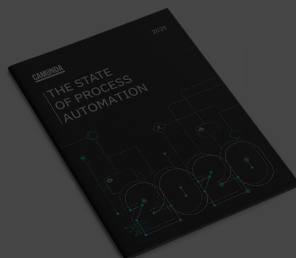# CAMUNDA

Automate any Process, Anywhere

Reinventing Process Automation
for the Digital Enterprise

Bob Prichard, Camunda

Process Automation Expectations

Legacy roadblocks limit solutions and business agility
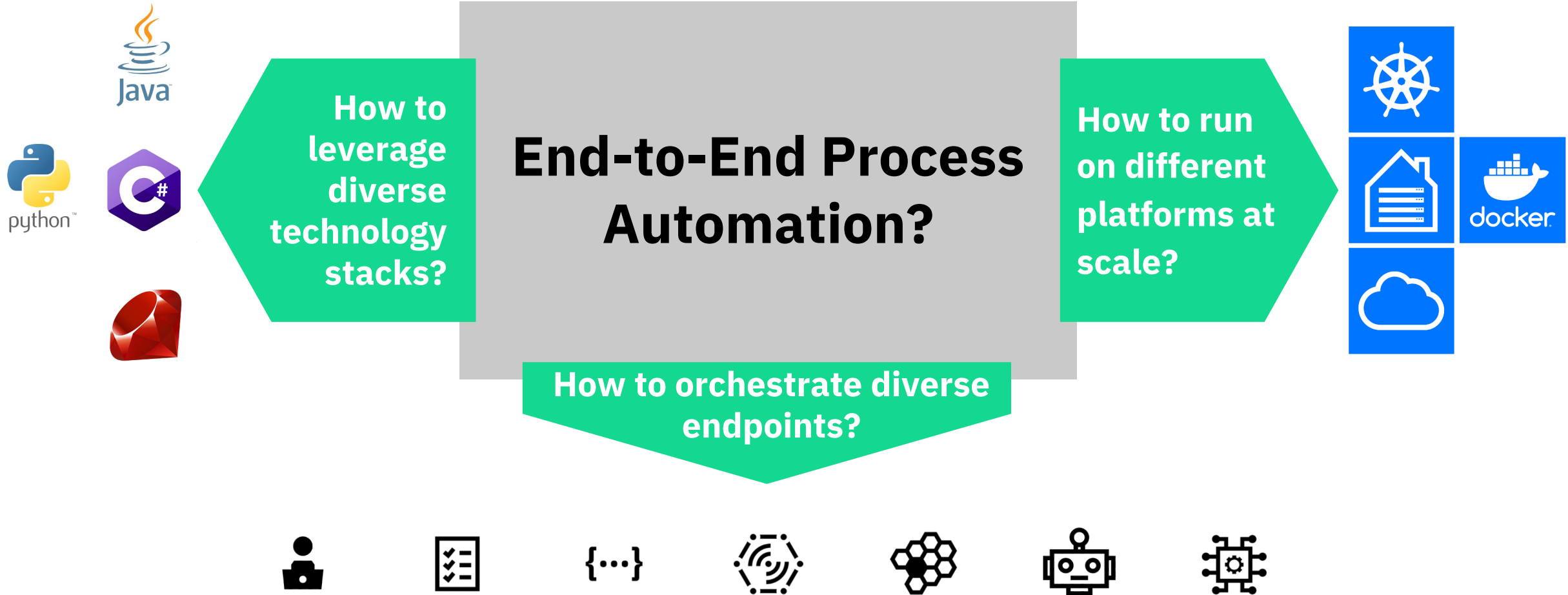
- Technology
- Infrastructure
- Organization

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The Process Automation Challenge

How to leverage diverse technology stacks?

End-to-End Process Automation?

How to run on different platforms at scale?

How to orchestrate diverse endpoints?

