

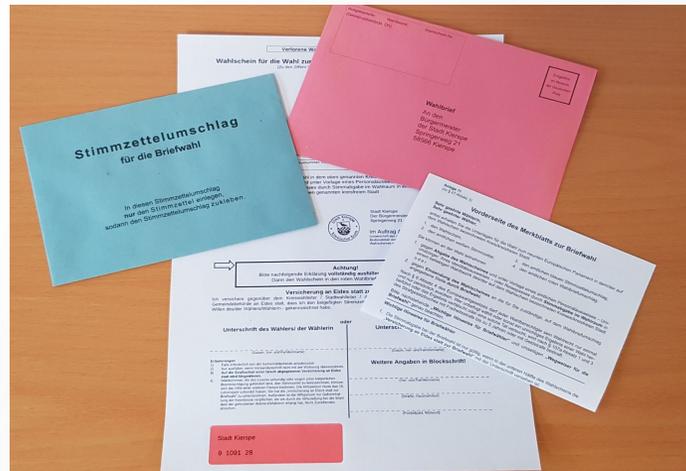
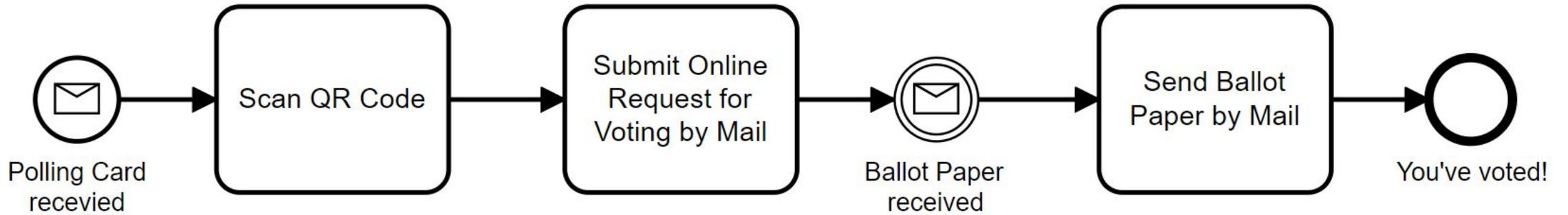
CAMUNDA
CON
LIVE

Digital Transformation – Evolution or Revolution?

Jakob Freund, CEO at Camunda

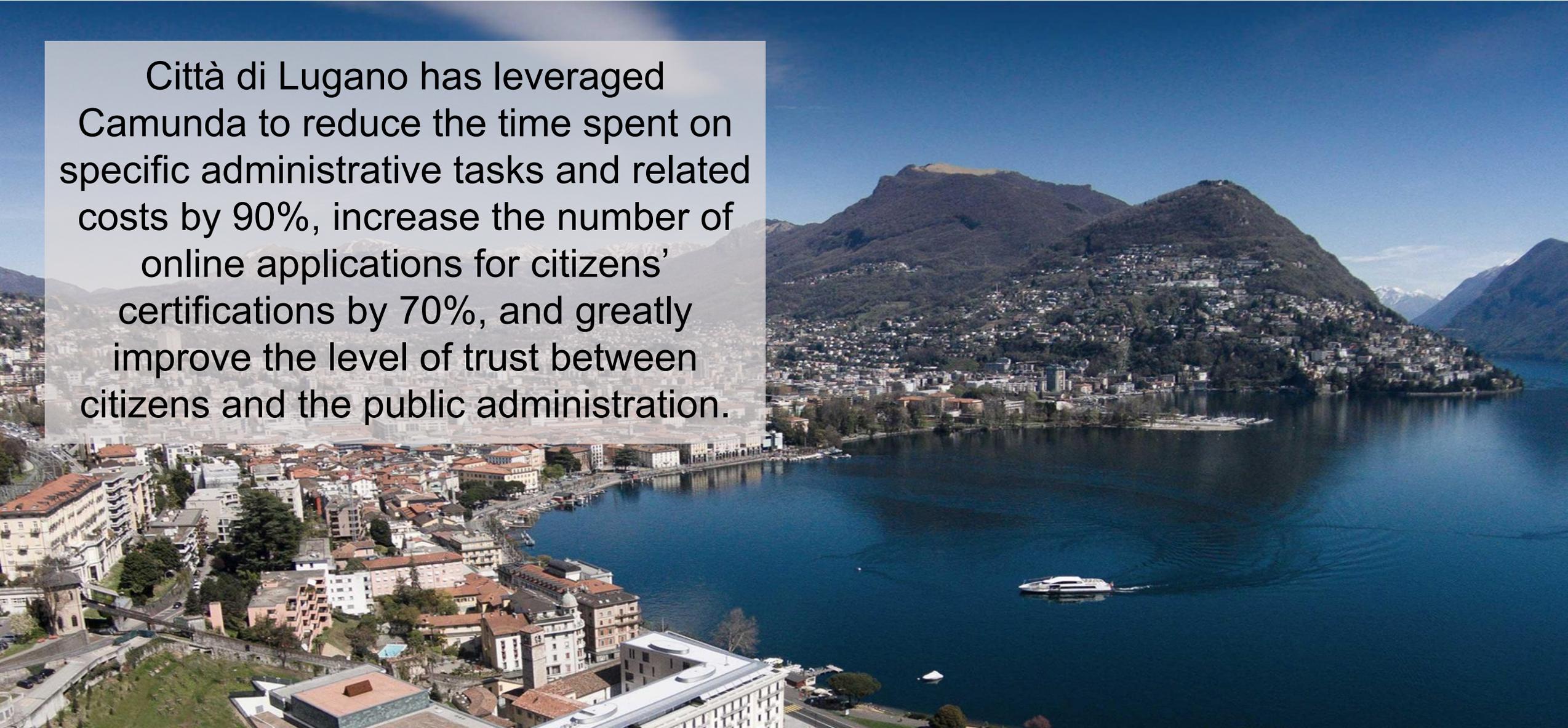


German Elections 2021: Voting by Mail



Serving Citizen Online

Città di Lugano has leveraged Camunda to reduce the time spent on specific administrative tasks and related costs by 90%, increase the number of online applications for citizens' certifications by 70%, and greatly improve the level of trust between citizens and the public administration.



