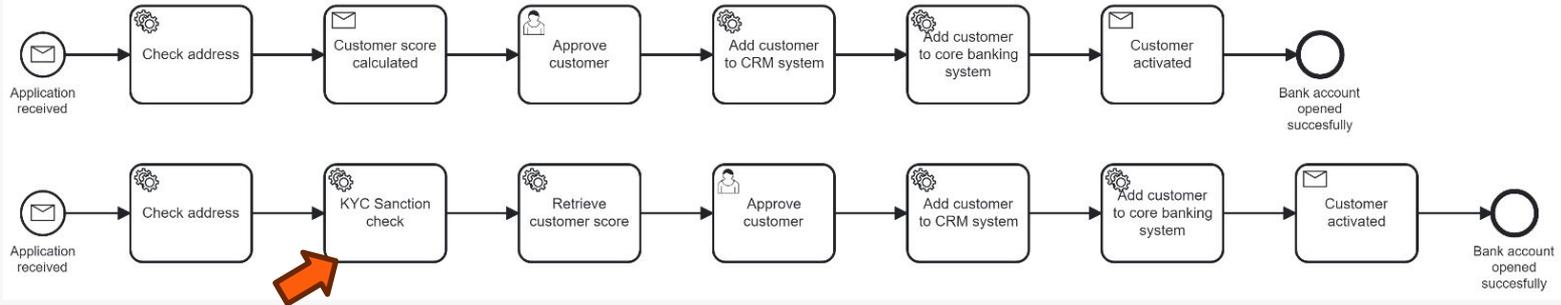
Continuously improve



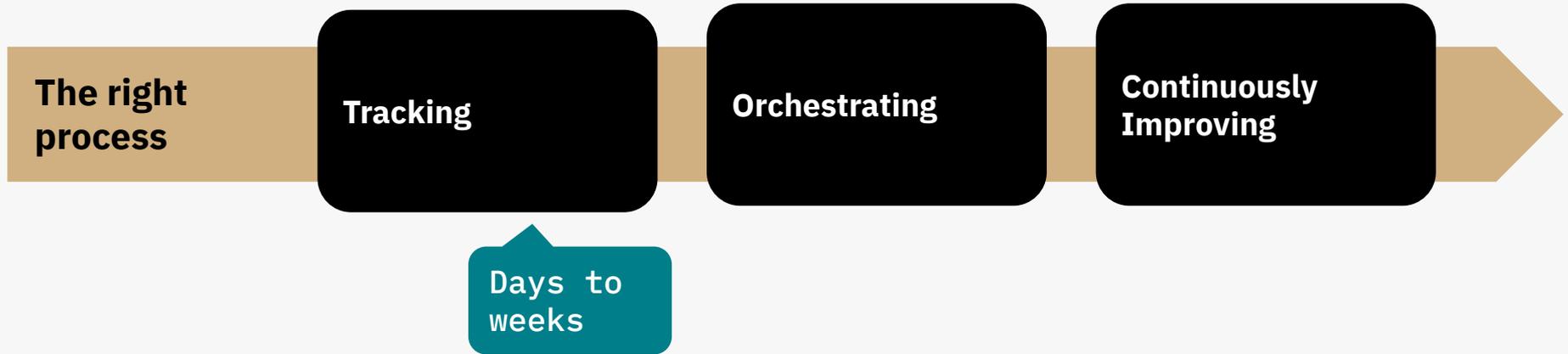
Easy to make changes



Easy to make changes



A possible modernization journey

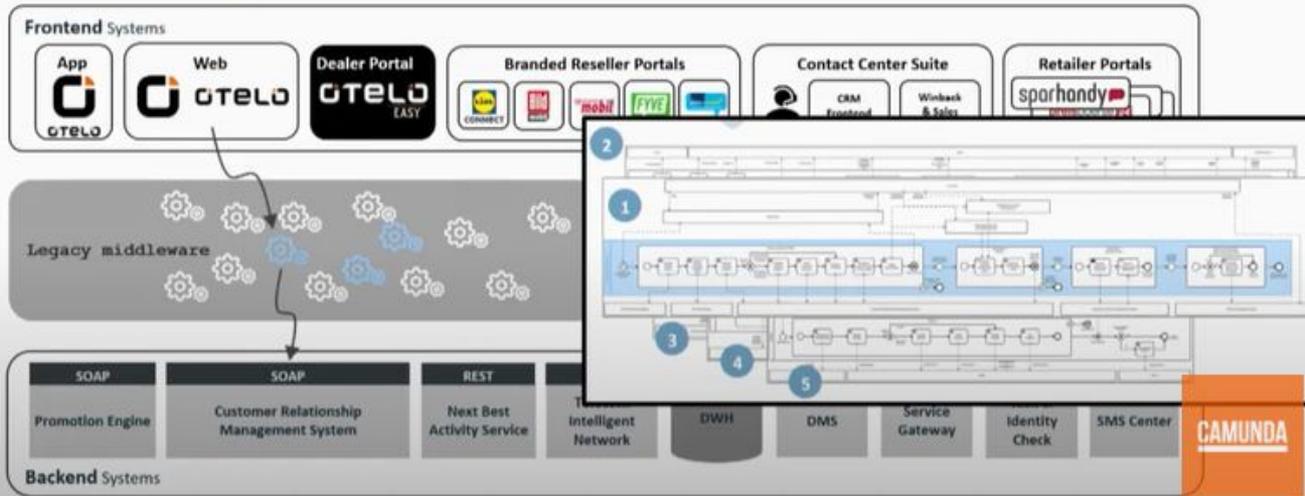


A possible modernization journey



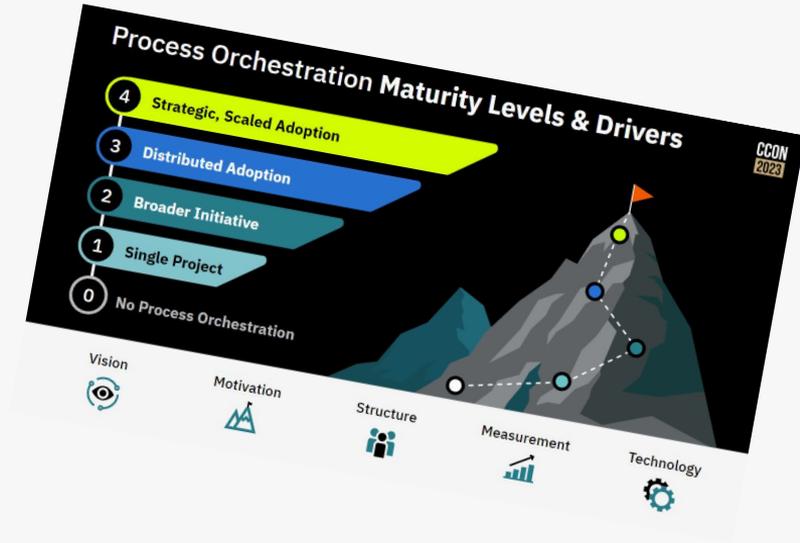
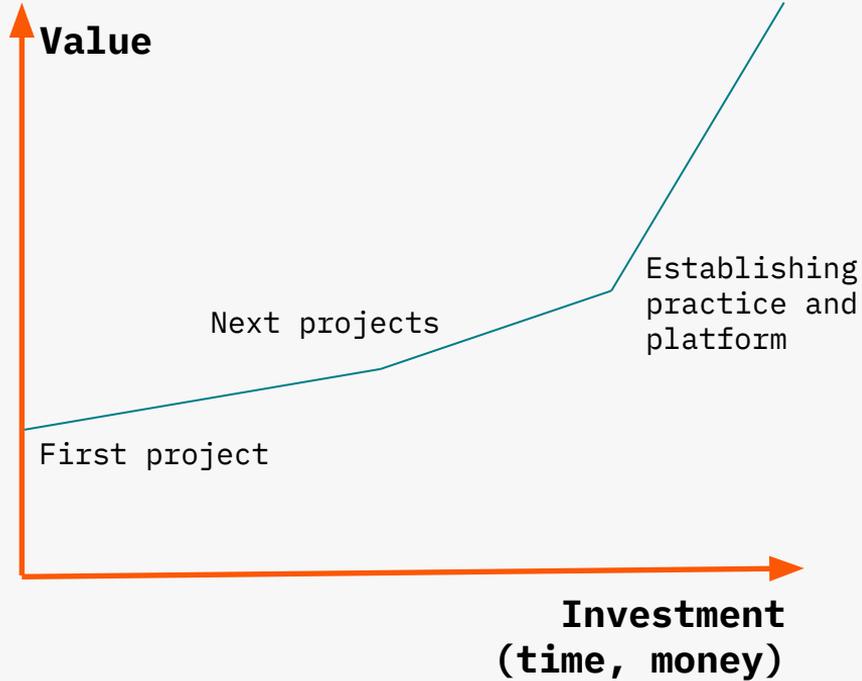
A success story

Transparency and living docs with Camunda?





Broad-scale transformation



The big(ger) picture



Value chain
(e.g. Customer Acquisition)



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



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

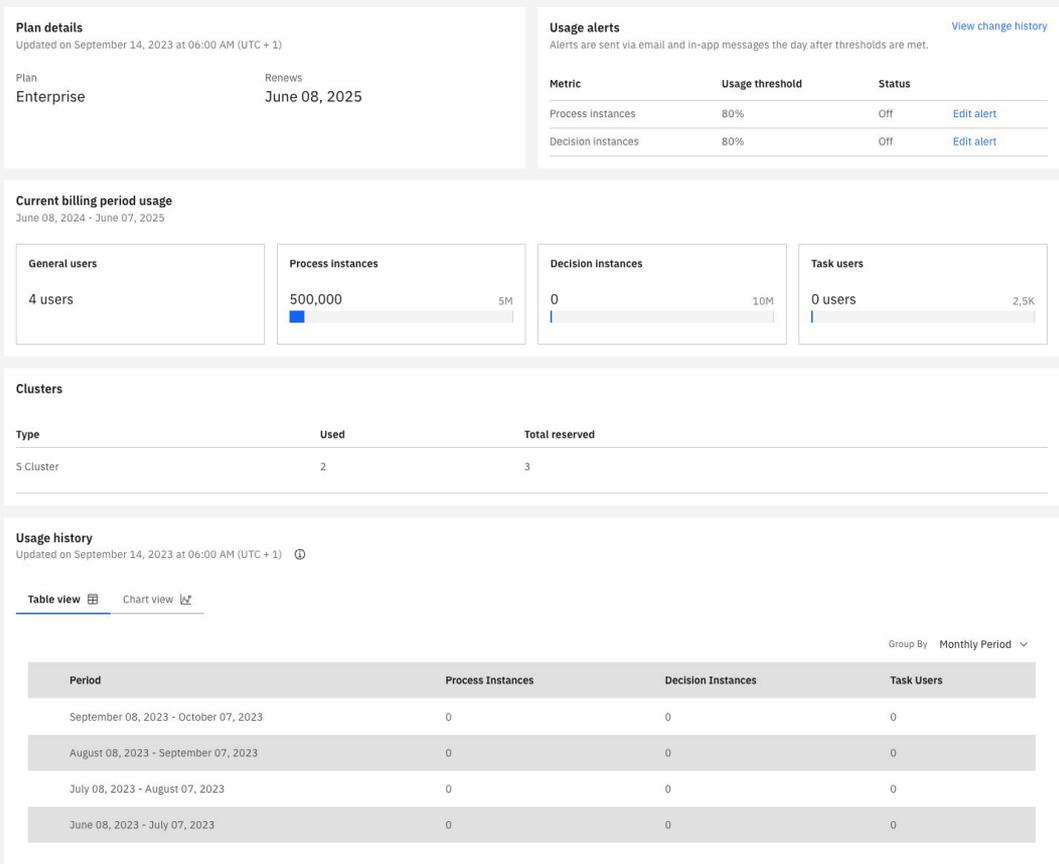


Technical capabilities and
platforms
(e.g. event streaming, RPA,
process orchestration)

Owned by Center of excellence /
Community of practice

Process orchestration as a service

(also self-managed)



Reusable building blocks

CCON
2023

The screenshot displays the Camunda Marketplace interface. At the top, there is a navigation bar with the Camunda logo and links for Platform, Who We Are, and Contact Us. A search bar is located on the right side of the navigation bar. Below the navigation bar, there is a large banner area with the text "CAMUNDA marketplace" and "Your hub for Camunda Connectors". The main content area shows a list of connectors under the heading "All Applications" with 58 results. A "Filters" sidebar is visible on the left, and a "Sort By" dropdown menu is set to "Relevance". Three connector cards are shown: OpenAI Connector, AWS Lambda Connector, and GraphQL Connector. Each card includes the connector's logo, name, a brief description, and the creator (Camunda).

