

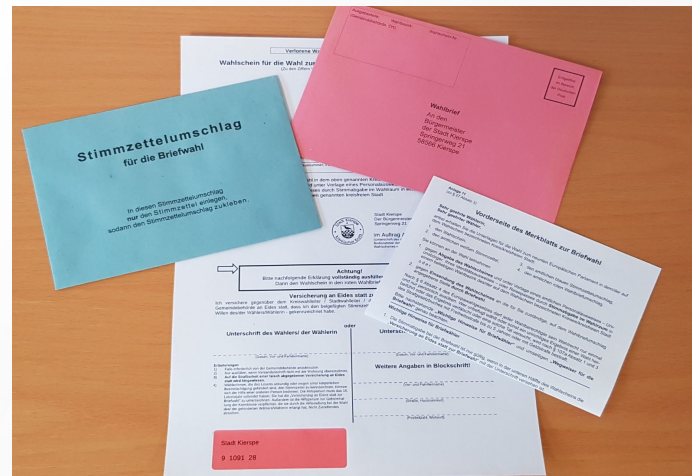
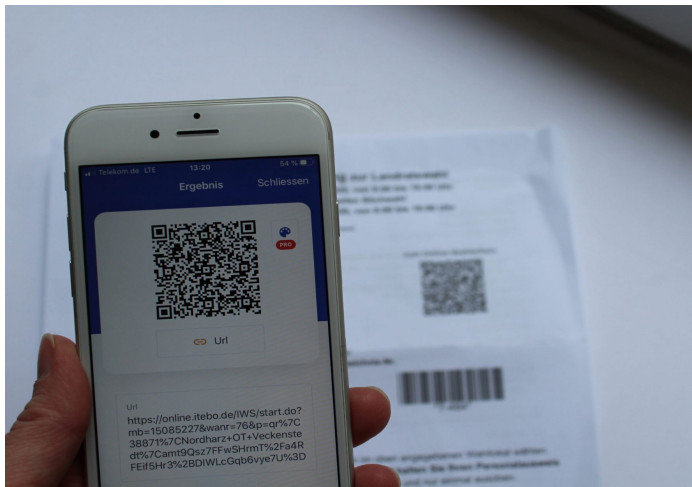
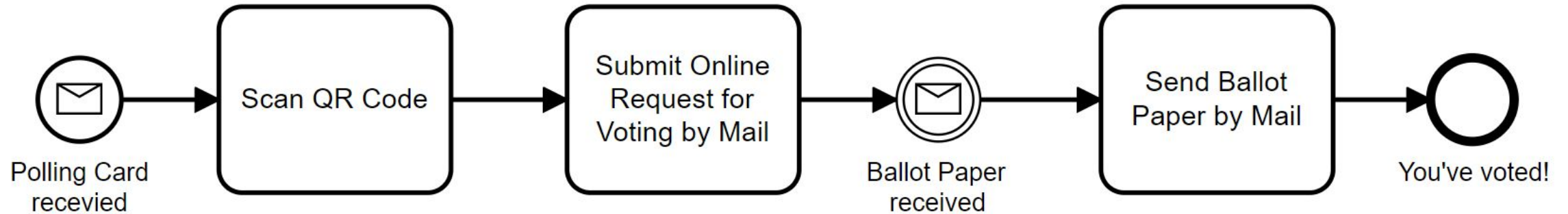