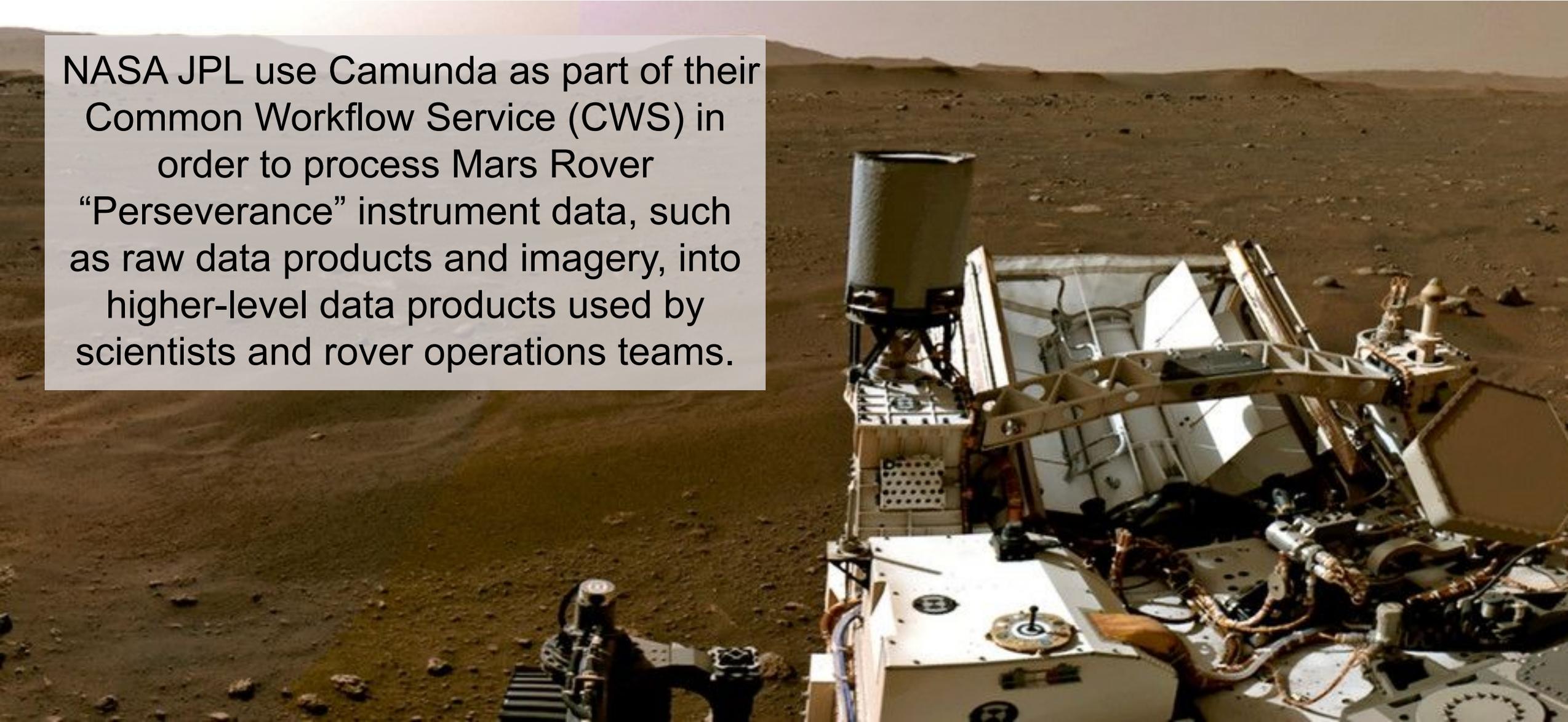
Bringing Benefits to Veterans, faster

Using Camunda, the U.S. Department of Veteran Affairs has increased the benefits claim automation rate by more than 65%, reducing average claim processing time by over one third, with some claims completing processing the same day they are established.



Exploring Mars

NASA JPL use Camunda as part of their Common Workflow Service (CWS) in order to process Mars Rover “Perseverance” instrument data, such as raw data products and imagery, into higher-level data products used by scientists and rover operations teams.





Can YOU
make this
happen?