Marketplace | All Products

All Applications
58 Results

Sort By: Relevance

Filters
Clear Filters

Categories

- Cloud Computing Services
- Automation Services
- External Data Services
- Enterprise Applications
- Collaboration Tools
- Content Management

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

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

Launching today

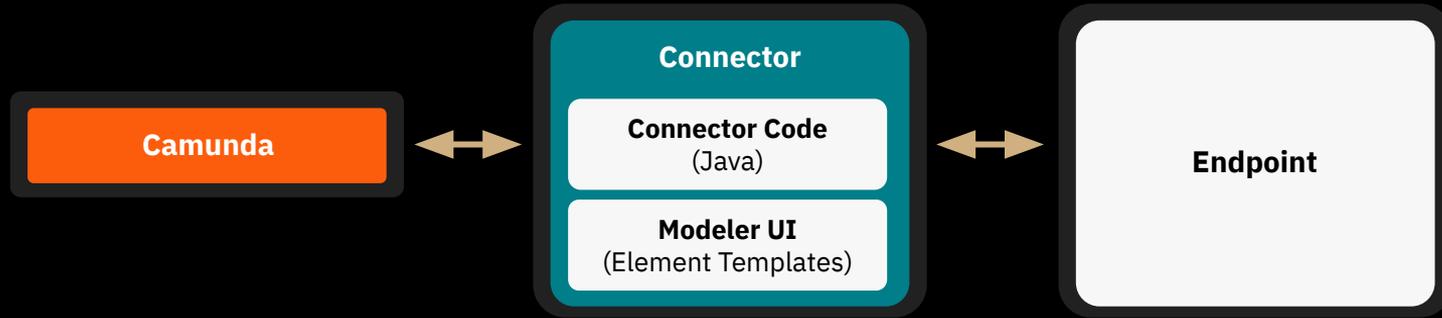
CCON
2023

<https://marketplace.camunda.com/>

Demo



What's a Connector again?



```
@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": [  

```

REST CONNECTOR
Make a request

General

Template Applied

Authentication

Type
None

Choose the authentication type. Select 'None' if no authentication is necessary

HTTP Endpoint

Method
GET

URL
Must not be empty.

Query Parameters

Map of query parameters to add to the request URL

HTTP Headers

Map of HTTP headers to add to the request

Connect Timeout

Connection Timeout
20

Protocol

R REST CONNECTOR
Make a request

General

Template Applied

Authentication

Type
None

Choose the authentication type. Select 'None' if no authentication is necessary

HTTP Endpoint

Method
GET

URL

Must not be empty.

Query Parameters

Map of query parameters to add to the request URL

HTTP Headers

Map of HTTP headers to add to the request

Connect Timeout

Connection Timeout
20

Java &
JSON

Protocol > Generic System Connector

REST CONNECTOR
Make a request

General

Template Applied

Authentication

Type
None

Choose the authentication type. Select 'None' if no authentication is necessary

HTTP Endpoint

Method
GET

URL

Must not be empty.

Query Parameters

Map of query parameters to add to the request URL

HTTP Headers

Map of HTTP headers to add to the request

Connect Timeout

Connection Timeout
20



Java &
JSON

TWILIO
ServiceTask

General

Template

Operation

Operation type
Send a SMS
Get message
List Messages
Authentication type

Response Mapping

Result Variable

Name of variable to store the response in. Details in the [documentation](#)

Result Expression

Expression to map the response into process. Details in the [documentation](#)

Error Handling

Connection Timeout
20

Sets the timeout in seconds to establish for an infinite timeout

Error Expression

JSON

Protocol > Generic > Specific Connectors

REST CONNECTOR
Make a request

General

Template Applied

Authentication

Type: None

Choose the authentication type. Select 'None' if no authentication is necessary

HTTP Endpoint

Method: GET

URL

Must not be empty.

Query Parameters

Map of query parameters to add to the request URL

HTTP Headers

Map of HTTP headers to add to the request

Connect Timeout

Connection Timeout: 20

Sets the timeout in seconds to establish for an infinite timeout

Java & JSON



TWILIO
ServiceTask

General

Template

Operation

Operation type: Send a SMS

Send a SMS

Get message

List Messages

authentication type

Response Mapping

Result Variable

Name of variable to store the response in. Details in the [documentation](#)

Result Expression

Expression to map the response into process. Details in the [documentation](#)

Error Handling

Connection Timeout: 20

Sets the timeout in seconds to establish for an infinite timeout

Error Expression

JSON



SEND SMS
ServiceTask

General

Template

Input

Message Text

Must not be empty.

The content of the message that will be sent

To Number

Must not be empty.

The recipient's phone number

JSON

The big(ger) picture



Value chain
(e.g. Customer Acquisition)



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



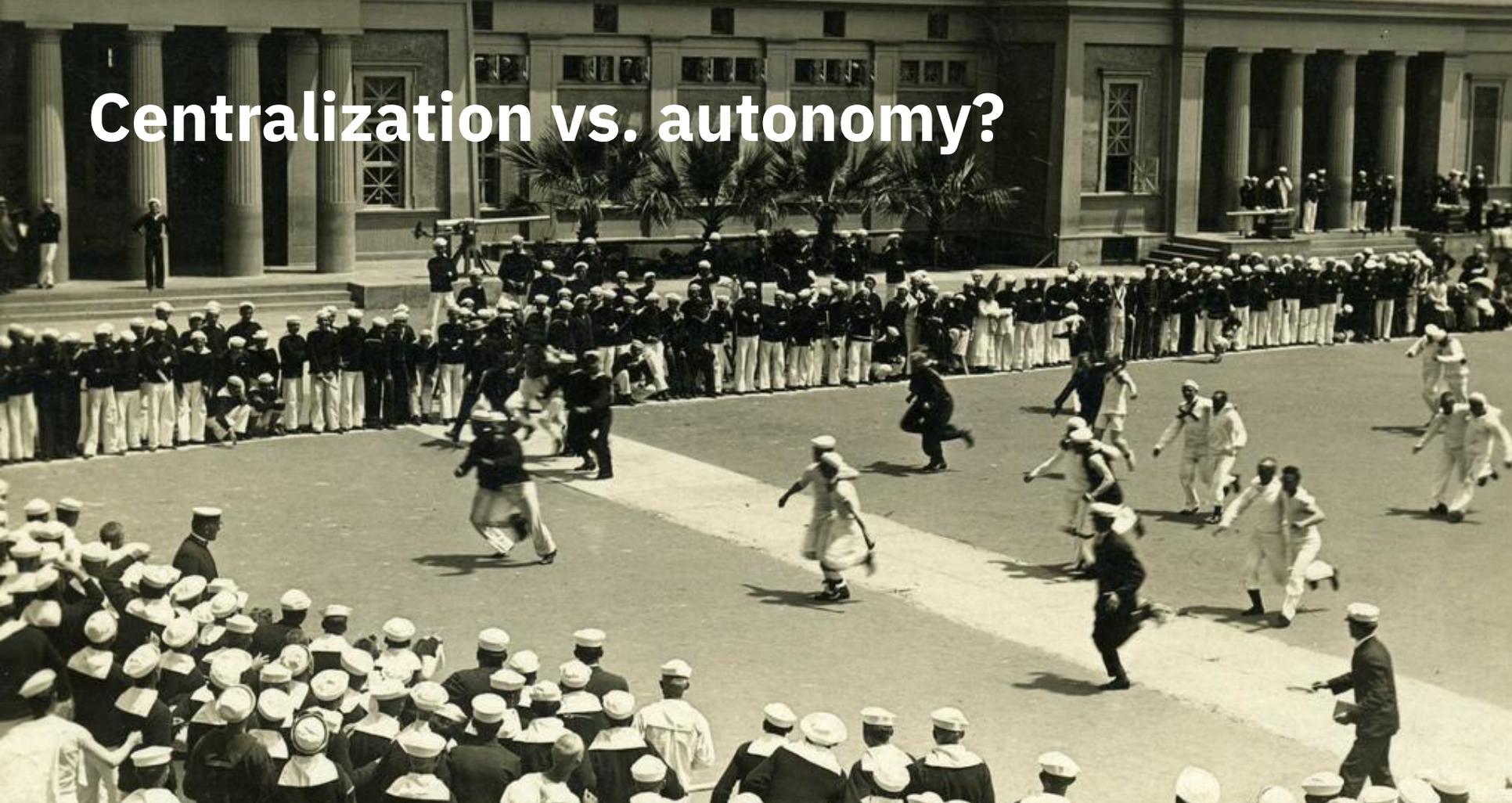
Business capabilities
provided via APIs
(e.g. fraud check)