# Digital Transformation – Evolution or Revolution?

Jakob Freund, CEO at Camunda

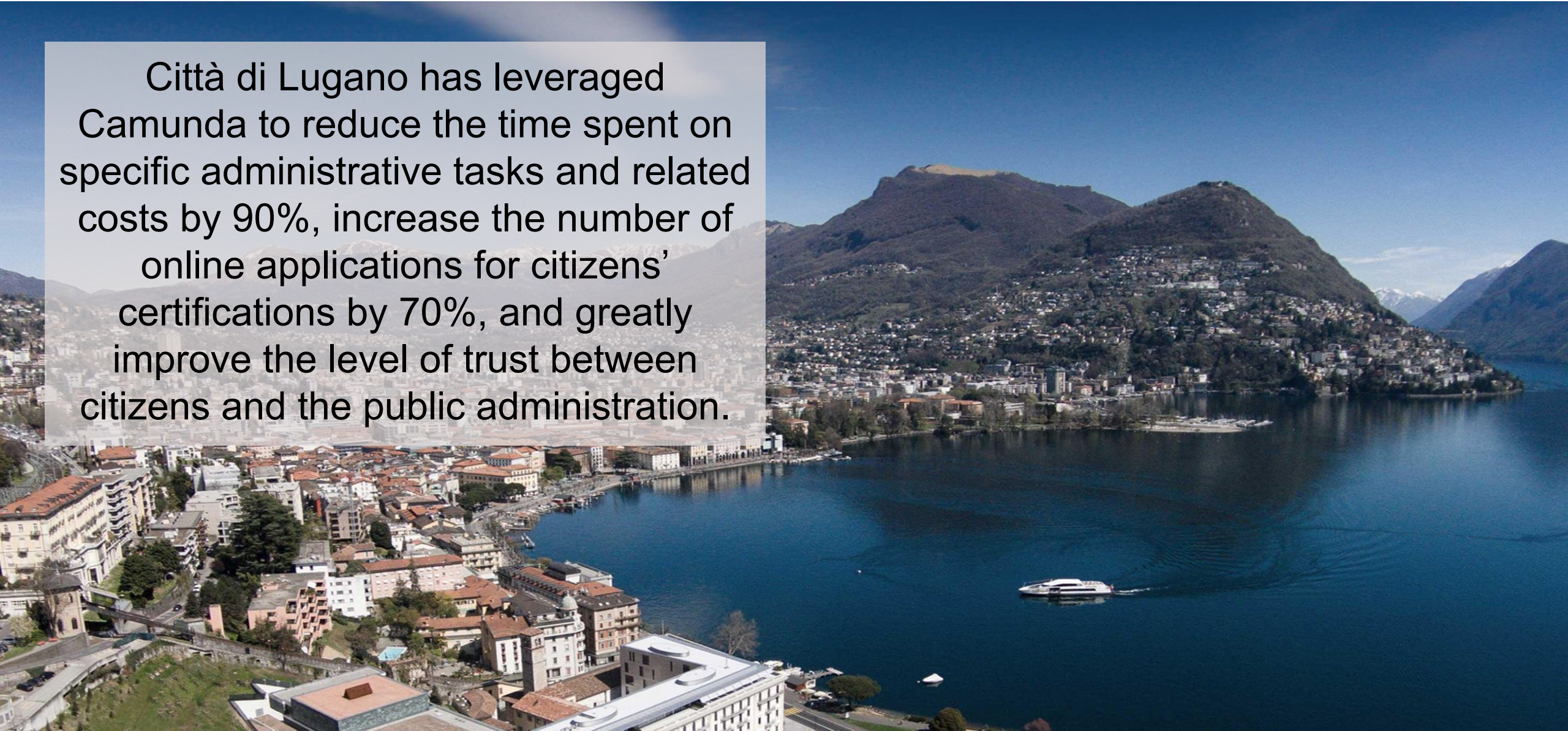


# German Elections 2021: Voting by Mail



# 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?

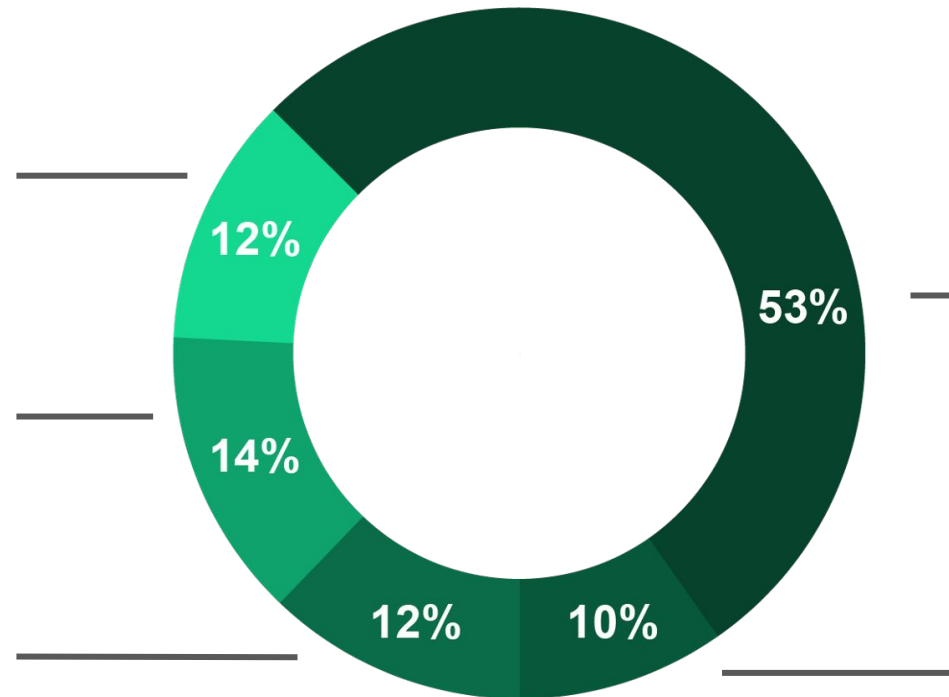
# Business Processes

Across industries and functional groups, Camunda makes work happen

Order management

Customer onboarding and data management

Loan origination



Survey of customer projects, n = 414

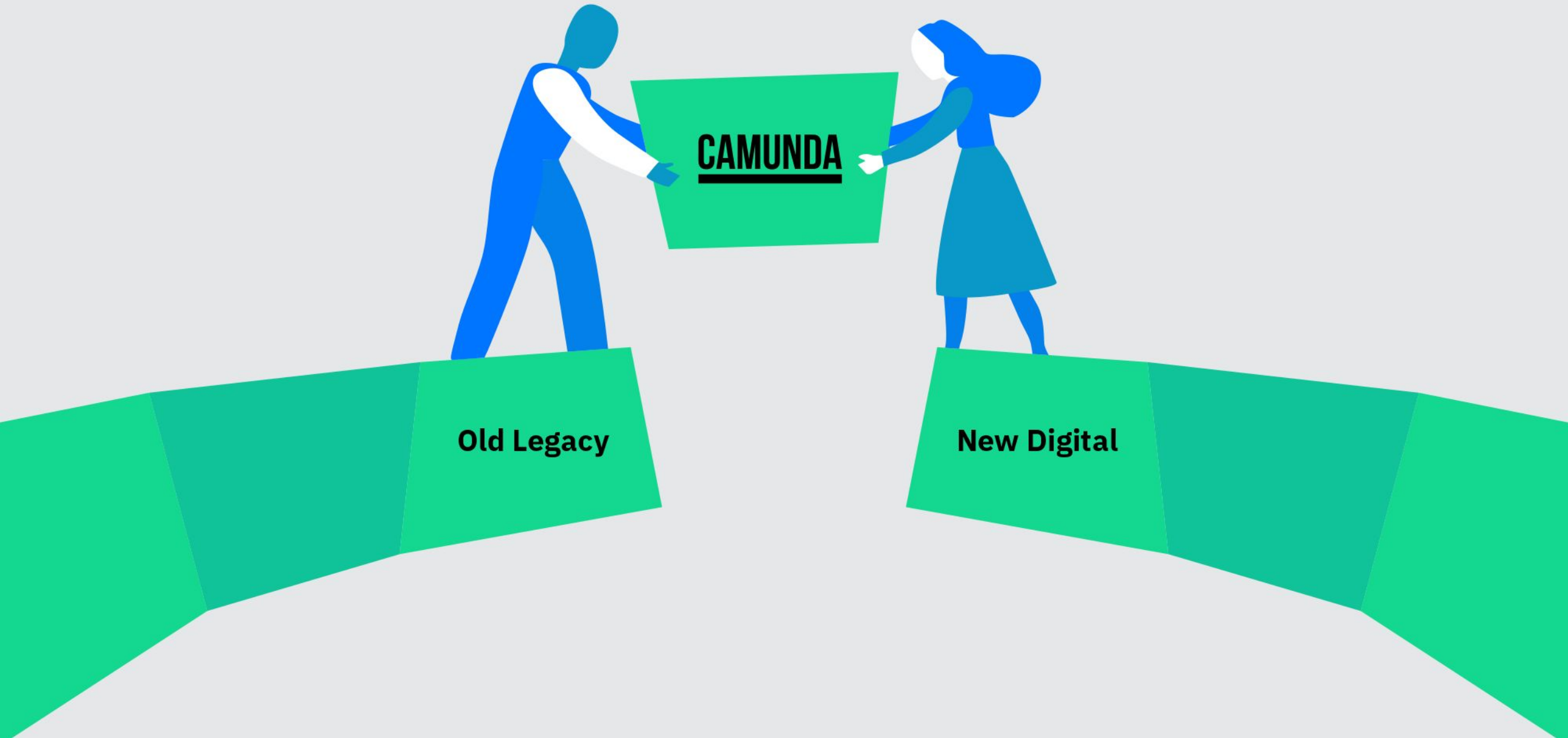