Business Processes

Across industries and functional groups, Camunda makes work happen

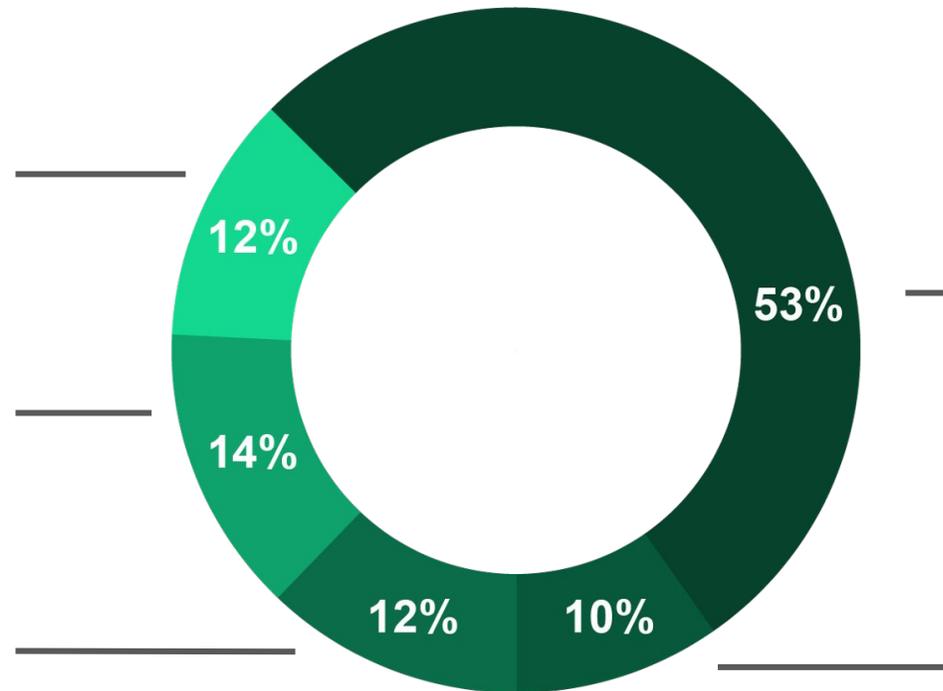
How Camunda Changed the Game

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

Order management

Customer onboarding and data management

Loan origination

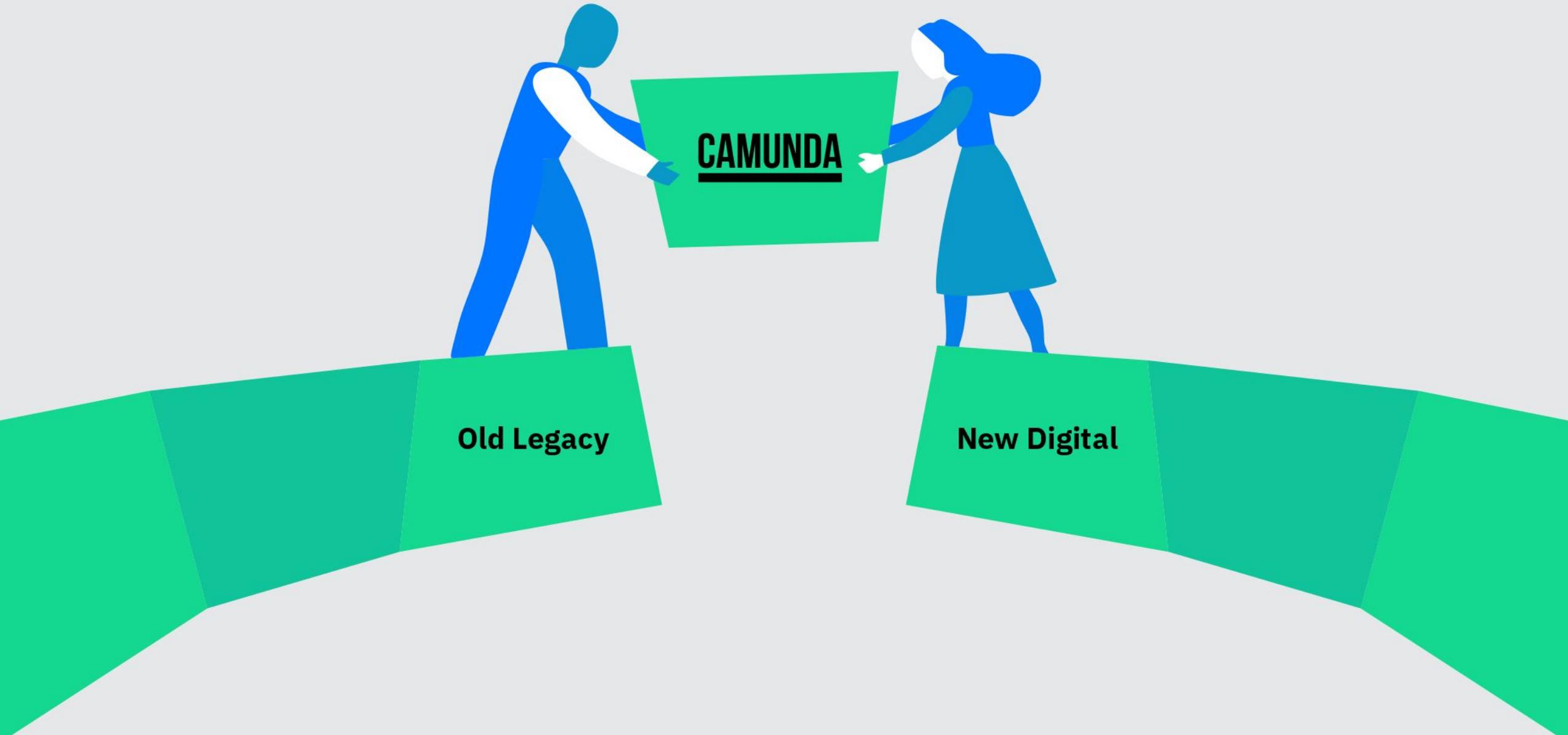


Compliance data collection, medical records management, and other processes

Claims management, risk management, and underwriting

Survey of customer projects, n = 414

Evolutionary Transformation



Challenges and Objectives

- ❑ Transform Legacy Infrastructure
- ❑ Align Complex Set of Stakeholders
- ❑ Increase Developer Productivity
- ❑ Ensure Scalability and Resilience

How to achieve these Objectives?

Camunda's Vision for your Success

Camunda in 2013: Embeddable Java Engine

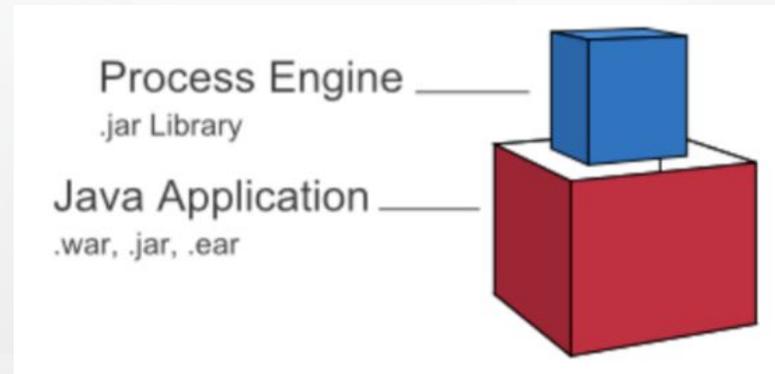
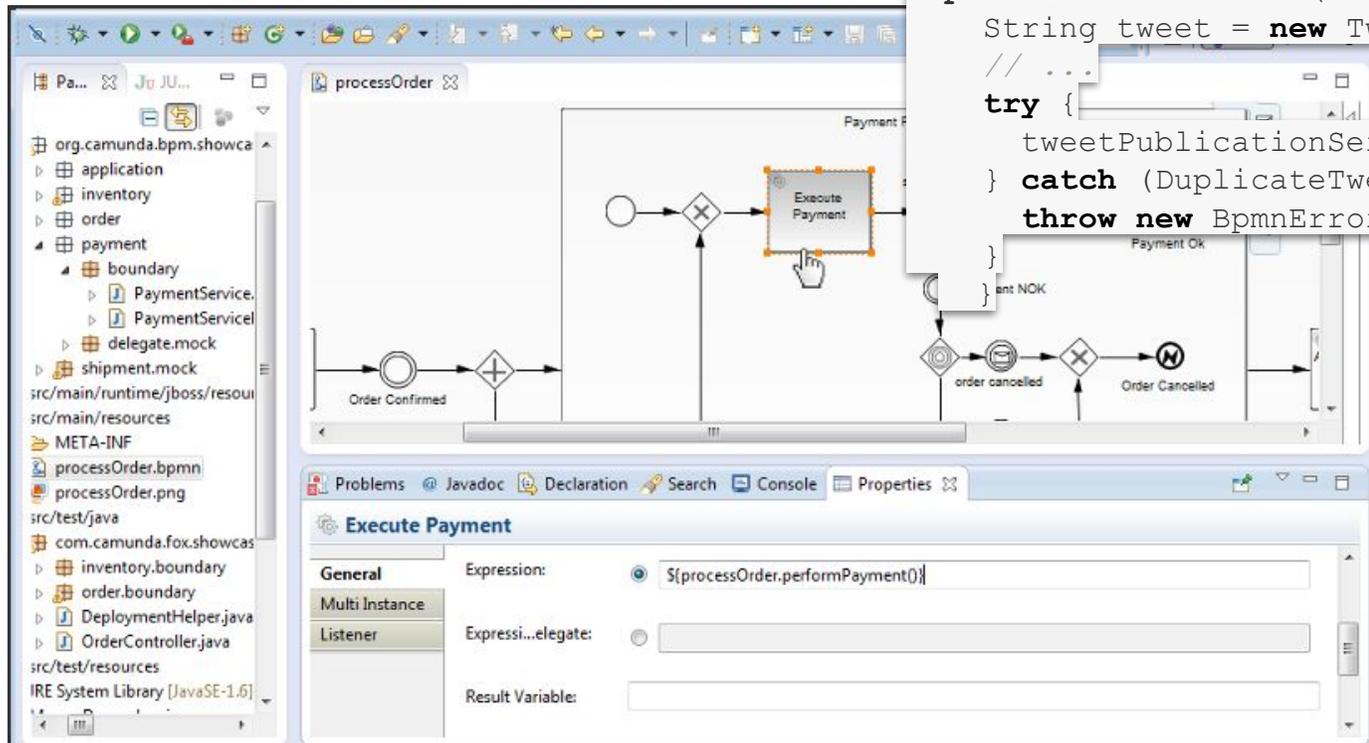
```
@Named
```

```
public class TweetPublicationDelegate implements JavaDelegate {
```