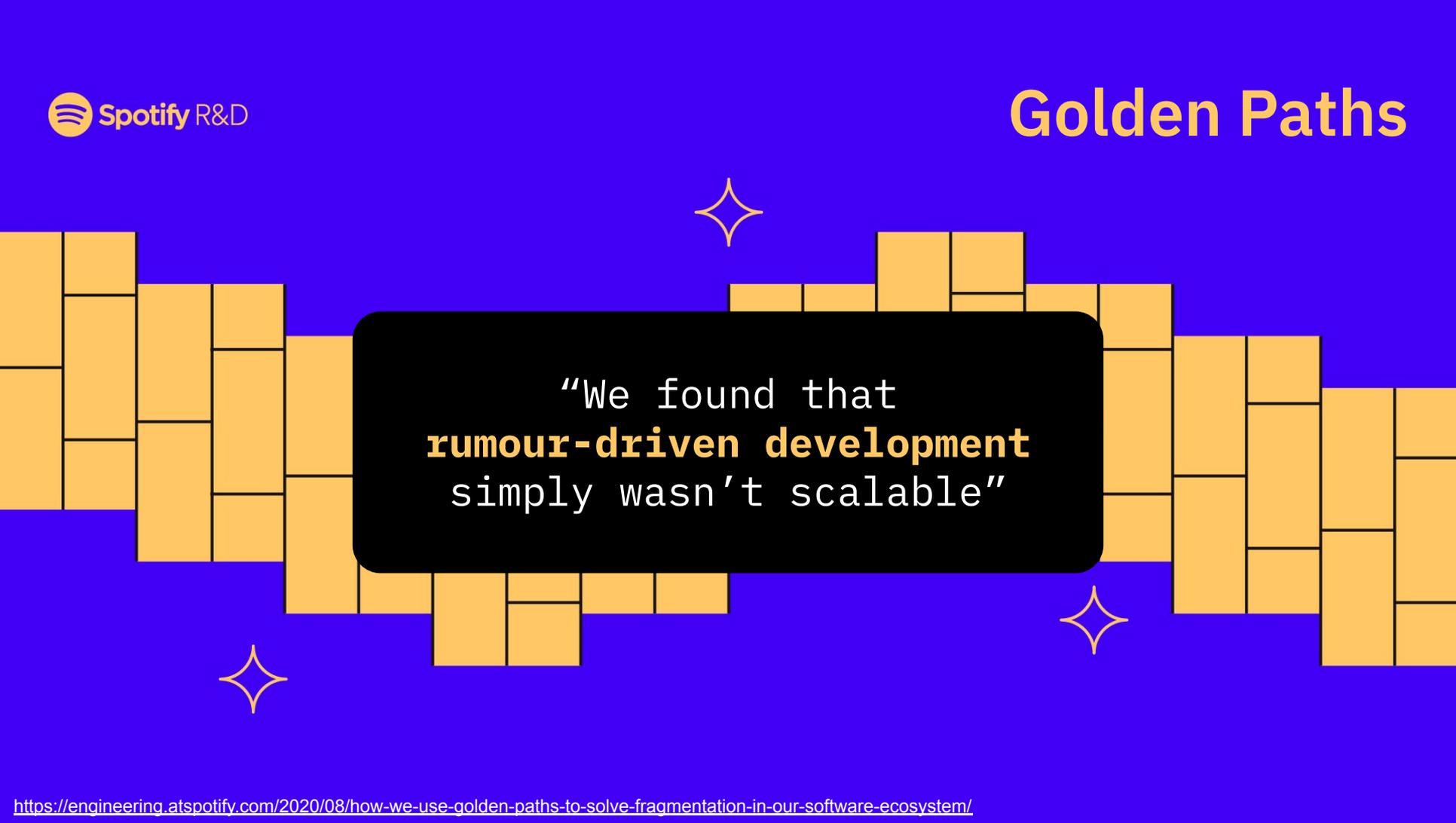
Technical capabilities and
platforms
(e.g. event streaming, RPA,
process orchestration)

Center of excellence /
Community of practice

Centralization vs. autonomy?



[Photo by born1945](#), available under [Creative Commons BY 2.0 license](#).



“We found that
rumour-driven development
simply wasn't scalable”



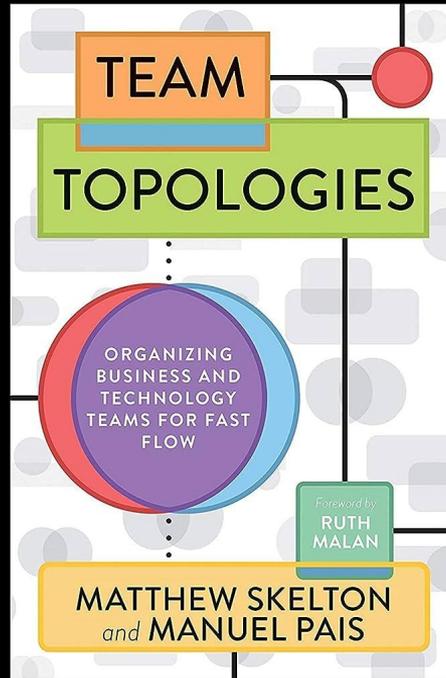
The Speed Paradox

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.

