Automate Any Process, Anywhere

The Camunda Vision for Process Automation

Jakob Freund, CEO, Camunda

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#CamundaCon

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Look for an email next week for post-conference replays

Community Code of Conduct
camunda.com/events/code-conduct

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- Ask-the-Expert
- Discuss Presentations
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Our Moderators

Welcome to a rapidly growing Camunda Community

CAMUNDA CON 2020.2

Open Source Community

Enterprise Customer Community

Camunda Partners

Technical Community

Camunda Staff
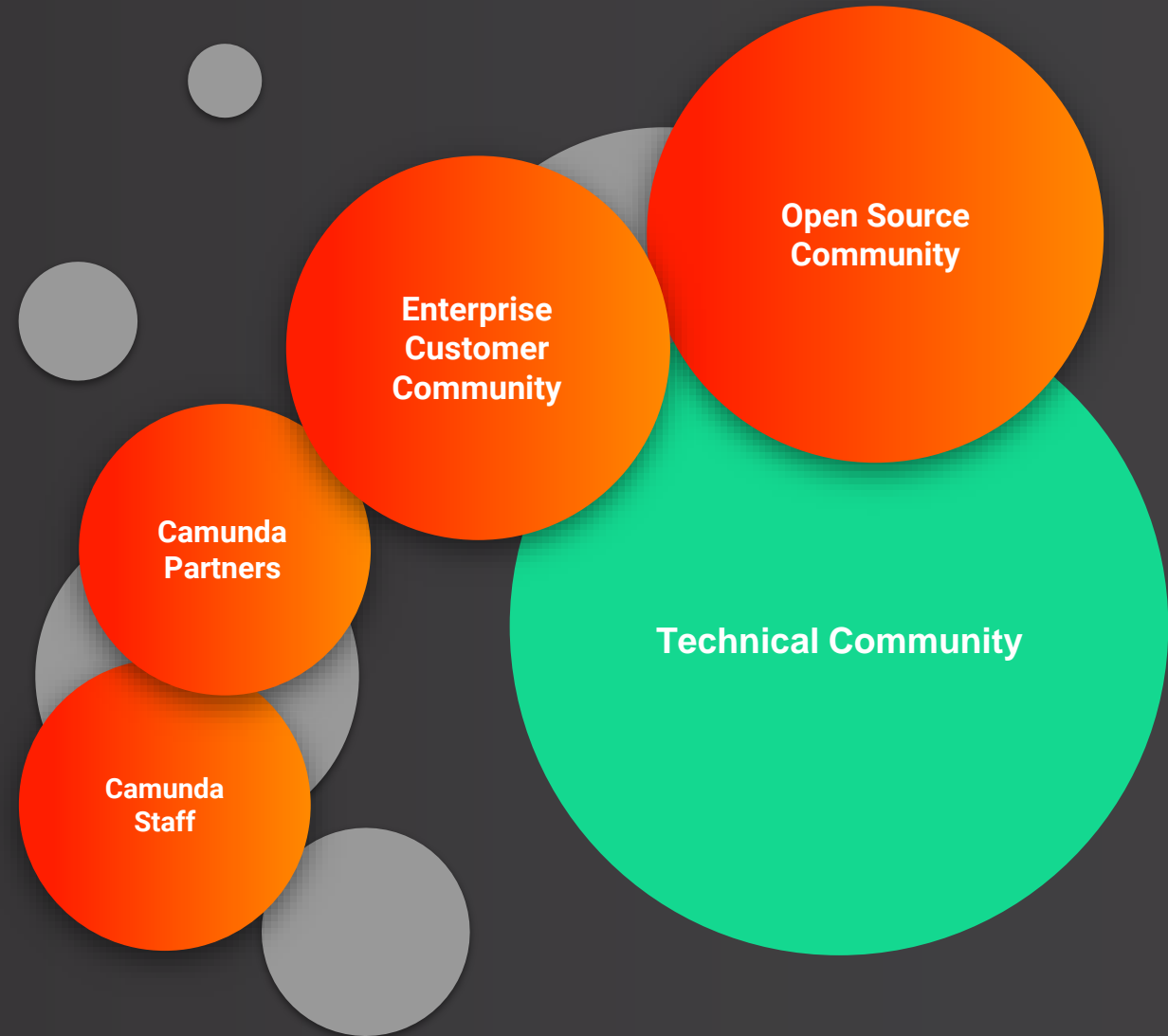
The age of Amazon

Jeff Bezos v the world: why all companies fear 'death by Amazon'

Transformation Drivers

Blockchain
Competition
Organizational change
Edge computing
Democratization
Mobile
Cloud
M&A
Digital Native
AI
IoT
Microservices
Big Data
Security
Legacy Systems
More-with-less budgets
Consumerism of IT
Compliance

Reinvent or Die

- Organize processes between people, systems, and devices

- Provide seamless and amazing experiences across different channels for all interactions

- Effectively streamline and optimize activities to reduce operational costs and improve profitability

Your Secret Sauce?