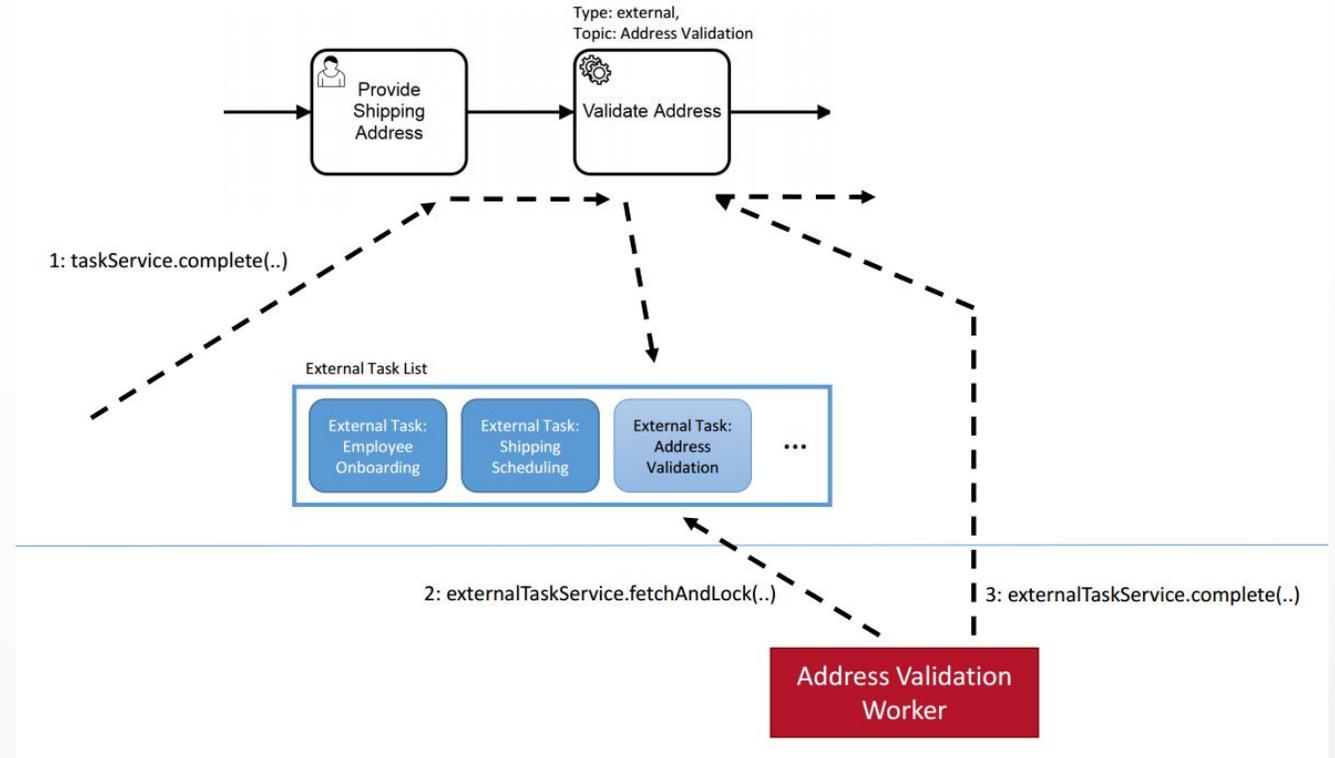
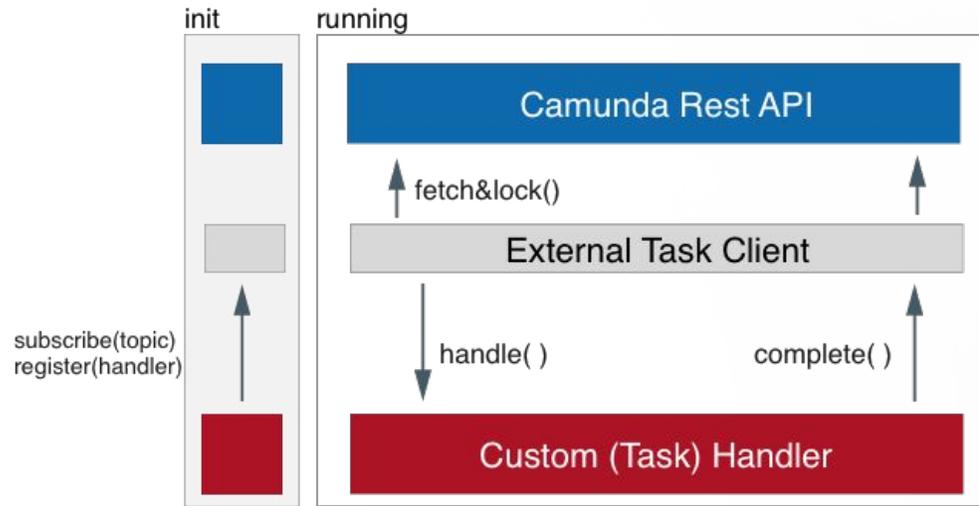
```
@Inject
```

```
private TweetPublicationService tweetPublicationService;
```