## How Camunda Changed the Game

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

**Compliance data collection, medical records management, and other processes**

**Claims management, risk management, and underwriting**

# 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

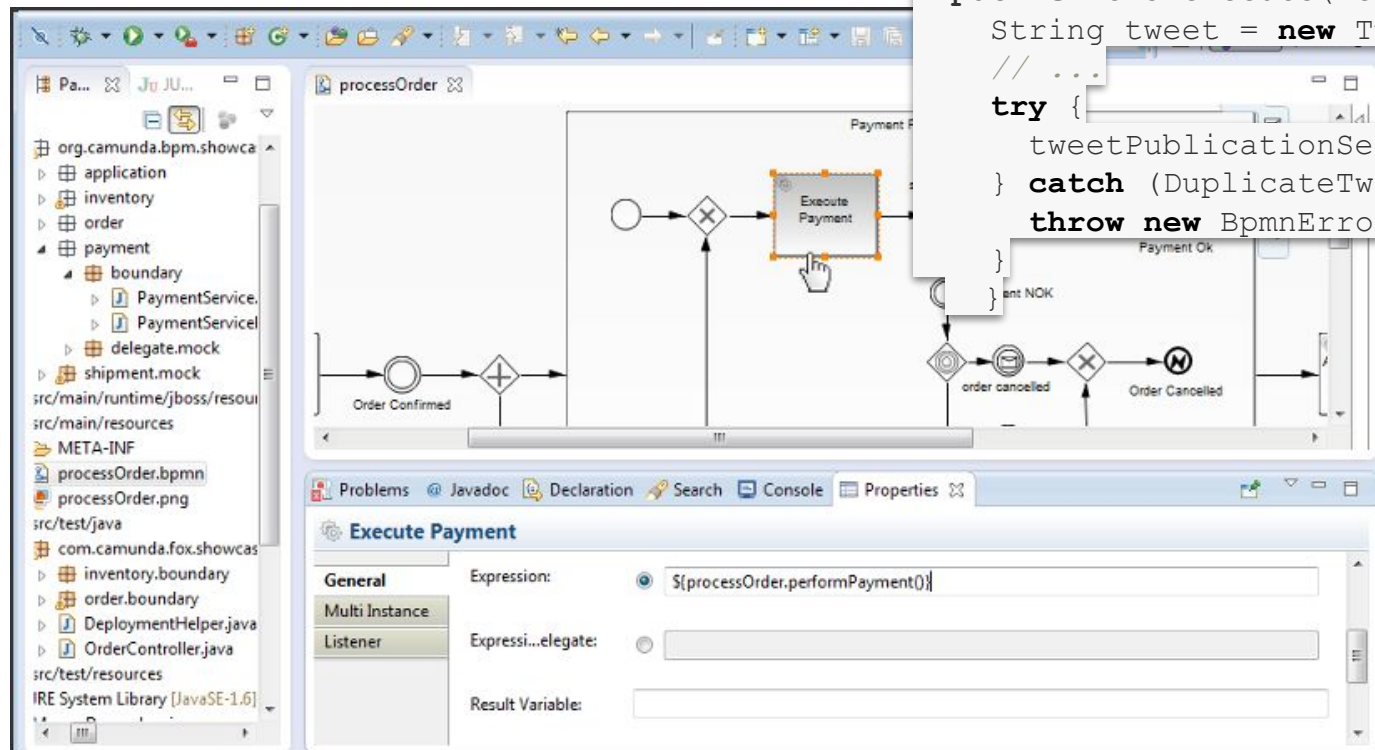
@Named

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

@Inject

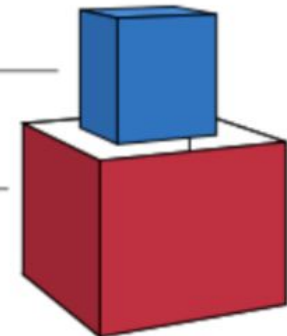
```
private TweetPublicationService tweetPublicationService;
```