Our Vision

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Automate Any Process, Anywhere

Human Work | Business Rules | API | IoT | Microservice | RPA | AI
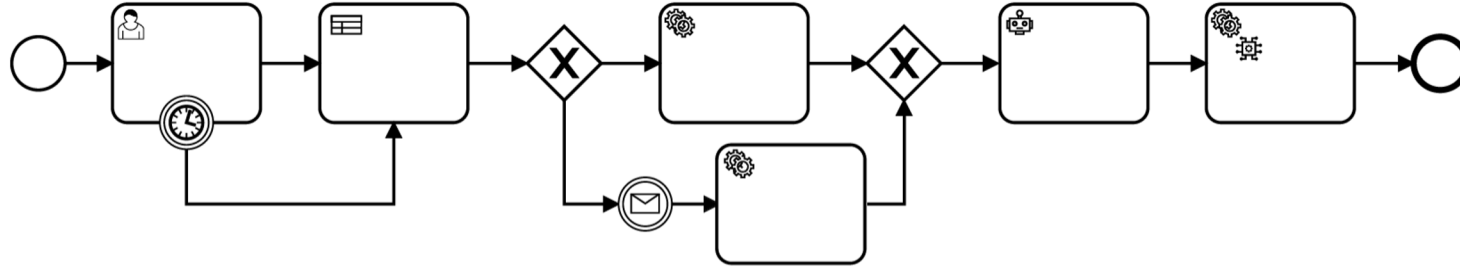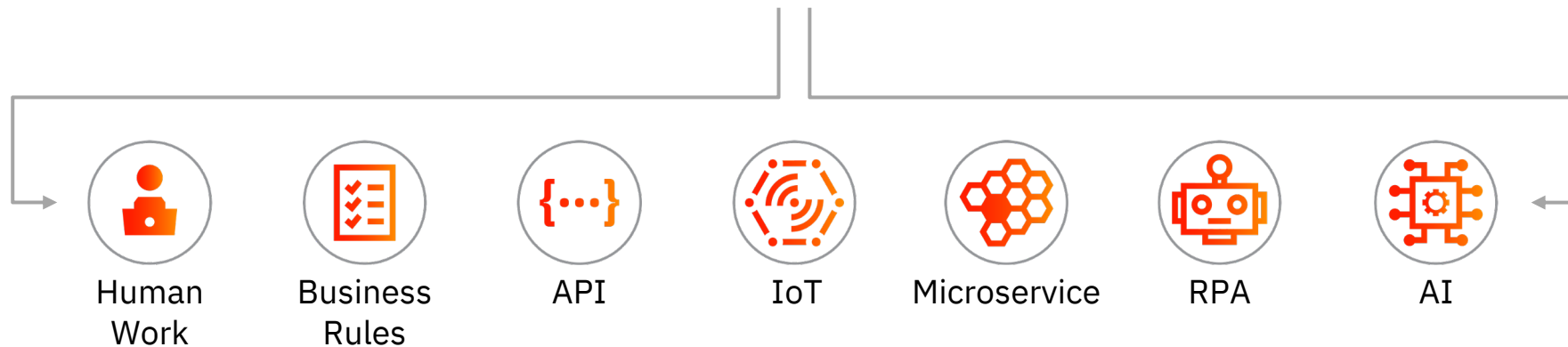
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Camunda Advantage

Traditional Approach

Isolated Implementation

Proprietary

Tough to Install & Extend

Blackbox Monoliths

Expensive

Camunda Approach

End-to-End Orchestration

Standards-based Collaboration

Developer-Friendly

Open Architecture

Cost-Effective

CAMUNDA

Benefits to your Business

End-to-End Orchestration
Drive open, flexible and scalable orchestration across any endpoint, person or system

Standards-based Collaboration
Use the power of BPMN and DMN as a common language for Business and IT throughout the entire lifecycle of your process automation initiative

Developer-Friendly
Open technology, designed for excellent developer experience, fits into dev environments, 100,000+ global developer community

Open Architecture
Lightweight and highly scalable, easily integrated with any architecture or framework, optimized for high volume and complex processes

Cost-Effective
Easy to get started, no proprietary expertise needed, get to results quickly, easy to change and maintain

Better customer experiences

Faster time-to-value

Higher business agility

Increased operational efficiency

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About Camunda

Camunda innovates process automation with a developer-friendly approach that is standards-based, highly scalable and collaborative for business & IT

CAMUNDA

2008
Founded

250+
Employees

100,000+
Community Members

6
Worldwide offices:
America, Asia & Europe

350+
Enterprise Customers

190+
Countries with people
using Camunda

CAMUNDA

Camunda Customers

Insurance
Allianz, AXA, hannover re, SwissLife, Indiana Farm Bureau Insurance, Visana, Generali