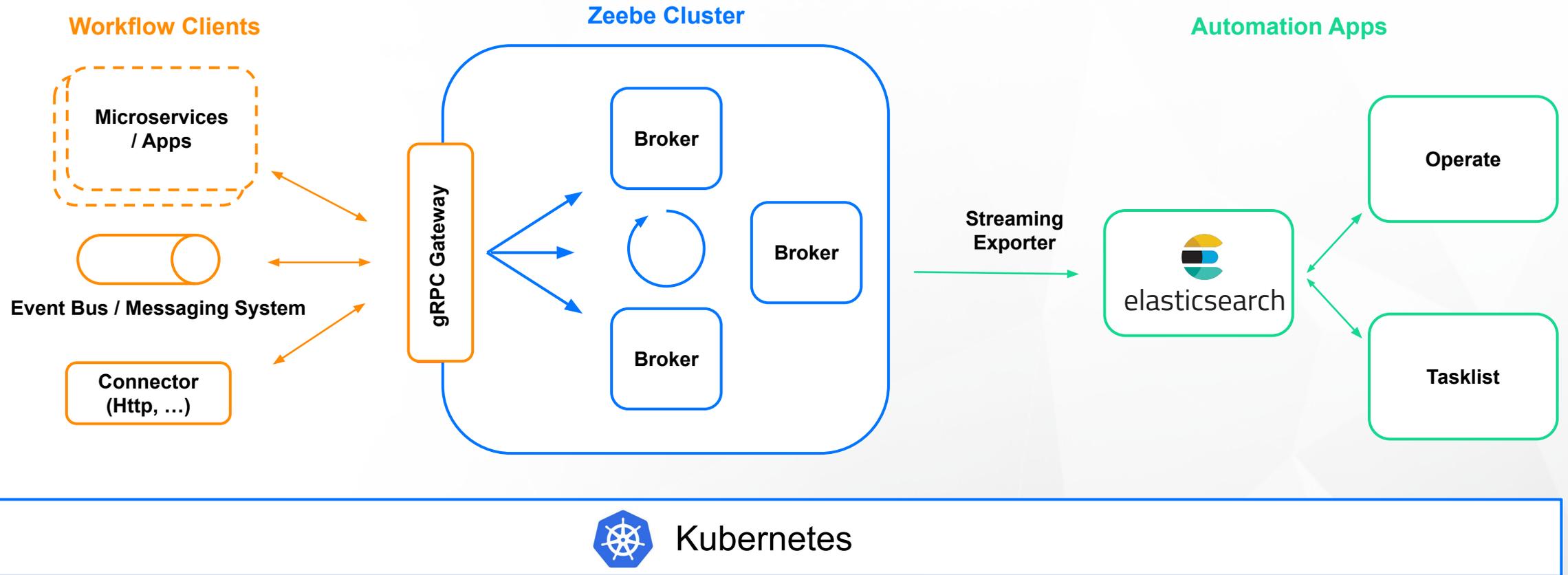
```
public void execute(DelegateExecution execution) throws Exception {  
    String tweet = new TwitterDemoProcessVariables(execution).getTweet();  
    // ...  
    try {  
        tweetPublicationService.tweet(tweet);  
    } catch (DuplicateTweetException e) {  
        throw new BpmnError("duplicateMessage");  
    }  
}
```



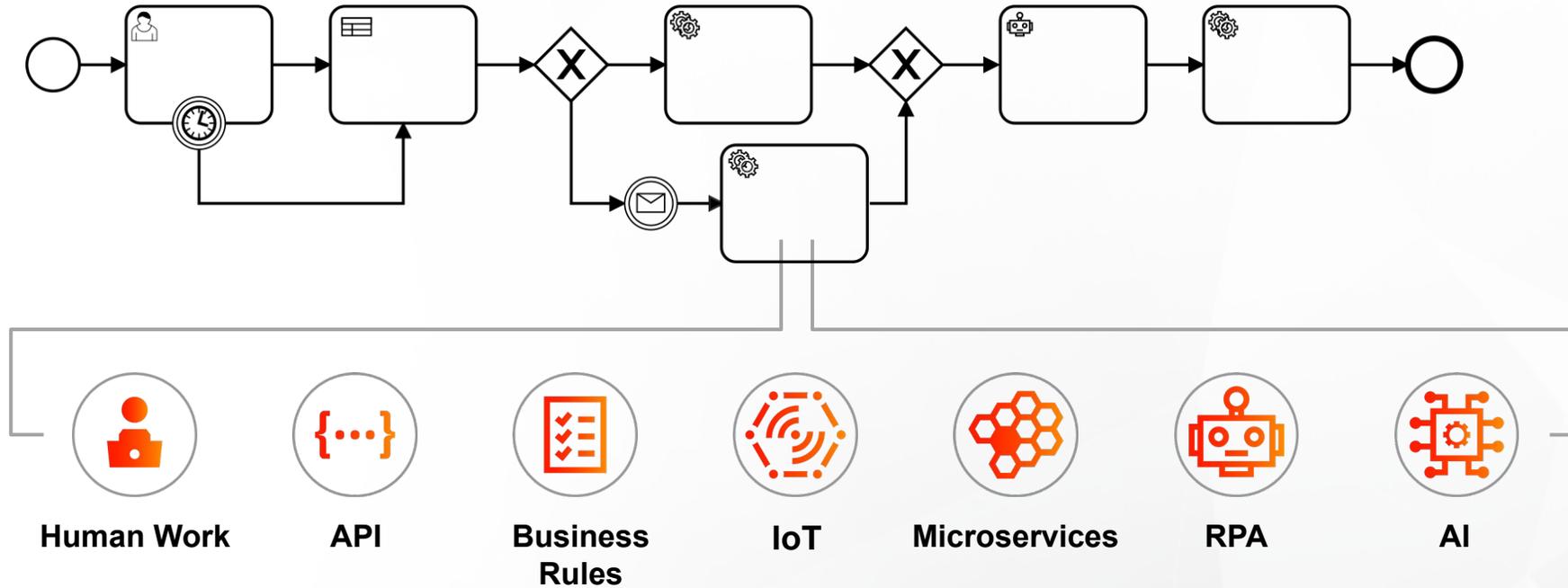
2015: Introducing External Task Clients



2021: Camunda Cloud GA



Our Vision: The Universal Process Orchestrator



Achieving Key Objectives

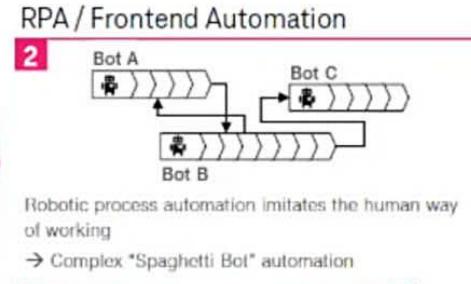
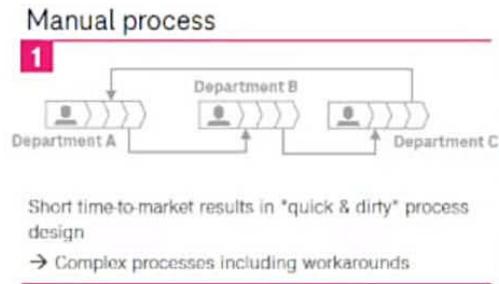
- ❑ **Transform Legacy Infrastructure**
- ❑ **Align Complex Set of Stakeholders**
- ❑ **Increase Developer Productivity**
- ❑ **Ensure Scalability and Resilience**

Deutsche Telekom: From Manual via RPA to API



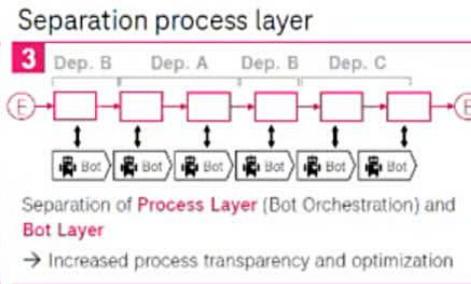
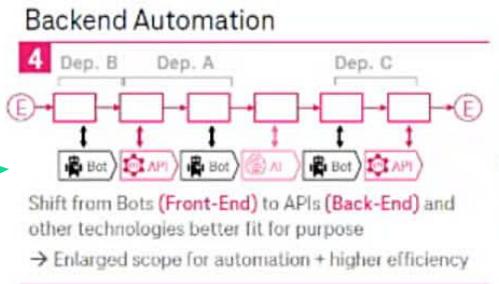
3: FROM FRONTEND AUTOMATION TO BACKEND AUTOMATION