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

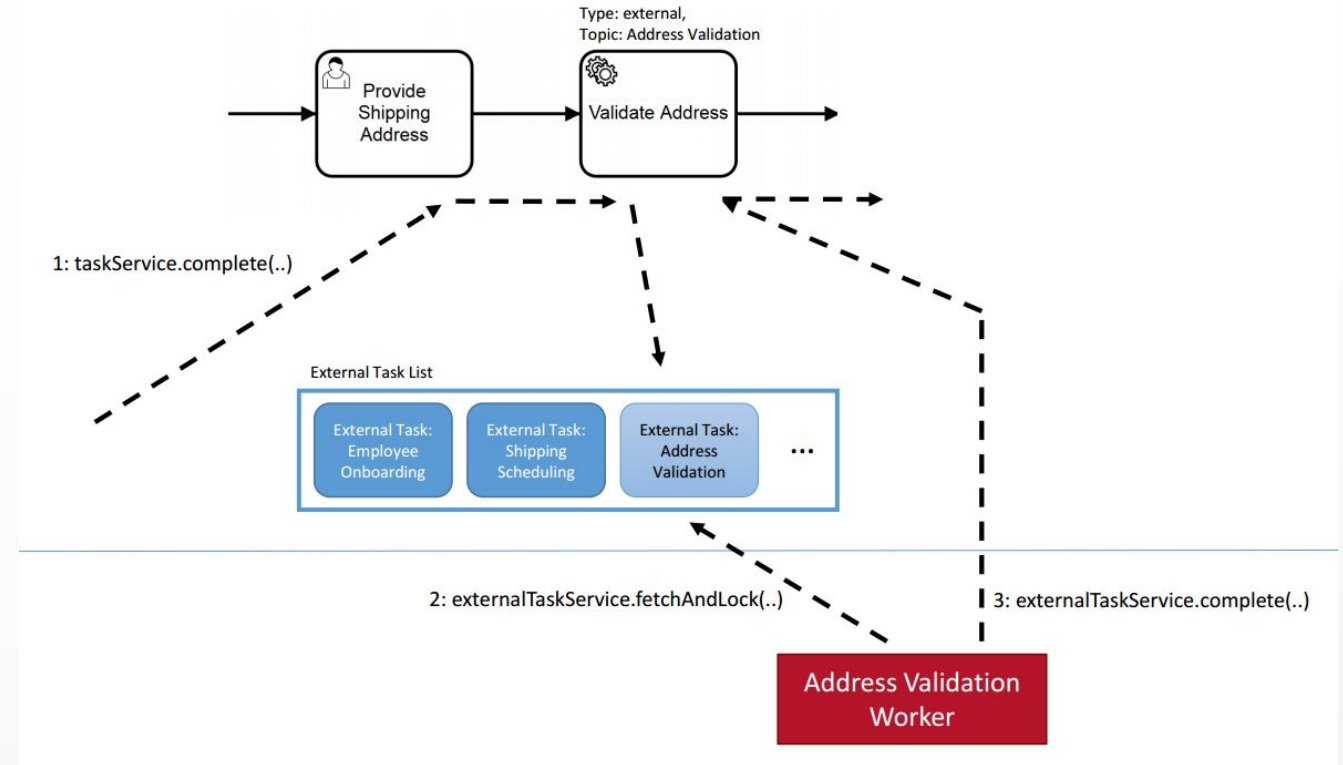
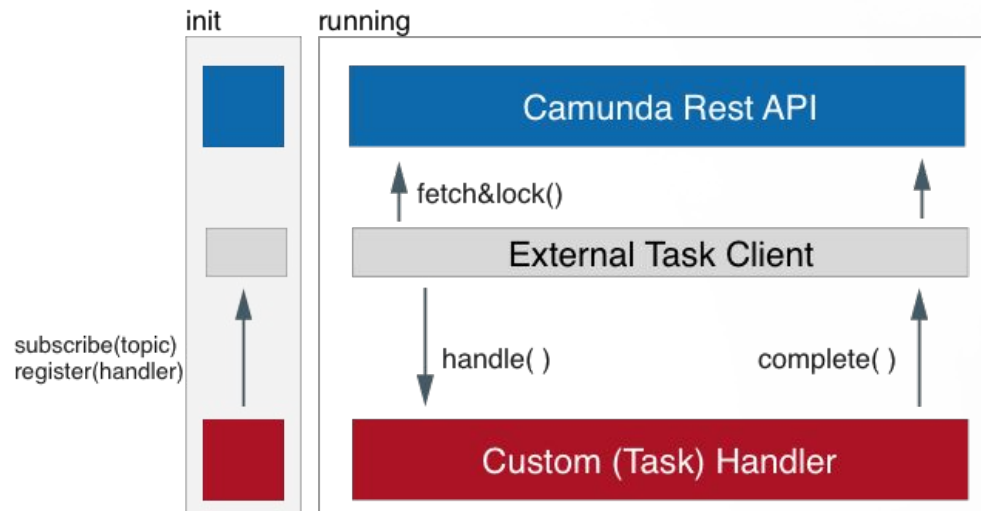