Financial Services
Santander, NatWest, BNP Paribas, ING, BCC Grupo Cajamar

Telecom
swisscom, Nokia, vodafone, Telstra, orange

Media
Viacom, Universal Music Group, Warner Music Group, Red Bull

Transport & Logistics
Airbus, Kuehne+Nagel, BNSF Logistics

Technology
amdocs, Intuit, Atlassian, wipro, opentext

Manufacturing
Panasonic, Steelcase, Fujitsu, zymergen

Public Sector
Home Office, swissgrid, EDF Energy, U.S. Department of Veterans Affairs

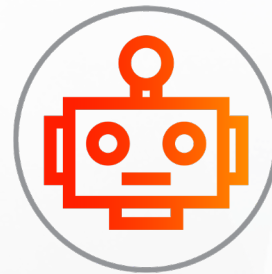CAMUNDA

Technical Use Cases

Any process automation solution is based on one or more of these technical use cases:

(Micro-)services Orchestration

Human Workflow Management

RPA Bot Orchestration

Decision Automation

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IT Initiatives

Camunda projects often happen in context of these IT initiatives in order to drive digital transformation:

Replace Homegrown Workflow Solutions
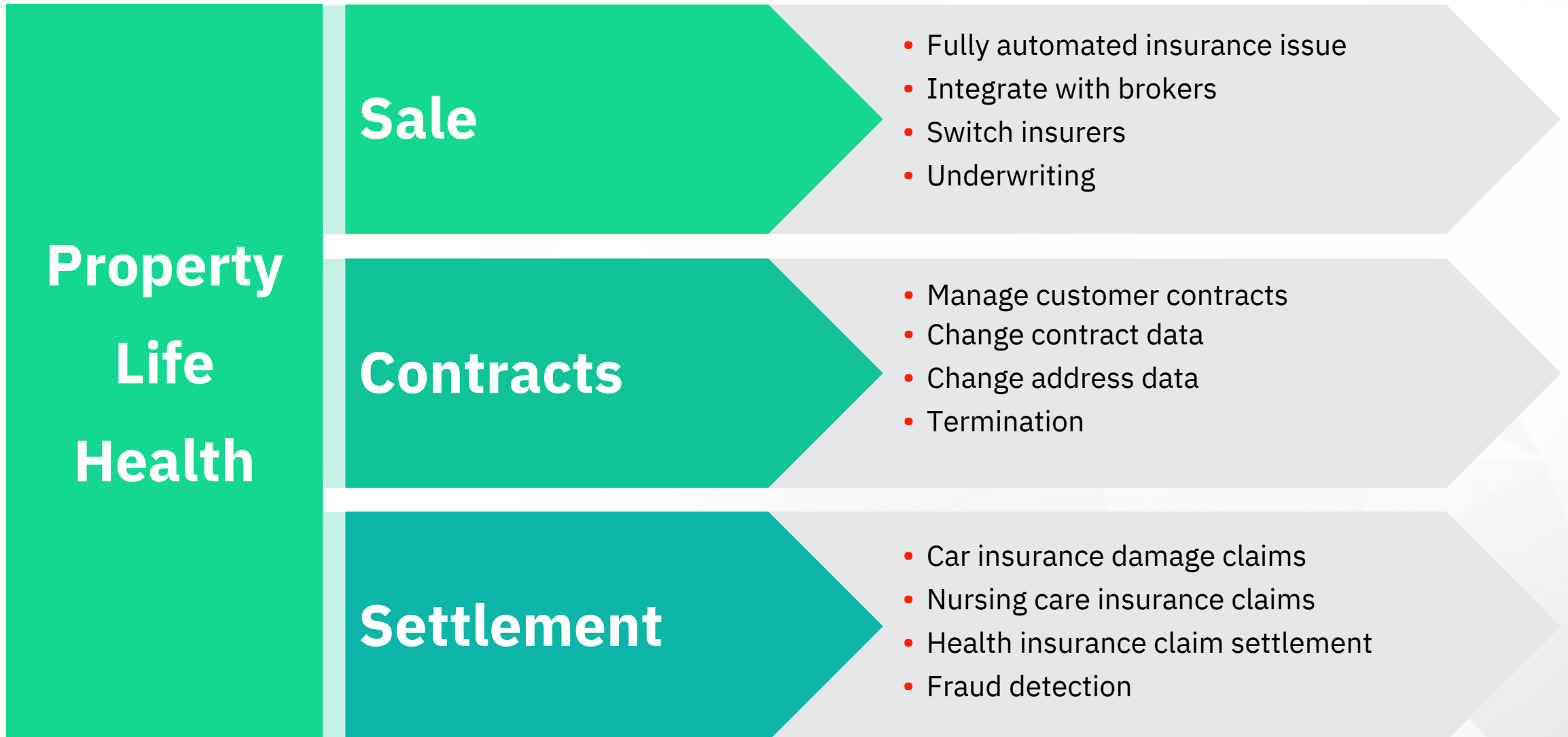
Replace Legacy BPM Systems