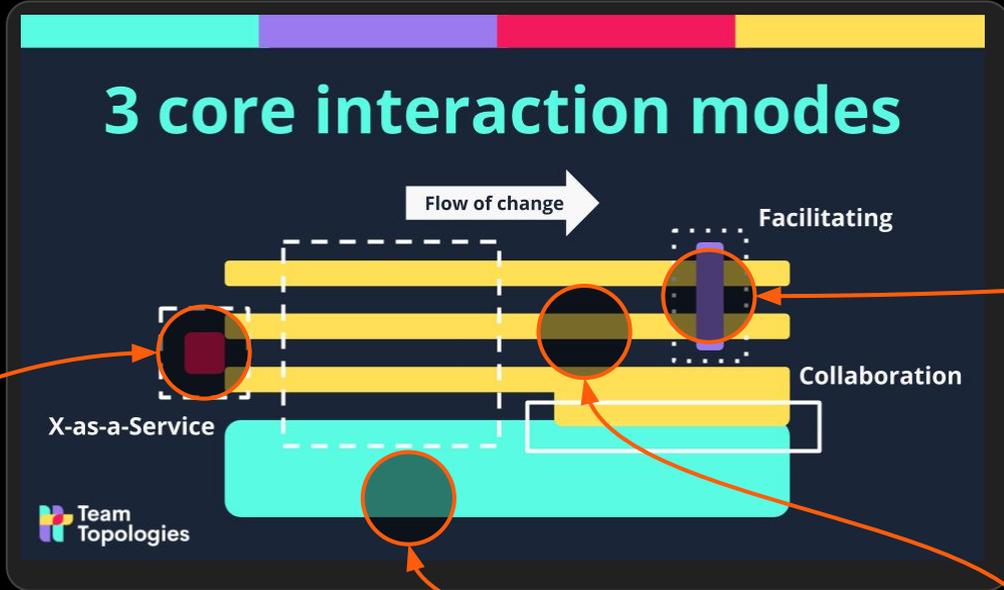


The Standards Paradox

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.



3 core interaction modes



Center of Excellence

Fraud detection

Camunda + X

Bank Account Opening

TEAM TOPOLOGIES

ORGANIZING BUSINESS AND TECHNOLOGY TEAMS FOR FLOW

MATTHEW SKELTON and MANUEL PAIS

- Stream-aligned team
- Enabling team
- Complicated Subsystem team
- Platform team

Reducing cognitive load



Intrinsic cognitive load

Fundamentals

(“How to program with Java?”)

Extraneous cognitive load

Environment

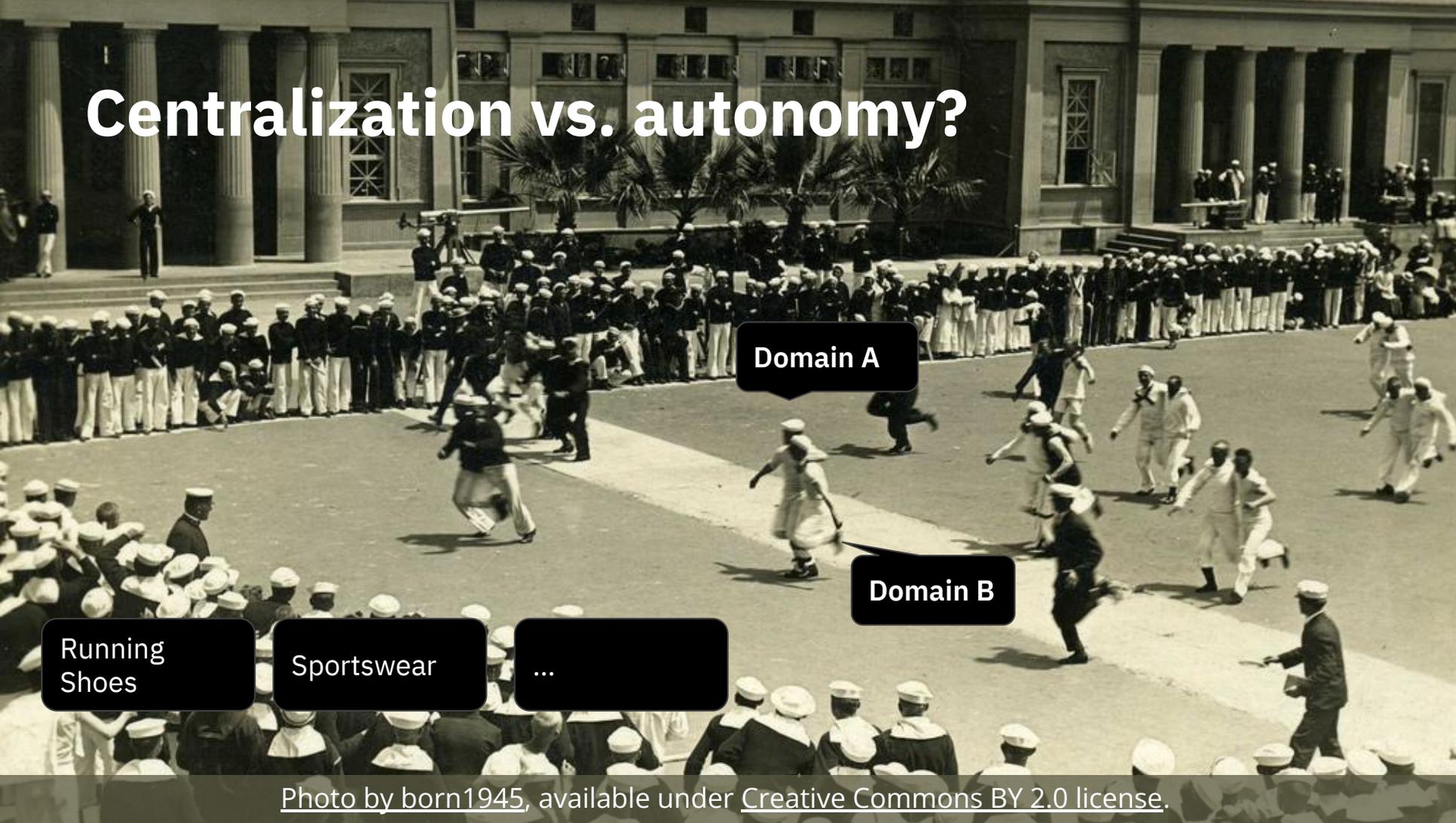
(“How to deploy this?”)

Germane cognitive load

The real task

(“How to solve this business problem?”)

Centralization vs. autonomy?



Domain A

Domain B

Running
Shoes

Sportswear

...