Before:
Manual Work



First Stage:
Introduce RPA

Now:
Gradually move
from RPA to API



Second Stage:
Orchestrate RPA
with Camunda



Transform Legacy Infrastructure

- Integrate People, Systems, and Devices
- Move from Manual / Legacy Systems
(optional: via RPA) to API / Microservices
- Resolve RPA Scaling Challenges
- Integrate Legacy Systems via Custom
Connectors

08:00am ET | 02:00pm CET

Learn more
today

RPA with Camunda in

Real Life Projects

Stephan Heigl and Alexander

Dziendzol-Dickopf, WDW eLab GmbH

Achieving Key Objectives

- ✓ Transform Legacy Infrastructure
- ❑ **Align Complex Set of Stakeholders**
- ❑ Increase Developer Productivity
- ❑ Ensure Scalability and Resilience

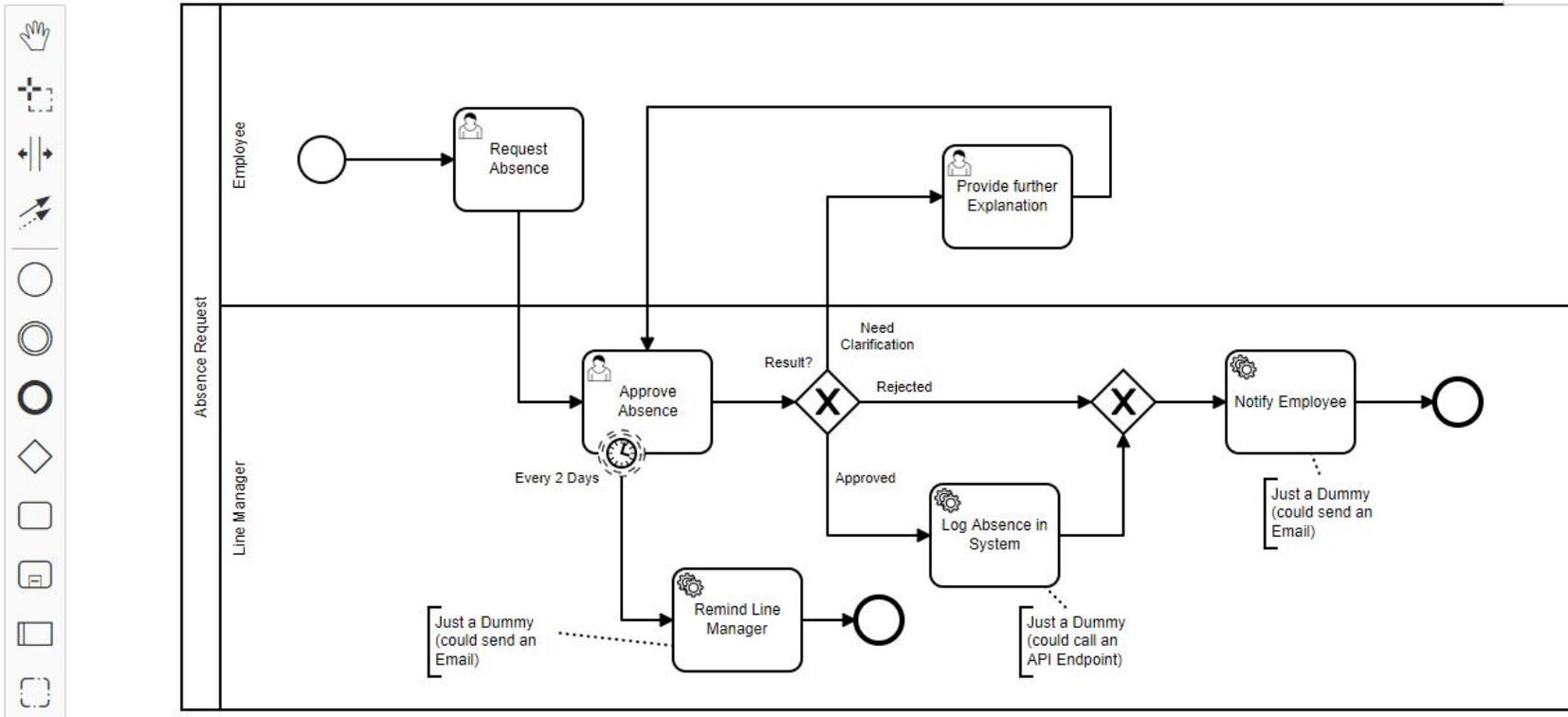
BPMN to bring all Stakeholders together

Camunda Cloud | Jakob Freunds Organization > Absence Request (Human Workflow) **Production** | Jakob Freund

Diagram Name
Absence Request (Human Workflow) Execute Save

Token Simulation

Open minimap



Aufnahme

Align all Stakeholders

- Use BPMN (processes) and DMN (decisions) as common languages for business users, developers, and anyone else
- Leverage BPMN/DMN models through the entire lifecycle of process design, automation and continuous improvement
- Align everyone on target KPI for business processes and measure / report progress

09:00am ET | 03:00pm CET

Learn more
today

Putting the Business in BPM

Simon Hickling, Covea Insurance Services Ltd

Achieving Key Objectives

- ✓ Transform Legacy Infrastructure
- ✓ Align Complex Set of Stakeholders
- ❑ Increase Developer Productivity**
- ❑ Ensure Scalability and Resilience