"

The 21st century will be dominated by algorithms.

'Algorithm' is arguably the single most important concept in our world

- *Yuval Noah Harari: Homo Deus, 2016*

FROM THE BESTSELLING AUTHOR OF SAPIENS

Yuval Noah Harari

Homo Deus

A Brief History of Tomorrow
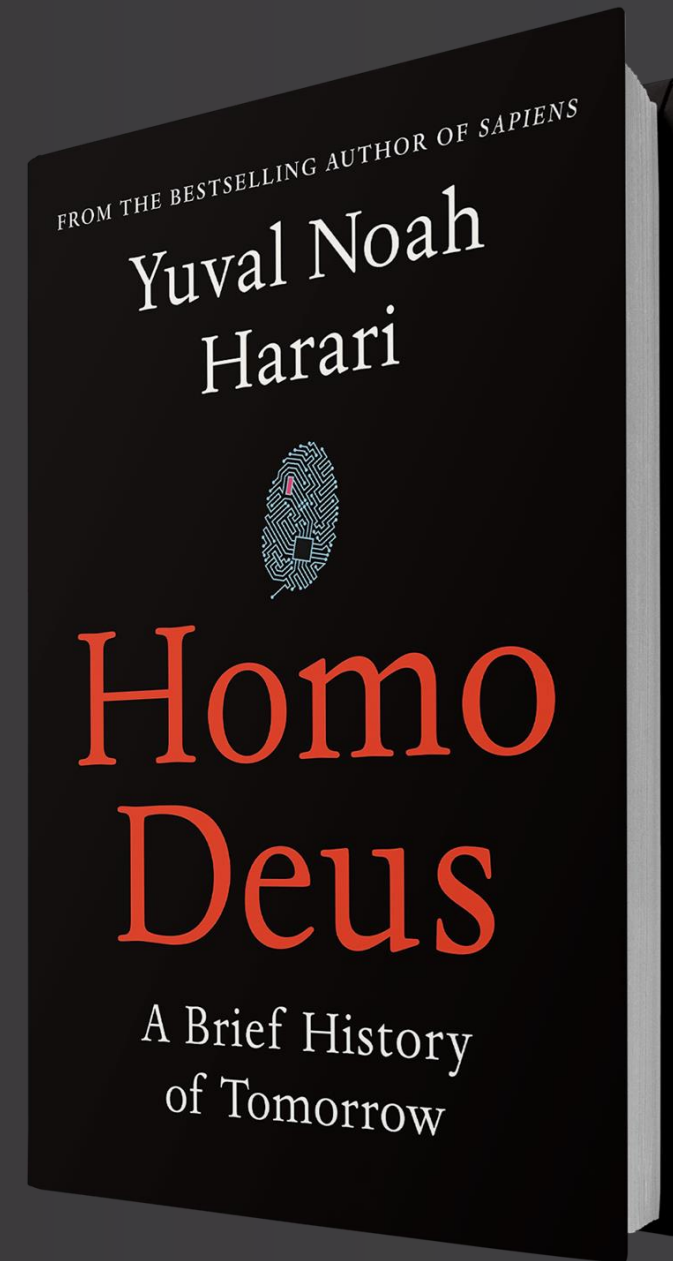
Processes are the Algorithms of an Organization.

"Process Automation is key to Digital Transformation"

97%

of executives and experts agree.

Question: To what extent do you agree or disagree with the following statement: "Process automation is a vital element of digital transformation"?