Process Engine — .jar Library

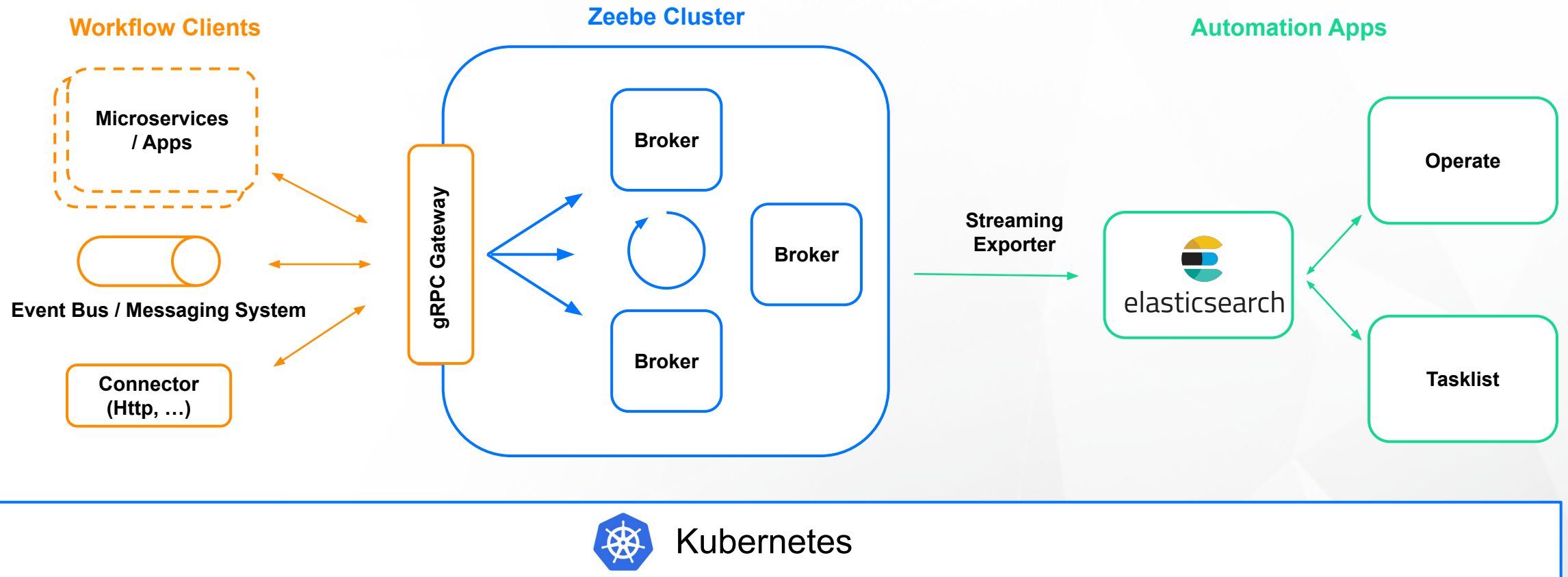
Java Application — .war, .jar, .ear



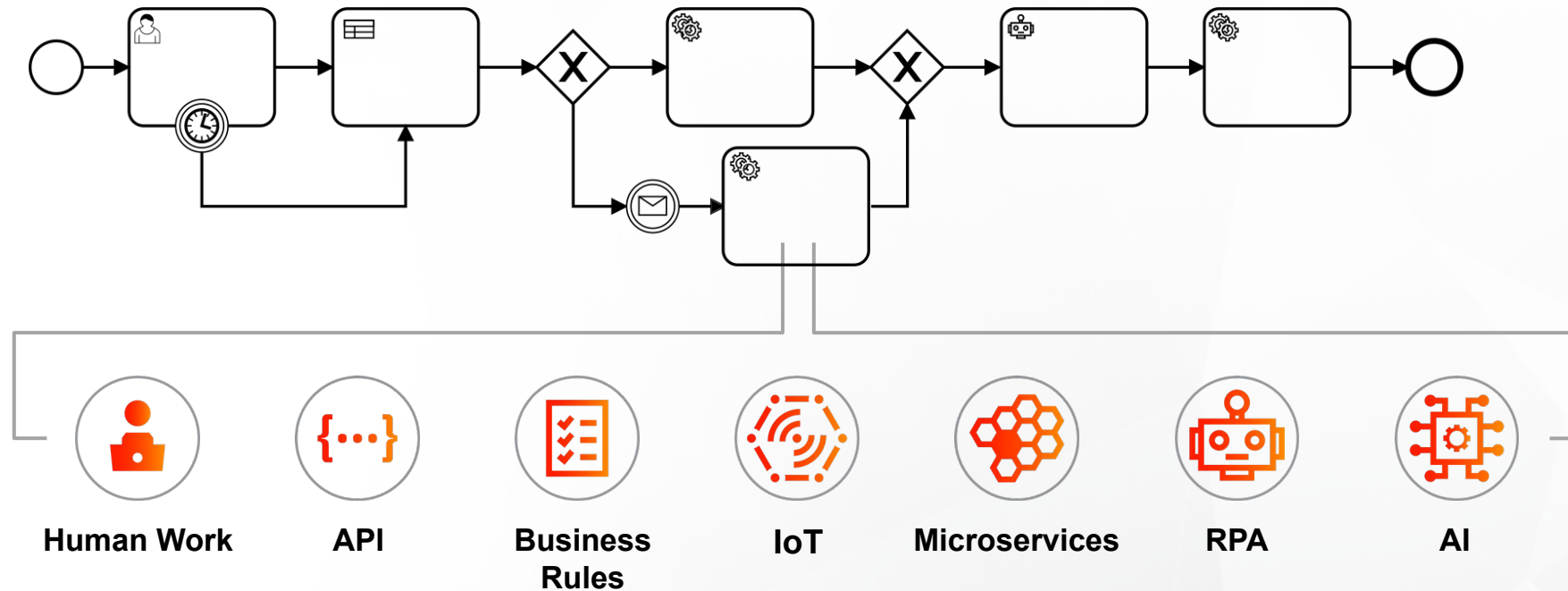
# 2015: Introducing External Task Clients



# 2021: Camunda Cloud GA



# Our Vision: The Universal Process Orchestrator



# Achieving Key Objectives

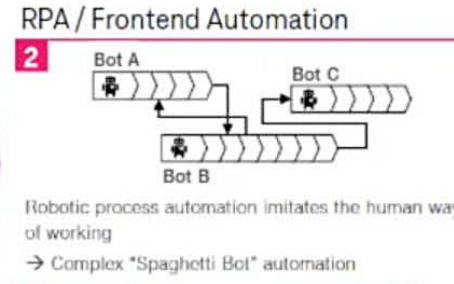
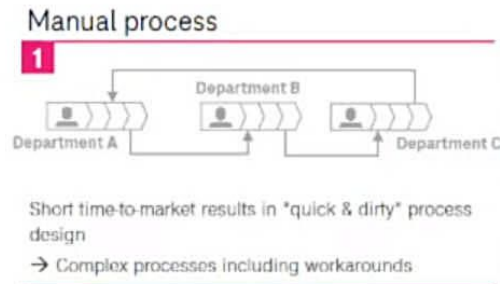
- ❑ **Transform Legacy Infrastructure**
- ❑ Align Complex Set of Stakeholders
- ❑ Increase Developer Productivity
- ❑ Ensure Scalability and Resilience

# Deutsche Telekom: From Manual via RPA to API



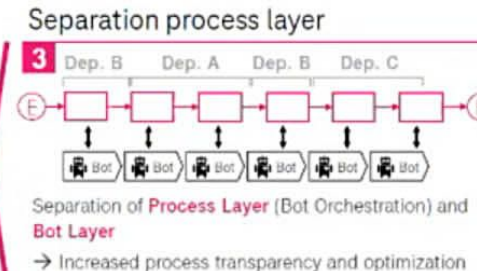
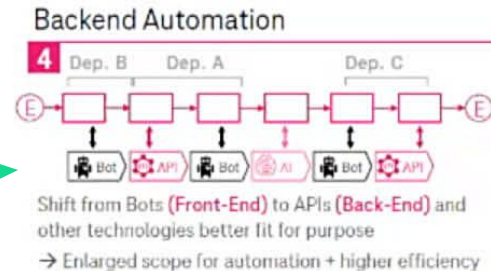
## 3: FROM FRONTEND AUTOMATION TO BACKEND AUTOMTATION