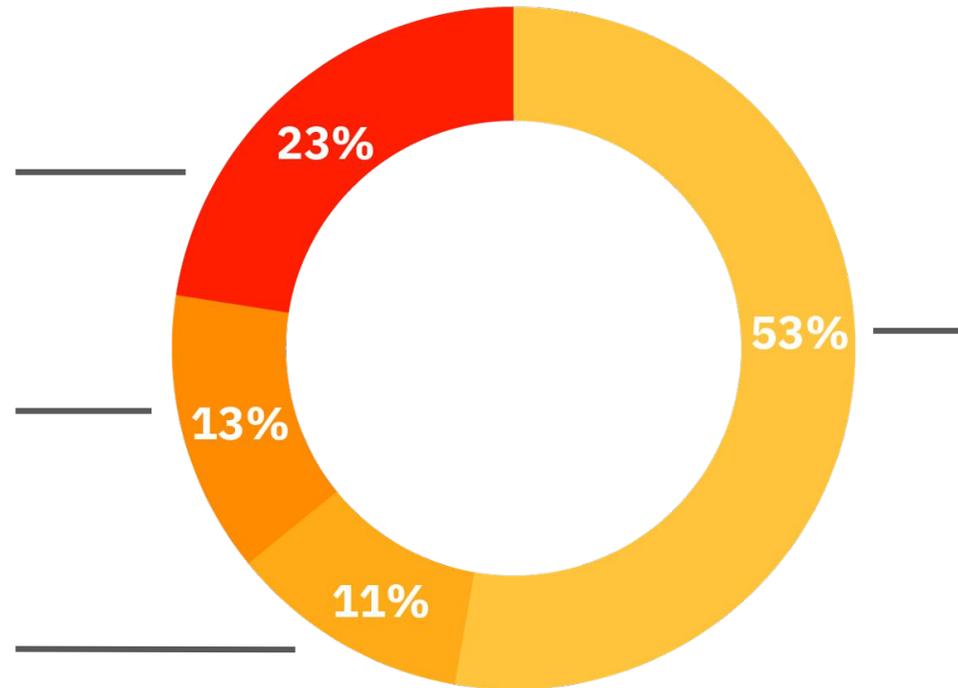
IT Initiatives

Use Camunda as the engine to power modernization and centralization

Building a centralized process automation platform

Replacing homegrown workflow technology

Replacing a legacy BPM suite



Survey of customer projects, n = 337

How Camunda Changed the Game

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

Moving to the cloud, modernizing applications, and other initiatives

Supporting Camunda-Newbies [Experimental]

The screenshot displays the Camunda Cloud Console interface. At the top, the browser address bar shows the URL: `console.cloud.camunda.io/org/8aed9c5e-5540-4350-a30f-2b6643634ff1/modeler/7823659e-48de-4e73-bb33-9baf84182834`. The console header includes the Camunda Cloud logo, navigation tabs for 'Diagrams', 'Forms', and 'Clusters', and a user profile for 'Jakob Freund'. Below the header, the diagram name is 'linting', and there are 'Execute' and 'Save' buttons. A 'Token Simulation' tab is active, showing a BPMN diagram with a red notification bar indicating '2 Errors, 0 Warnings'. The diagram consists of a start event, a 'Get Customer' task, a 'Customer?' decision diamond, and two outgoing flows labeled 'Paul' and 'Anyone else'. The decision diamond has a large 'X' and three red 'X' icons on its outgoing flows, indicating errors. A 'Properties Panel' is visible on the right side of the diagram. At the bottom, there are 'Cookie Preferences' and 'Production' buttons, and a footer with the text '© Camunda Services GmbH 2021. All rights reserved.'

Increase Developer Productivity

- Camunda-powered, centrally provisioned Process Automation Platform
- Center of Excellence (CoE) to operate the platform and provide guidance and support
- Drive process automation adoption for less specialized teams
- Promote consistency for governance, reporting and compliance

Learn more
tomorrow

Thu 08:00am EST | 02:00pm CET

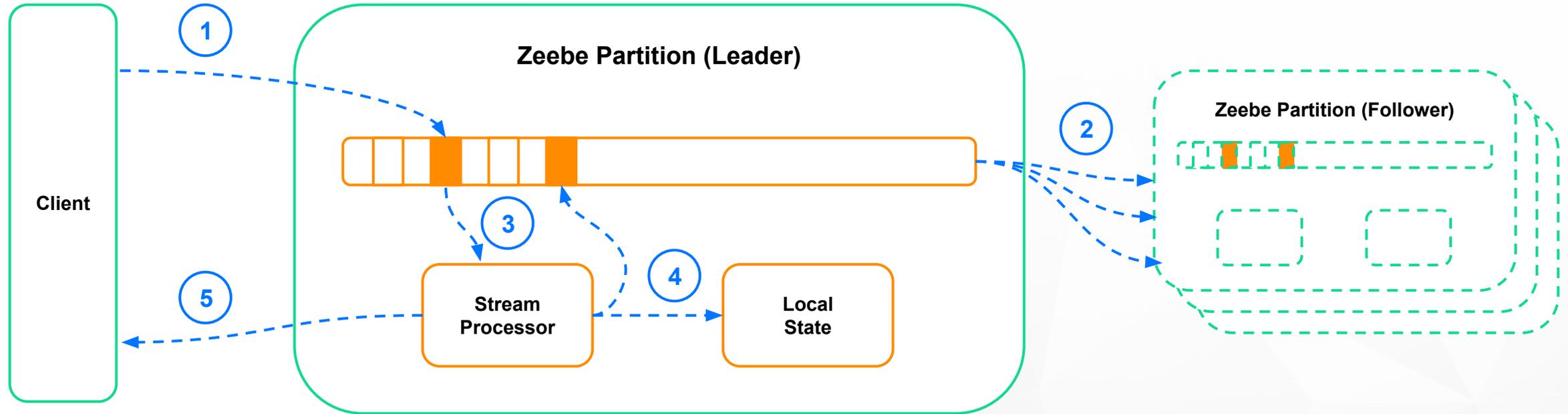
**A Transformative
Journey Toward a
Modern and
Cloud-Native
Orchestration Solution**

Benny Nedumkariyil, Swiss Re

Achieving Key Objectives

- ✓ Transform Legacy Infrastructure
- ✓ Align Complex Set of Stakeholders
- ✓ Increase Developer Productivity
- ❑ **Ensure Scalability and Resilience**

Camunda Cloud Architecture: Scaling Zeebe



- 1 Send & Append Command
- 2 Replicate & Commit Command
- 3 Validate & Process Command
- 4 Apply to State & Write Event
- 5 Send Response

Ensure Scalability and Resilience

- Asynchronous process execution
- Low latency with high throughput
- Built-in replication across cluster nodes
- True horizontal scalability
- Geographically distributed, active-active redundancy

10:45am ET | 04:45pm CET

Learn more
today

Enabling Core

Banking Use Cases

with Camunda Cloud

Javier Sabino, Goldman Sachs

Achieving Key Objectives

- ✓ Transform Legacy Infrastructure
- ✓ Align Complex Set of Stakeholders
- ✓ Increase Developer Productivity
- ✓ Ensure Scalability and Resilience