Source: Preview of upcoming "State of Process Automation 2020" Report. n = 400 IT decision makers involved in process automation and process automation professionals in North America and Europe. Scheduled for publication in October 2020

Today's Processes touch everything

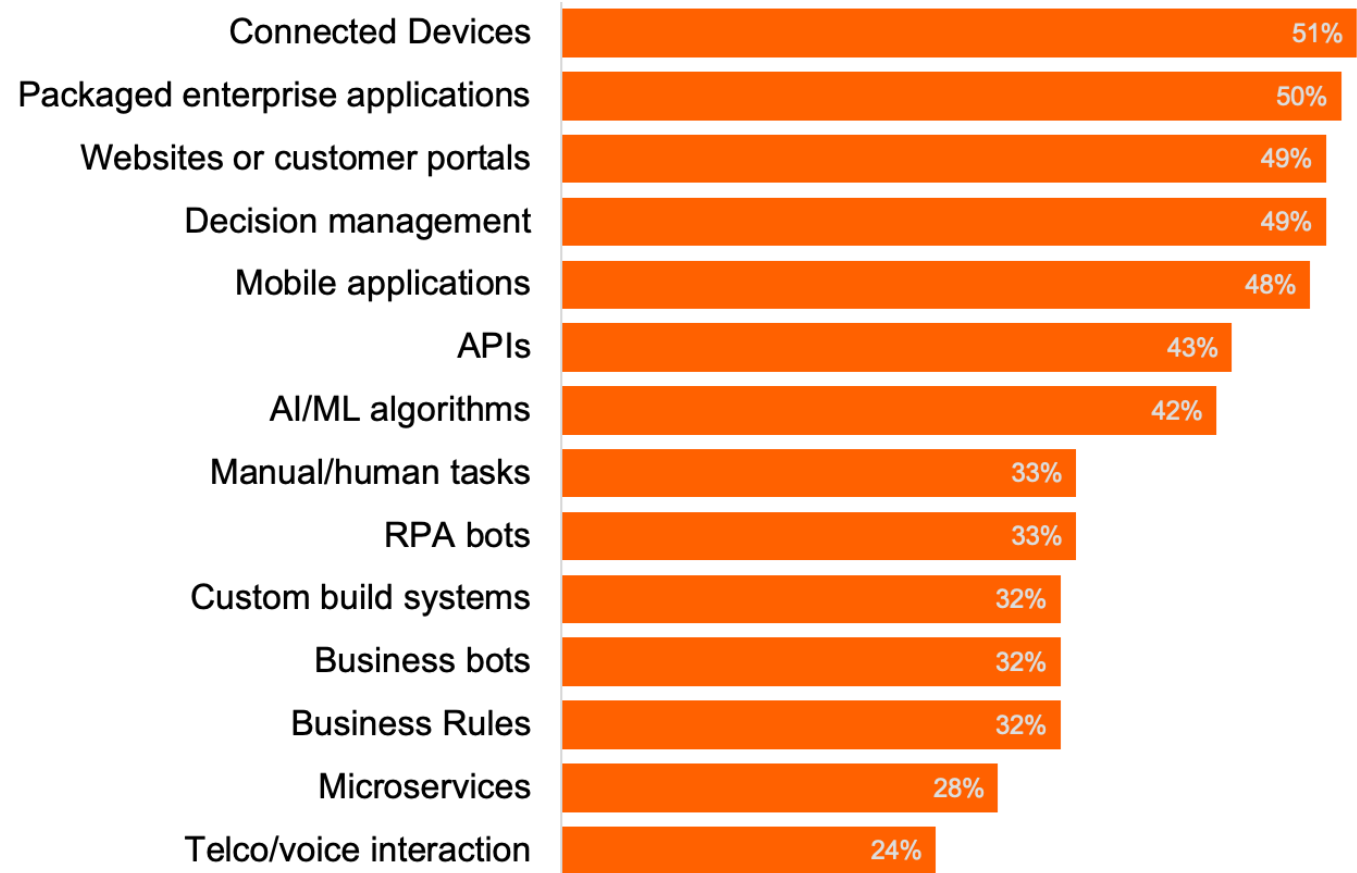|	
Connected Devices	51%
Packaged enterprise applications	50%
Websites or customer portals	49%
Decision management	49%
Mobile applications	48%
APIs	43%
AI/ML algorithms	42%
Manual/human tasks	33%
RPA bots	33%
Custom build systems	32%
Business bots	32%
Business Rules	32%
Microservices	28%
Telco/voice interaction	24%

Question: "Which of the following components are included as part of a typical process automation implementation within your organization"?