**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**

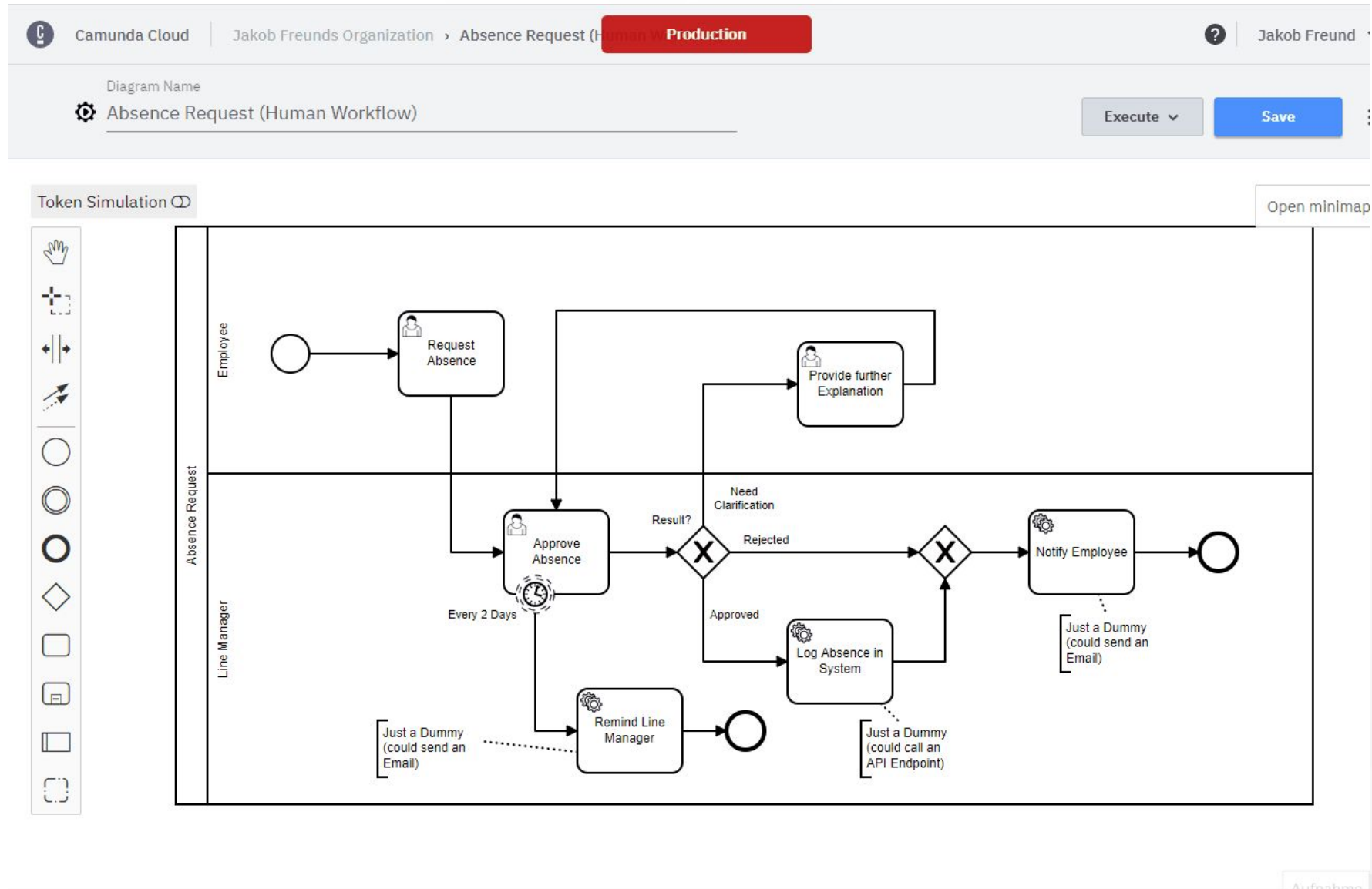
*Stephan Heigl and Alexander*

*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



# 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

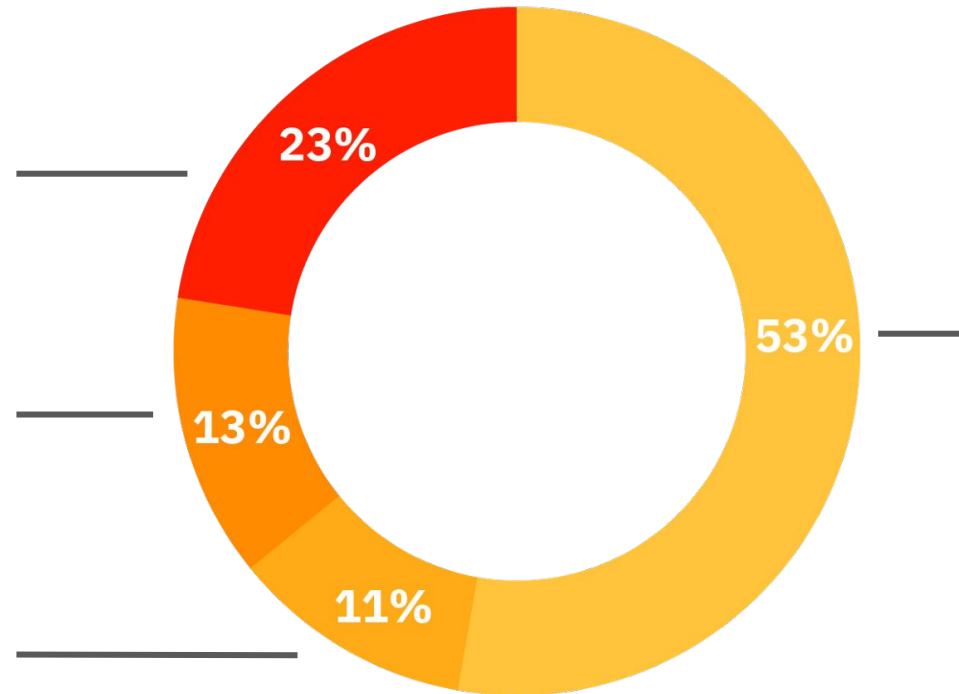
# IT Initiatives

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]