End-to-end processes



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

A sad story

A sad story

Business

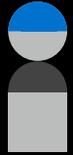
IT

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

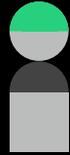
Diversity of roles



**Business
Person**



**Citizen
Developer**



**Consultant
or
Power User**



**Bot
Developer**



**Low-code
Developer**



**Junior
Developer**

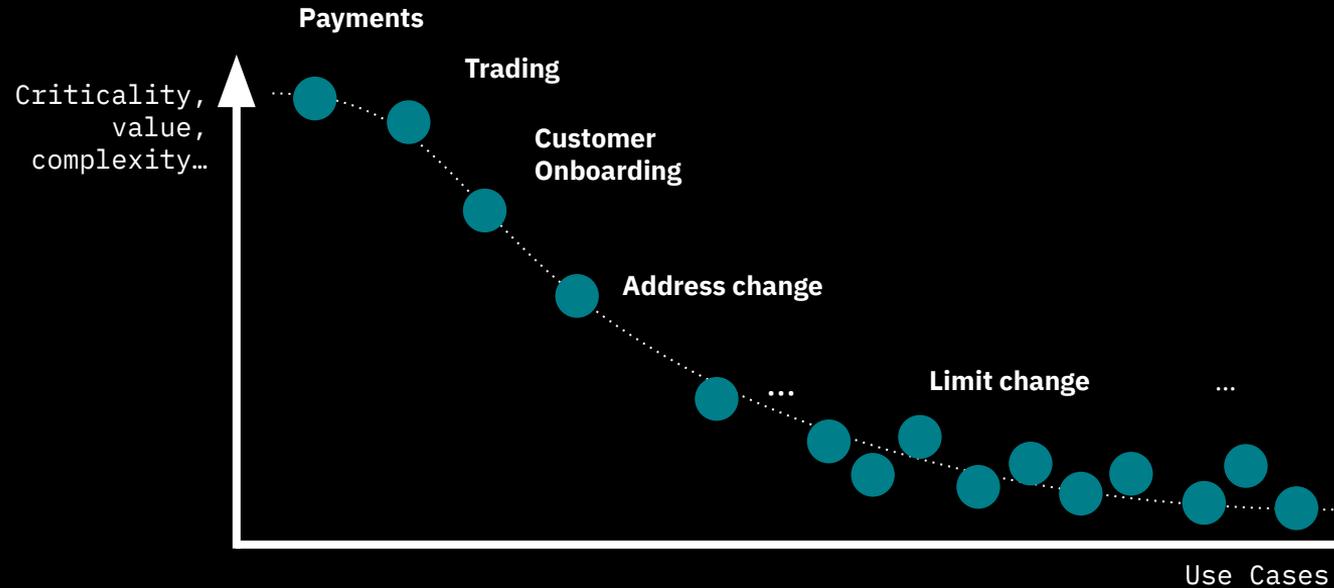


**Senior
Developer**



**Principal
Developer**

Process != process



Categorize your use case



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

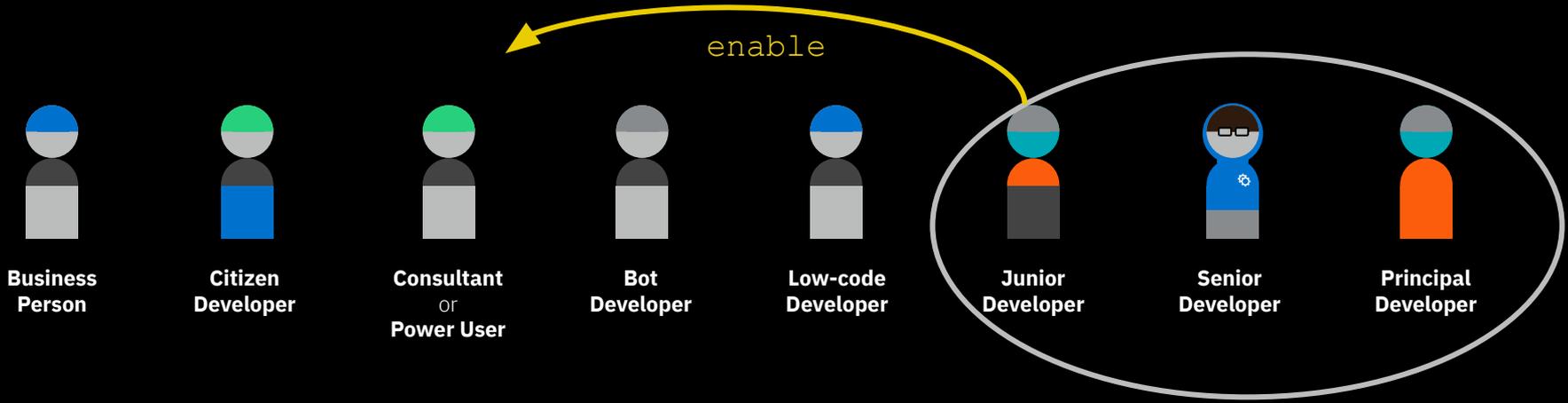
- high complexity
- high criticality
- compliance and regulatory requirements