Source: Preview of upcoming "State of Process Automation 2020" Report. n = 400 IT decision makers involved in process automation and process automation professionals in North America and Europe. Scheduled for publication in October 2020

and are anywhere

Private Cloud — 57%

Public Cloud — 47%

Hybrid — 45%

On Premise — 32%

Question: "What best describes the infrastructure used for these various process automation components in your organization"?

Source: Preview of upcoming "State of Process Automation 2020" Report. n = 400 IT decision makers
involved in process automation and process automation professionals in North America and Europe. Scheduled for publication in

Successful businesses are masters in optimizing their algorithms

➤ *by automating business processes that are designed precisely to their needs,*

➤ *by improving continuously as they gain more insights over time and*

➤ *by relentlessly leaving no part of a process across people, systems or devices behind.*

The Biggest Roadblock?

Your organization's legacy

- Technology
- Infrastructure
- Organization

Result: The Disconnected Enterprise

- Business processes are fragmented and scattered across departments and IT systems

- No end-to-end visibility or control of daily operations

- Siloed Teams in Business and IT that work in isolation

- Misalignment across the organization

Implications

- Technology limitations define solution scope

- Business and IT not communicating well and missing expectations

- Slow delivery missing business goals

- Limited "band-aid" solutions that are not transformative

- Rigid solutions that are hard to change

- Impossible to systematically develop digital operational excellence

Legacy Paralysis

Imagine a world where your organization can capitalize on new opportunities and improve customer experiences - at the right time, with both flexibility and operational efficiency.

The Solution: Gradual Transformation

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Old Legacy

New Digital
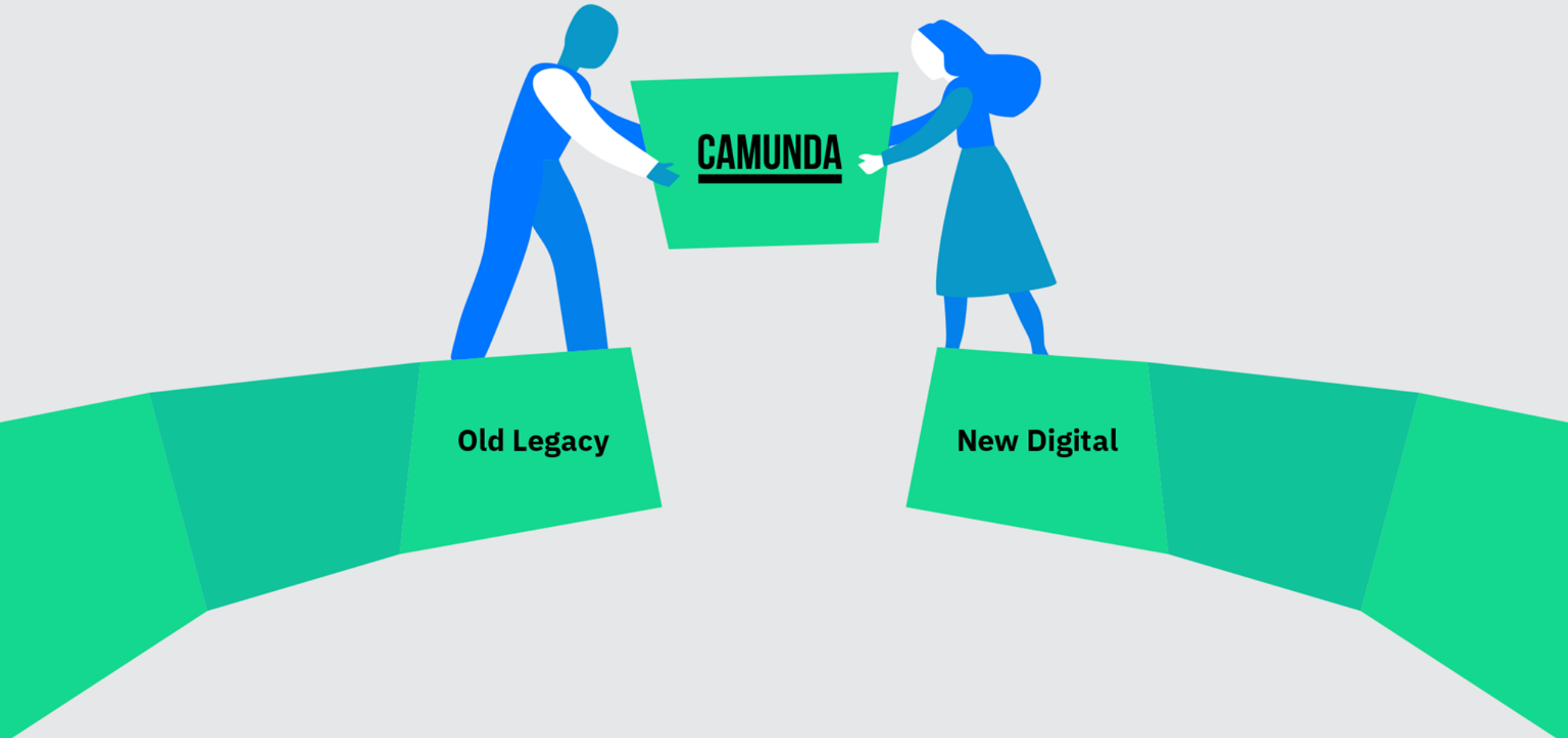
Camunda for Gradual Transformation