Camunda Cloud Console

console.cloud.camunda.io/org/8aed9c5e-5540-4350-a30f-2b6643634ff1/modeler/7823659e-48de-4e73-bb33-9baf84182834

Camunda Cloud | Diagrams | Forms | Clusters

Jakob Freund

Diagram Name  
linting

Execute Save

Token Simulation

2 Errors, 0 Warnings

Open minimap

Properties Panel

```
graph LR; Start(( )) --> GetCustomer[Get Customer]; GetCustomer --> Customer{Customer?}; Customer -- Paul --> End1(( )); Customer -- Anyone else --> End2(( ))
```

Cookie Preferences Production

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# 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

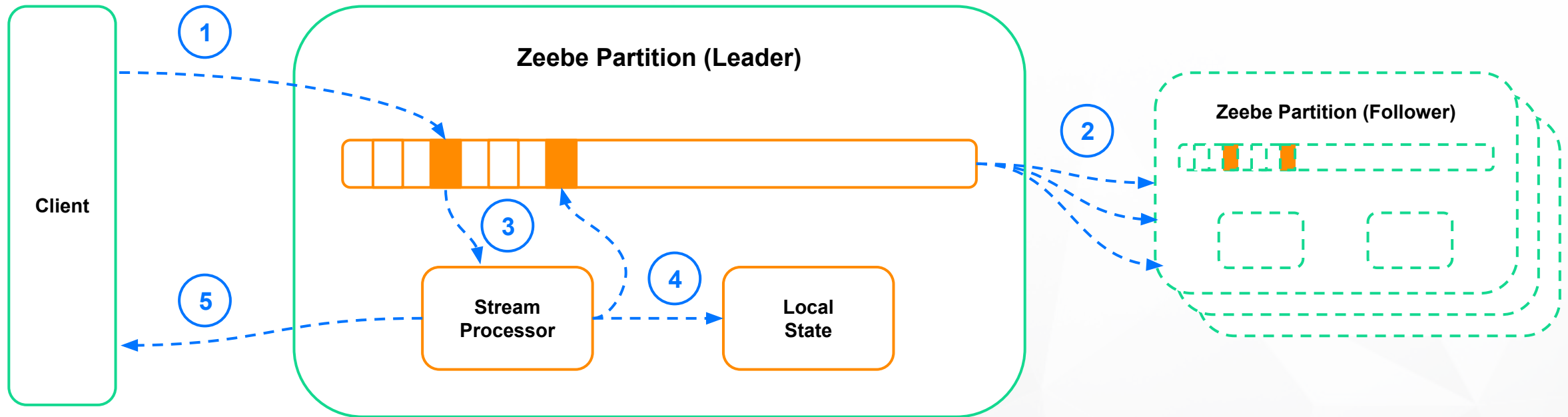
**A Transformative  
Journey Toward a  
Modern and  
Cloud-Native  
Orchestration Solution**