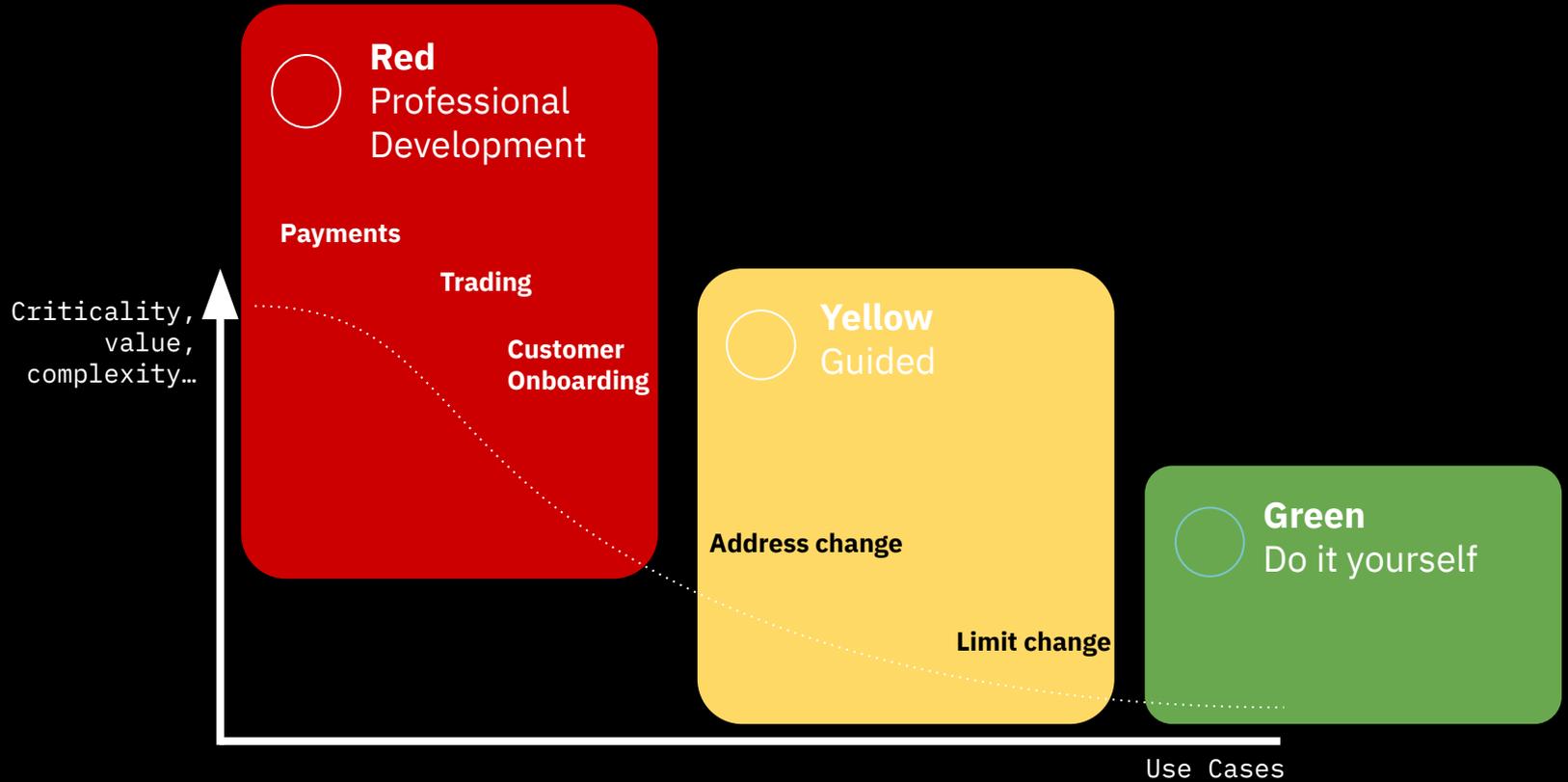
- version control
- automated testing
- CI / CD



Professional
Developer

Enabling more roles to participate





Out-of-the-box possibilities

The screenshot displays a 'Workplace' application interface. On the left is a sidebar with navigation options: 'Start process', 'Tasks' (with sub-items: My tasks, Candidate tasks, Open tasks, Lorem tasks, All tasks), 'Processes' (with sub-items: My processes, History, Reports), 'Contacts', and 'Documents'. The main area features a search bar 'Search processes' and five process cards. Each card includes an icon, a title, a subtitle, and two buttons: 'Start process' and 'View model'.

- Request time off**: Process name. Buttons: Start process, View model.
- Request sick leave**: Process name | Task name. Buttons: Start process, View model.
- Order special equipment**: Process name. Buttons: Start process, View model.
- Request repair**: Process name | Task name. Buttons: Start process, View model.
- Open ticket**: Process name | Task name. Buttons: Start process, View model.

Rich forms

Components

Basic input

Number Date time Text field

Text area

Selection

Checkbox Checklist Radio

Select Tag list

Presentation

Group Image view Spacer

ABC

Text view

Action

Button

Form Definition

Loan Request LR-592810482

Requester Details

Employment Status: **Employed** | Net Monthly Income: **\$7,500.00**

Current Loan Details

Max Loan Amount	Available Loan Amount	Current Loan Amount	Interest Rate
\$100,000.00	\$23,100.00	\$76,900.00	4.28%

Risk Overview

 Credit Score: **728** | Last Payment: **⚠ Overdue (31.08.2023)**

Risk categories: Country X Insittituational X

New Loan Details

Requested Amount: \$

Reason:

Loan History

<input type="radio"/>	\$12,000.00	Granted	May 2023
<input type="radio"/>	\$41,900.00	Granted	July 2022
<input checked="" type="radio"/>	\$63,000.00	Rejected	June 2022
<input type="radio"/>	\$23,000.00	Granted	Dec 2021

Letter of explanation

⚠ Letter of explanation is missing for this customer

Form Preview

DYNAMIC LIST
Loan History

General

Group label *fx*
Current Loan Details

Path
loanRequest.history.loans

Where the child variables of this component are pathed to.

Show outline

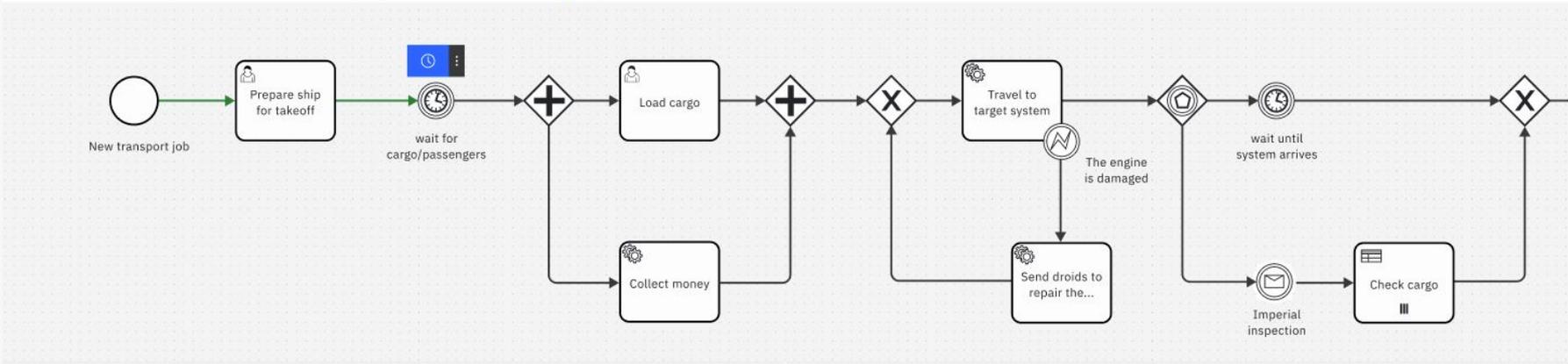
Condition >

Layout • >

Custom properties +

K

Testing directly in the modeler



Instance History

- process-instance-key
- New transport job
- Prepare ship for takeoff
- Tasklist Form
- wait for cargo/passengers**