End-to-End Orchestration of People, Systems and Devices

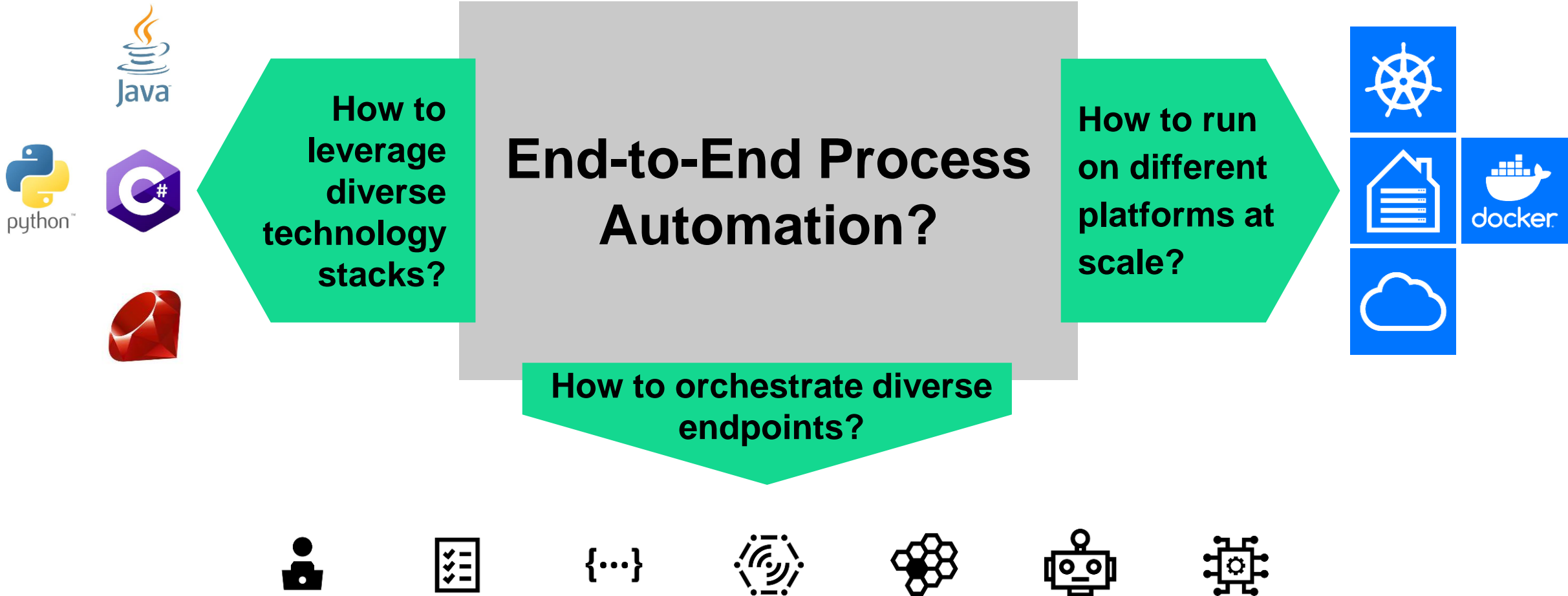**Business-IT-Collaboration** using BPMN and DMN Standards