Clear Economic Impact

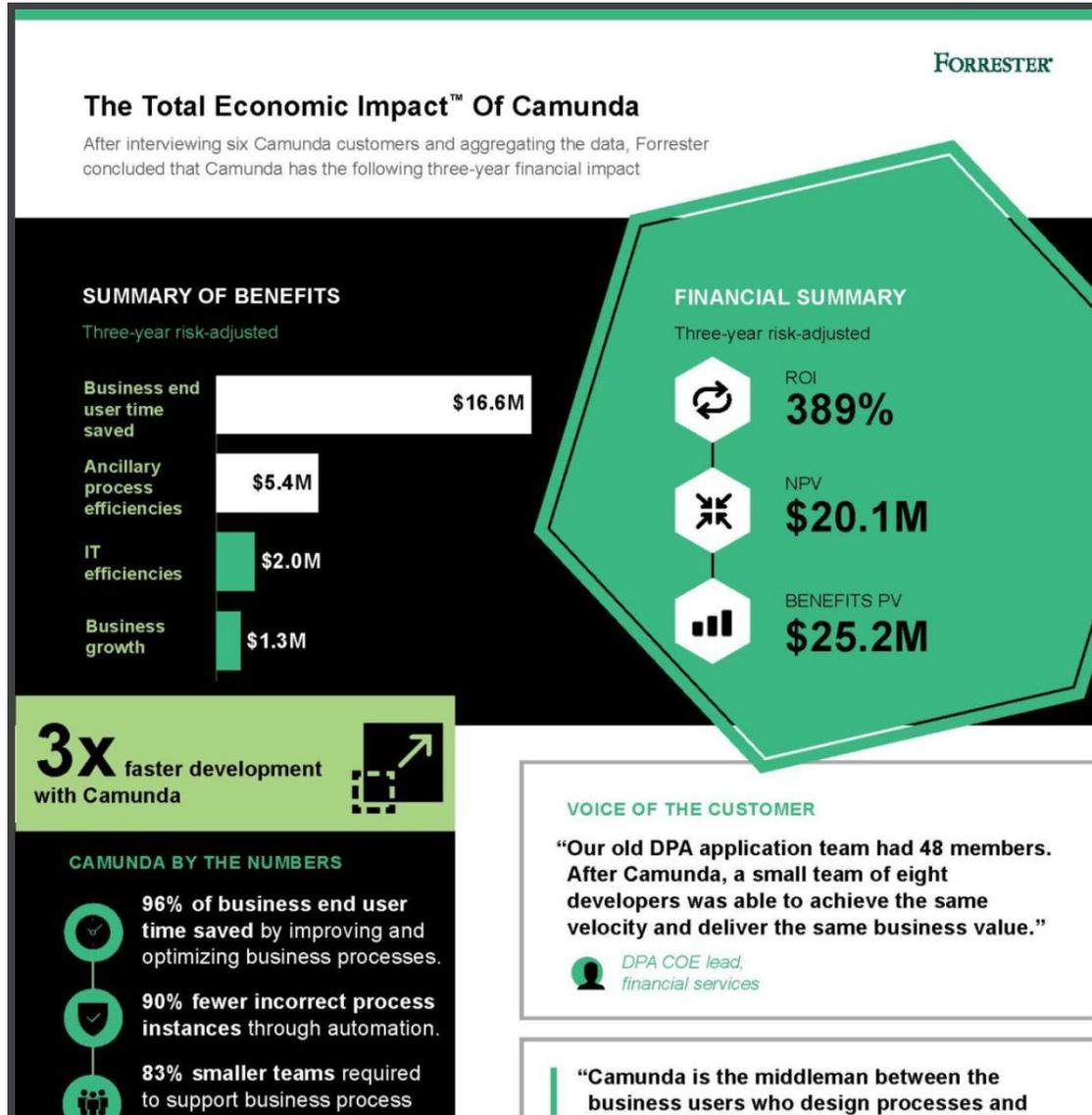
The whiteboard illustration is divided into three main sections. On the left, a yellow dot is next to the word 'BUSINESS' and a blue dot is next to 'IT'. Below these, two figures are shaking hands; the one on the left is labeled 'CAMUNDA' and the one on the right has a 'java' logo on his shirt. In the center, a balance scale is drawn. The left pan is labeled 'BPM SUITES' and contains a large, heavy-looking block, with 'IBM, PEGA, ORACLE' written below it and three dollar signs '\$\$\$' underneath. The right pan is labeled 'CAMUNDA' and contains a much lighter, smaller block, with a single dollar sign '\$' underneath. On the right side of the whiteboard, there are three bullet points: a green dot for '3x faster development', a blue dot for '96% business end user time saved', and a red dot for '389% ROI'. A black eraser is visible at the bottom of the whiteboard.

- 3x faster development
- 96% business end user time saved
- 389% ROI



Petros Vakalopoulos
Sales Development
Camunda

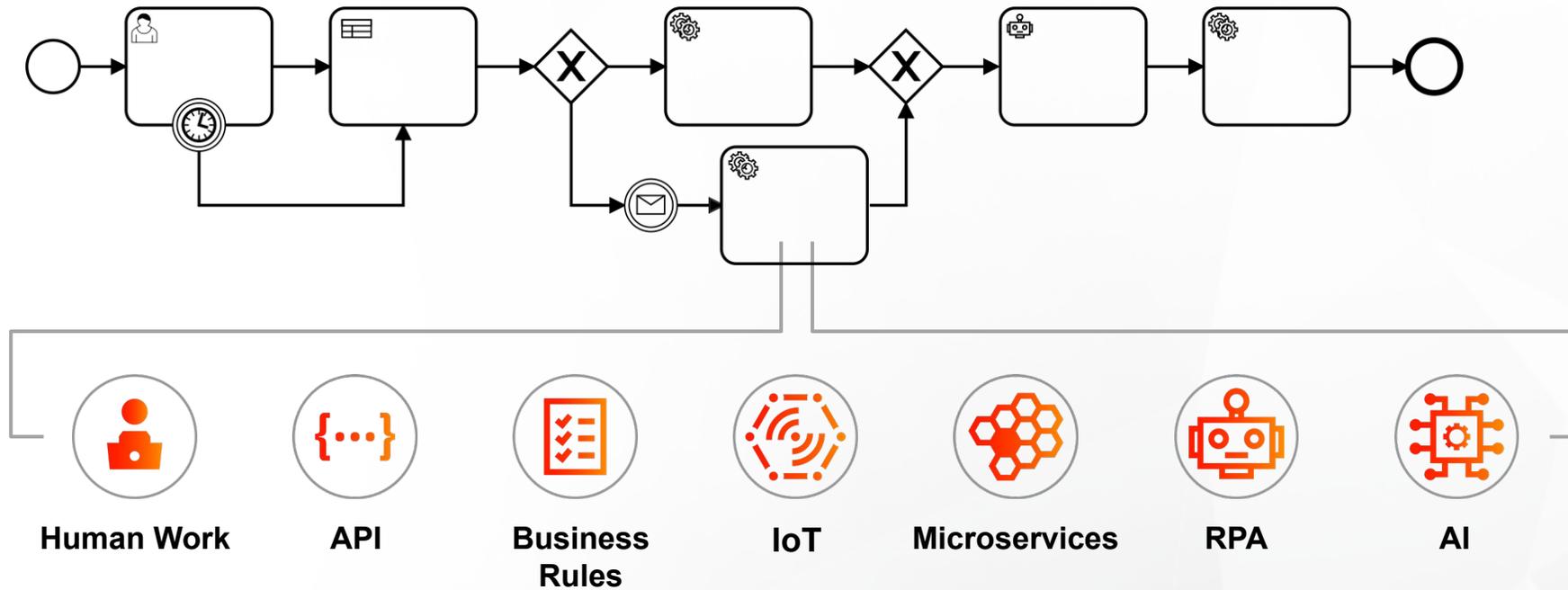
Confirmed by Forrester



Download Forrester Study:

camunda.com/forrester-tei

Our Vision: The Universal Process Orchestrator





Let's make it
happen!



**CAMUNDA
CON
LIVE**

Thank you