Variables

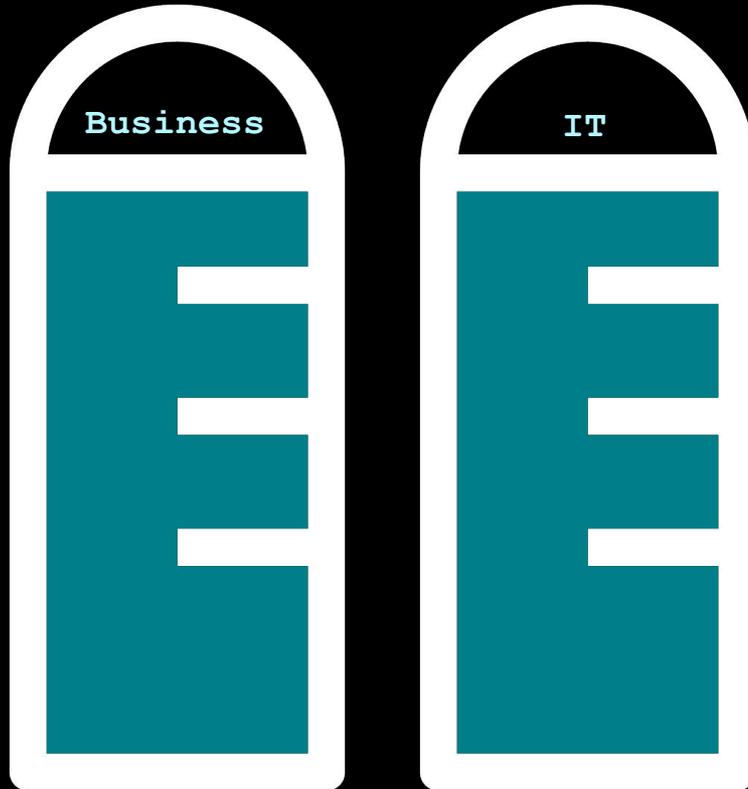
Name	Value	
name	1	✎
name2	2	✎

Add Variable +

Demo



A great story



We need to
automate
X

Yeah :-)

Self-service

Out-of-the-box
experience

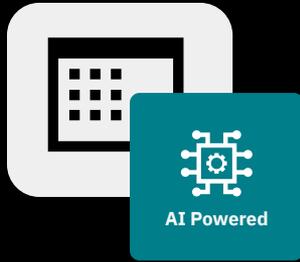
Forms, data
and
expressions

Connectors

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

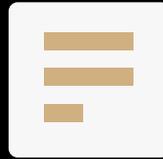
AI Powered

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

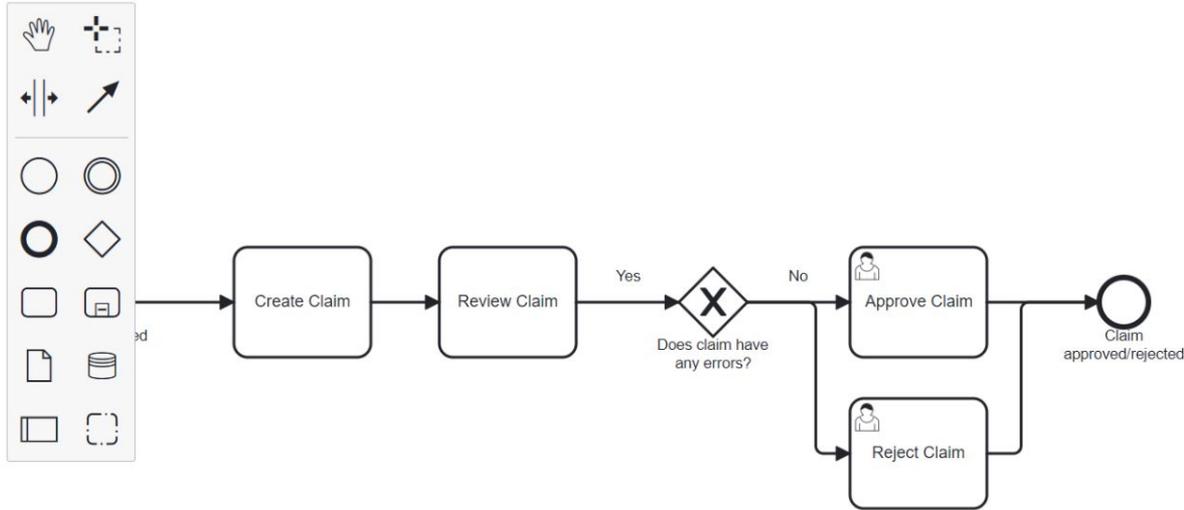
Assisted and guided helpers to build better processes, scripts, forms, connectors..



Predictive Decisioning

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

BpmnGPT



BpmnGPT [Close]

Approval should be a user task.

I updated the process according to the changes you requested.

After reviewing the claim there should be an alternative path.

I updated the process according to the changes you requested.

There should be a gateway to split the flow.

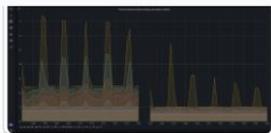
I updated the process according to the changes you requested.

Describe the process...

High-throughput, low-latency, resiliency



25



26



27



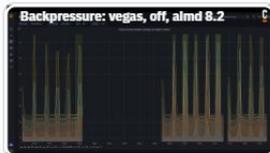
28



29



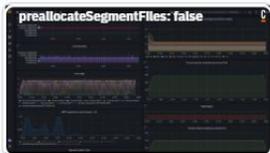
30



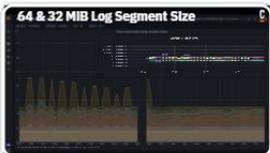
31



32



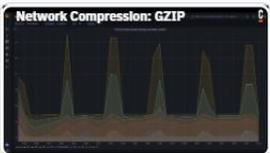
33



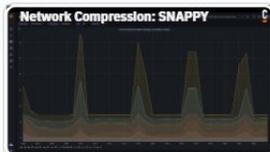
34



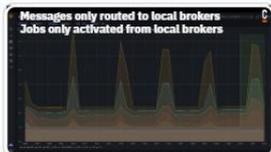
35



36



37



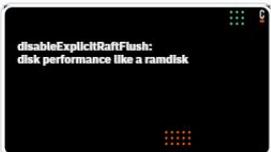
38



39



40



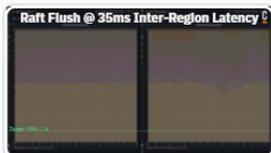
41



42



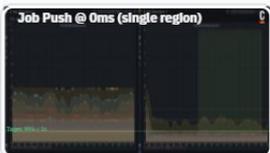
43



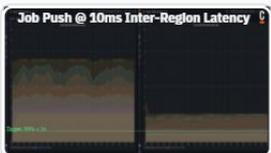
44



45



46



47



48



49



50



51



52



53



54

Shifting into overdrive



Tracking,
Orchestrating,
Improving

Platform, CoE, golden
paths, best practices

Green, yellow, red
Also high volume/low
latency

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

Shifting into overdrive

CCON
2023