Developer-Friendliness with a vibrant Community

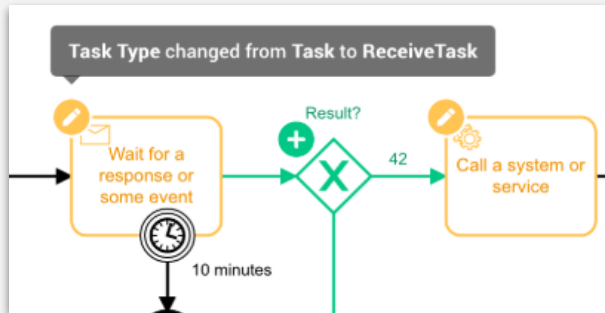**Open Architecture** with Standard-based APIs

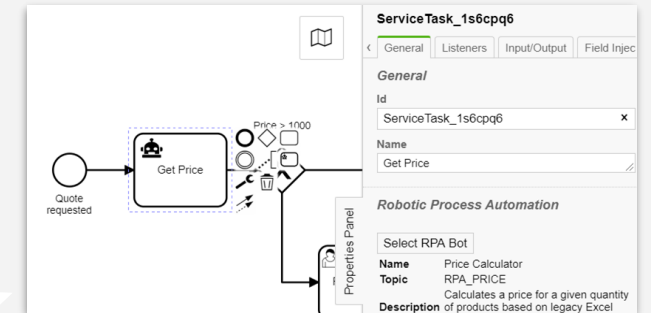# Today's Process Automation Challenge

How to leverage diverse technology stacks?

End-to-End Process Automation?

How to run on different platforms at scale?

How to orchestrate diverse endpoints?

Business & IT Collaboration Across the Lifecycle
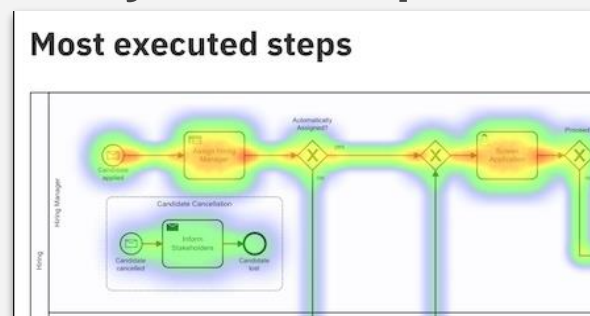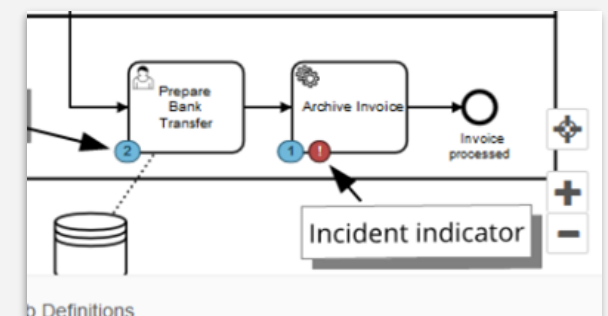
Example: New Camunda for RPA Modernization

End-to-End Orchestration - Integrate RPA with anything else

Business-IT-Collaboration - Real-time Visibility in BPMN/DMN

Developer-Friendliness - Also supporting RPA engineers

Open Architecture - Available for different RPA products

Related Talks at CamundaCon 2020.2

Thursday	01:45 PM CET	**Bots and process improvements at the same time – is that possible?** Marco Einacker, Deutsche Telekom Christoph Anzer, Deutsche Telekom
	03:45 PM CET	**RPA Orchestration, Operations and Analytics with Camunda** Tobias Stegemann, Camunda
	04:30 PM CET	**The Future of Process Automation** Saikat Ray, Gartner
	05:30 PM CET	**Speeding Up Robotic Process Automation through Behavioral Observation** Andres Jimenez Ramirez, Universidad de Sevilla Hajo A. Reijers, Utrecht University
Friday	01:45 PM CET	**Keynote: These Are Not the Bots You Are Looking for…RPA Modernization with Camunda** Daniel Meyer, Camunda
	03:45 PM CET	**Camunda Roadmap and other Camunda Platform Investments** Rick Weinberg, Camunda
	04:30 PM CET	**RPA Orchestration, Operations and Analytics with Camunda** Tobias Stegemann, Camunda

Proven Camunda Impact

- Better Customer Experience

- Shorter Time-to-Value

- Higher Business Agility

- Increased Operational Efficiency

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LVGA

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.