*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**

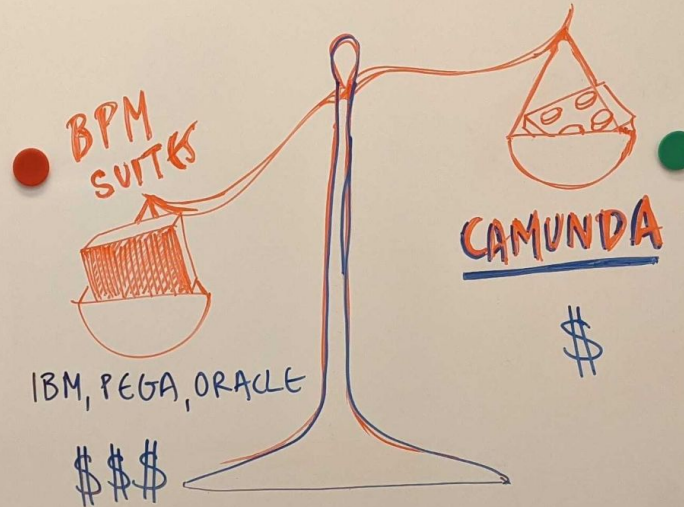
**with Camunda Cloud**

*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

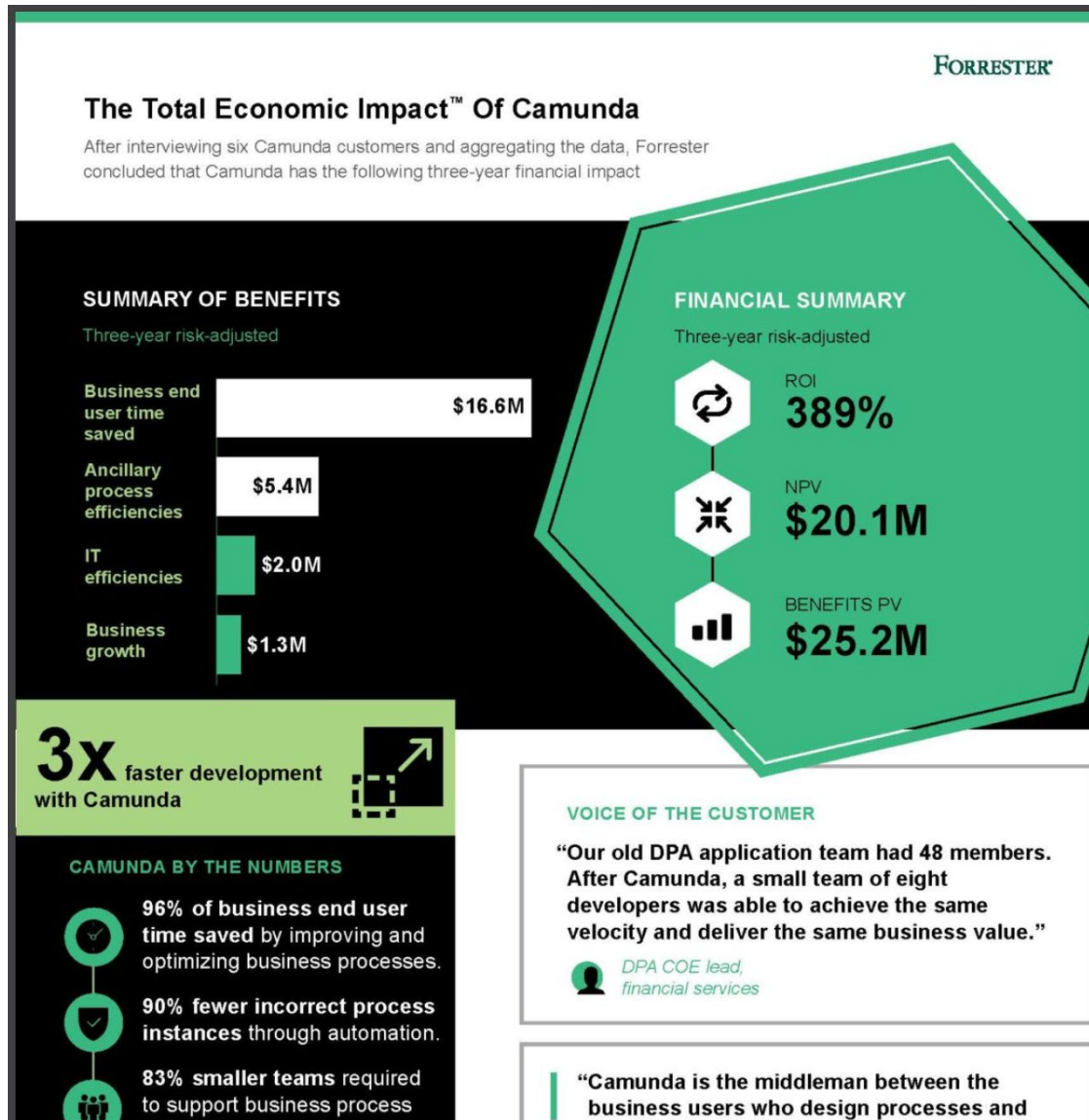


- 3x faster development
- 96% business end user time saved
- 389% ROI



**Petros Vakalopoulos**  
Sales Development  
Camunda

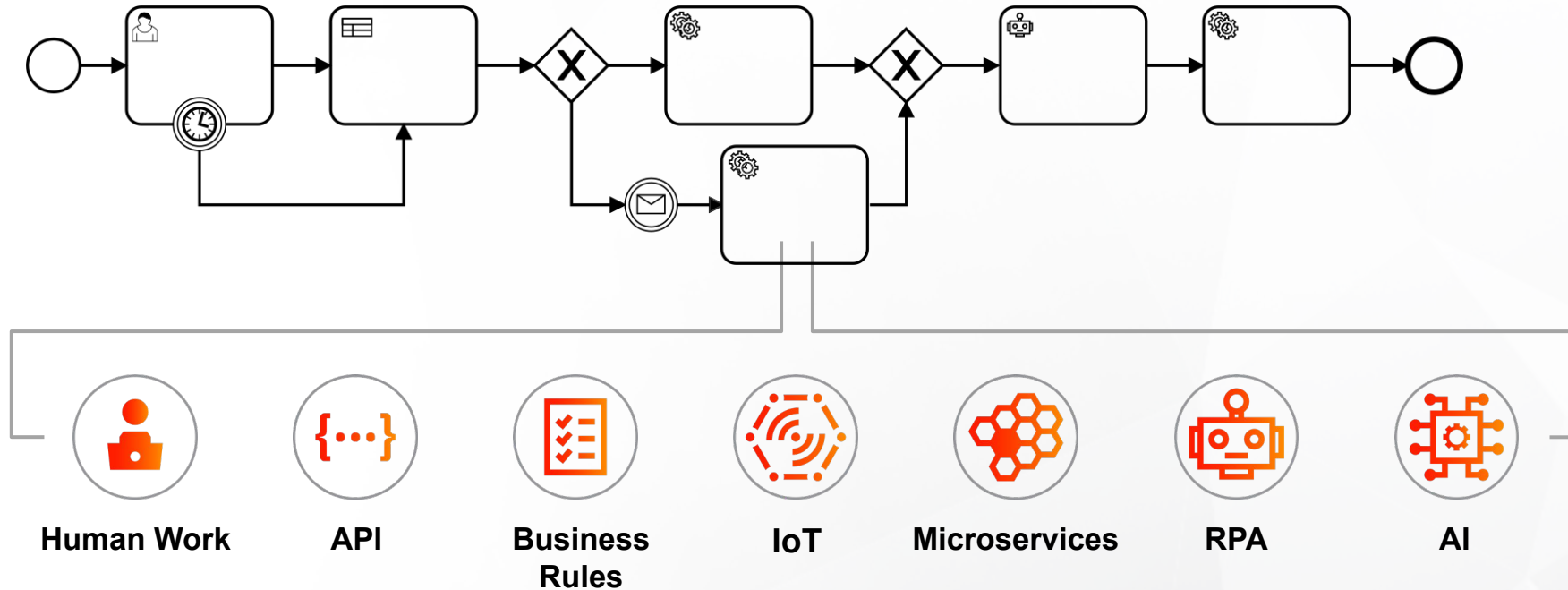
# Confirmed by Forrester



Download Forrester Study:

[camunda.com/forrester-tei](https://camunda.com/forrester-tei)

# Our Vision: The Universal Process Orchestrator





Let's make it  
happen!

**CAMUNDA**  
**CON**  
**LIVE**

**Thank you**