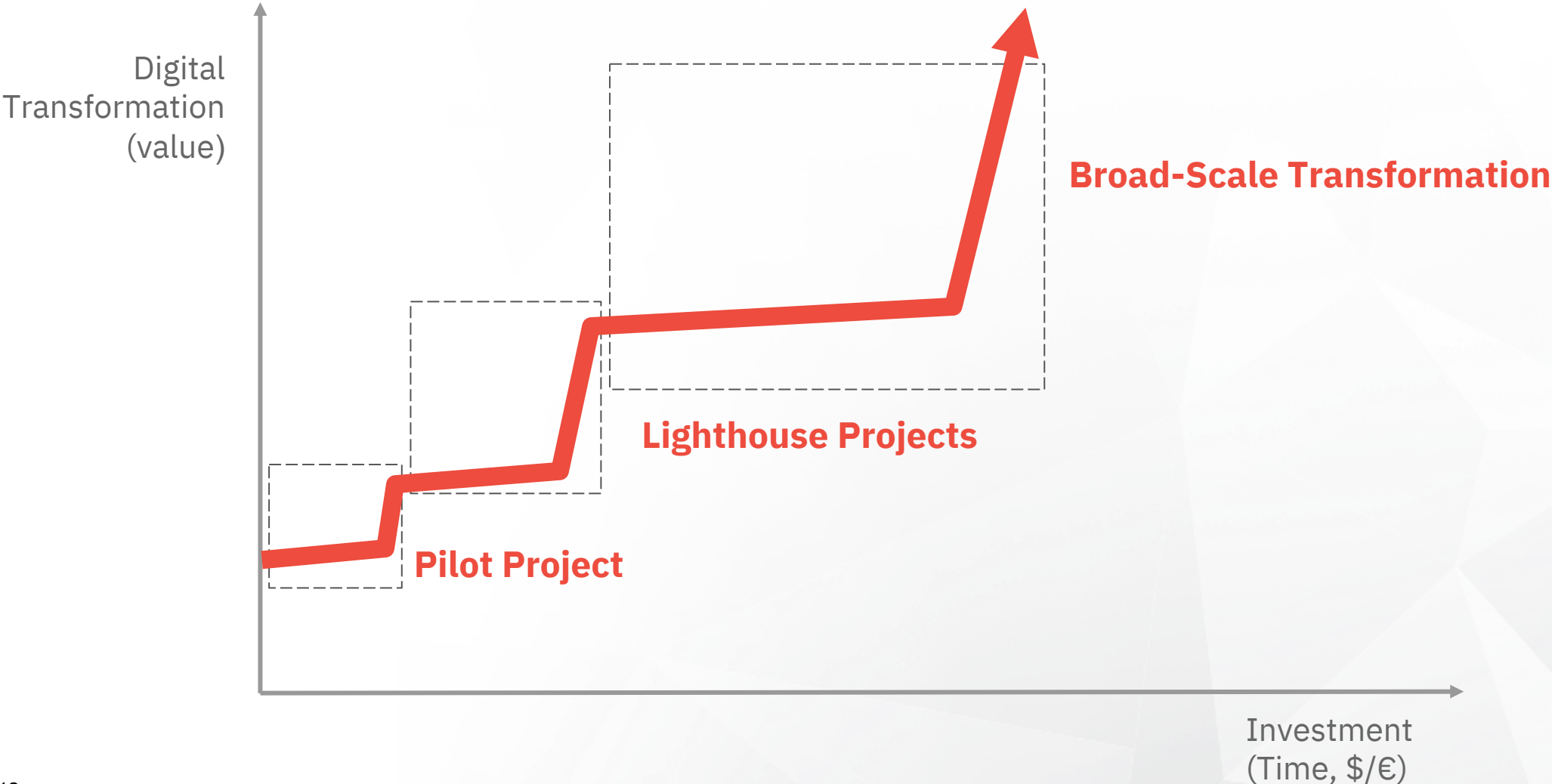**Centralize Process Automation Platform**