Proven Camunda Impact

- Better Customer Experience

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T-Mobile Austria:

Bringing new products to market 4x faster -
The Austrian mobile operator constantly delivers new innovations in a highly competitive market through Camunda BPM.

Proven Camunda Impact

- Better Customer Experience

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ATLASSIAN

Our IT teams have been focussed on streamlining the customer experiences ranging from buying to support across our product offerings. Using Camunda allows our teams to stay agile, while centralizing business processes and rules with improved end-to-end visibility.

Proven Camunda Impact

- Better Customer Experience

- Shorter Time-to-Value

- Higher Business Agility

- Increased Operational Efficiency

Using Camunda to enable visual communications between product owners, developers, architects and managers, 24 Hour Fitness has vastly reduced production timelines for new products and communications to a blisteringly fast two-week-sprint

Our Mission
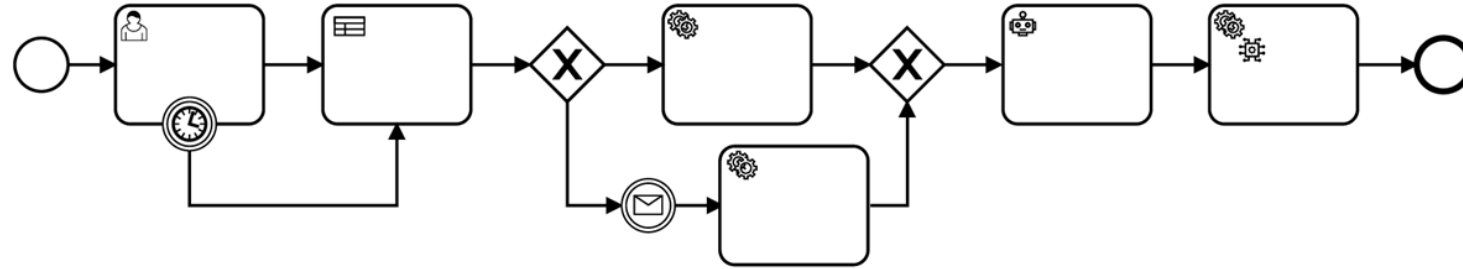
CAMUNDA

Automate Any Process, Anywhere

| Human Work | Business Rules | API | IoT | Microservice | RPA | AI |
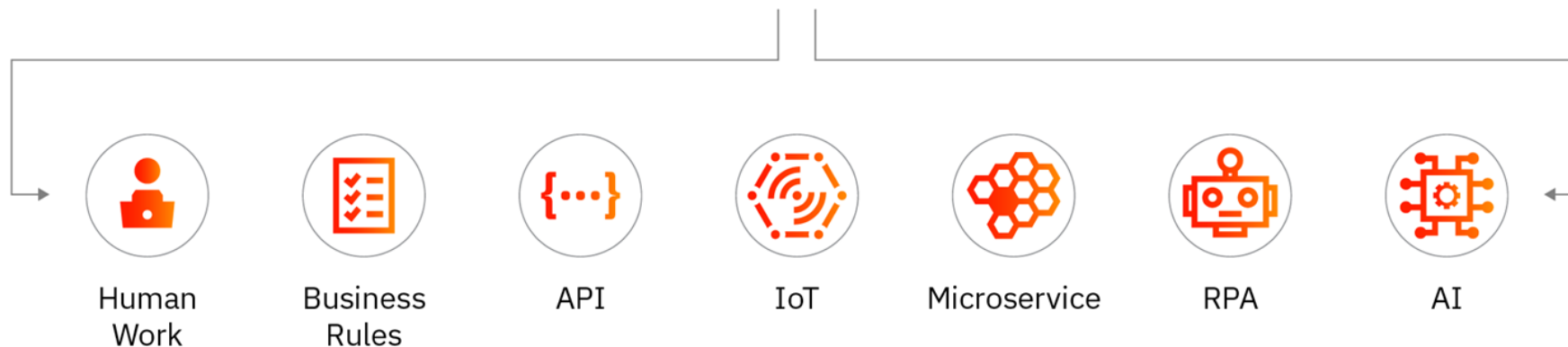
Next up: Marco Einacker, Deutsche Telekom

Marco Einacker
VP IT Services, Deutsche Telekom
Bots and Process Improvements at the same Time - Is that Possible?

"Building on our RPA experience, we are now entering the next phase, automating processes from start to finish with the help of Camunda to accelerate digital transformation quickly and sustainably."

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Questions?