Move to the Cloud

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Insurance Processes powered by Camunda (Examples)

Property Life Health

Sale
- Fully automated insurance issue
- Integrate with brokers
- Switch insurers
- Underwriting

Contracts
- Manage customer contracts
- Change contract data
- Change address data
- Termination

Settlement
- Car insurance damage claims
- Nursing care insurance claims
- Health insurance claim settlement
- Fraud detection

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Typical Camunda Implementation Strategy

Proven Camunda Impact

- Better Customer Experience

- Shorter Time-to-Value

- Higher Business Agility

- Increased Operational Efficiency

Allianz

helvetia

GENERALI

LVM VERSICHERUNG
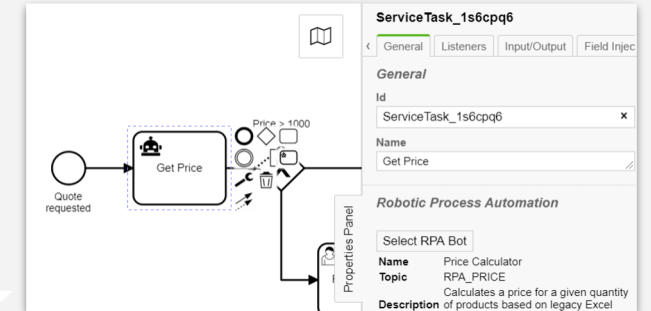
INDIANA FARM BUREAU INSURANCE

VHV GRUPPE

Helsana

VISANA

camunda.com/case-studies
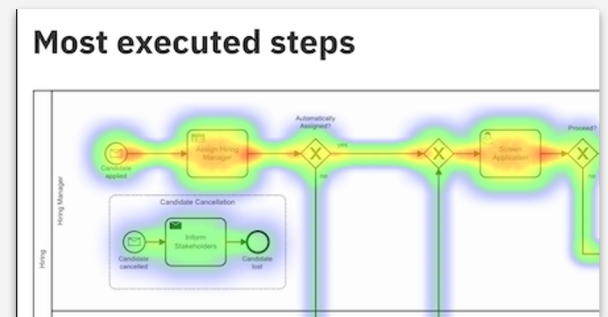
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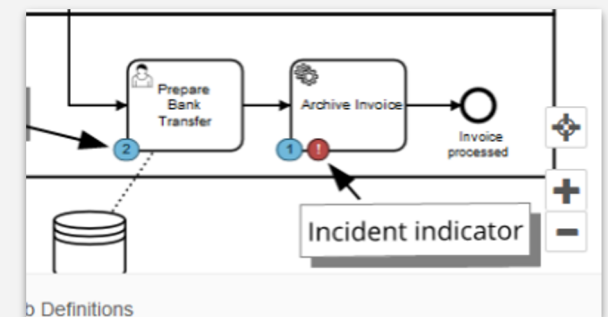
Process Automation Lifecycle

Collaborative design

Technical implementation

Analyze and improve

Production operations

Design

Automate

Improve

Manage

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CAMUNDA

Enabling our Customers' Success

Guiding our Customers through their adoption journey

92%+
Customer
Renewal Rate[1]

60
Net Promoter
Score[2]

CUSTOMER

Customer
is at the center of
everything we do

Support

Consulting
& Training

Engineering

CSM

Dev.
Relations

Sales

Product
Mgmt.

Marketing

POST-SALES LIFECYCLE MANAGEMENT
Onboarding | Development | Production

1- As of December 31, 2020. Customer Renewal Rate is the percentage of customers who renew their contract annually.
2 - As of September 30, 2020. NPS methodology description can be found here: https://www.netpromoter.com/know/

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Thank You