

Enterprise Process orchestration

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Your enterprise
architecture

Your point-to-
point integrations

Your end-to-end processes?
Your customer journeys?
...?

Your IT trying
to add AI to the
mix

Your business
trying to add AI
to the mix



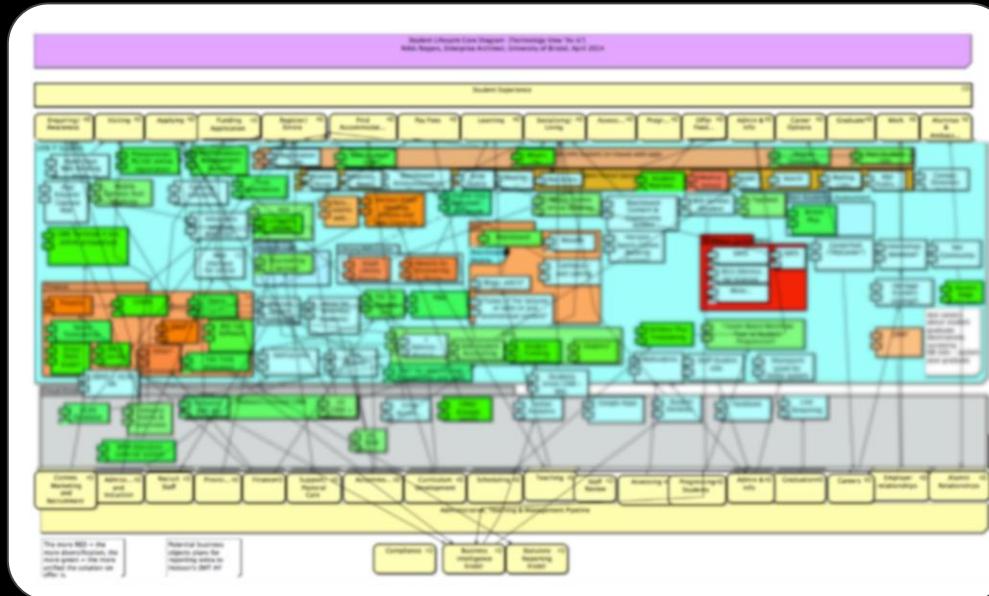
“Spaghetti” architecture



Grown over
time

Brittle

Lack of
visibility
into end-to-
end
processes

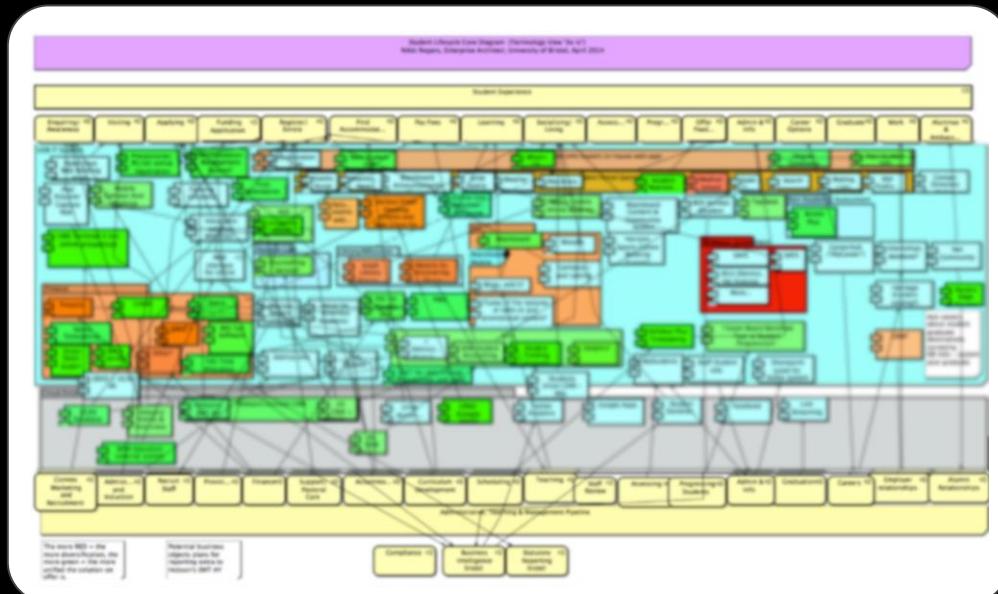


→ Hard to
innovate
and
transform

...but, you *need* to innovate and transform



Pressure to innovate quickly

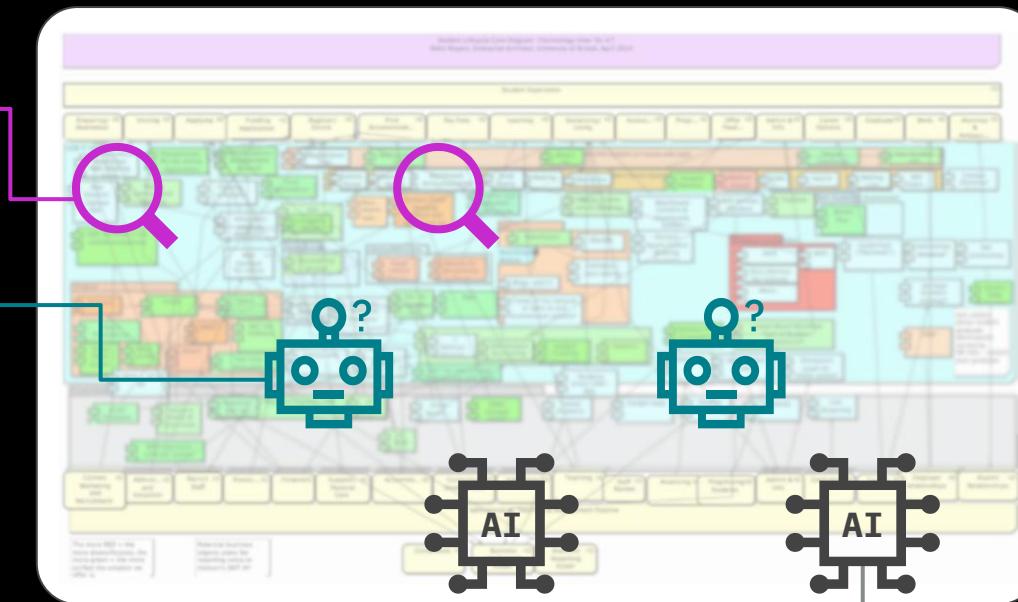


Pressure to transform and future-proof

“Quick wins” become technical debt



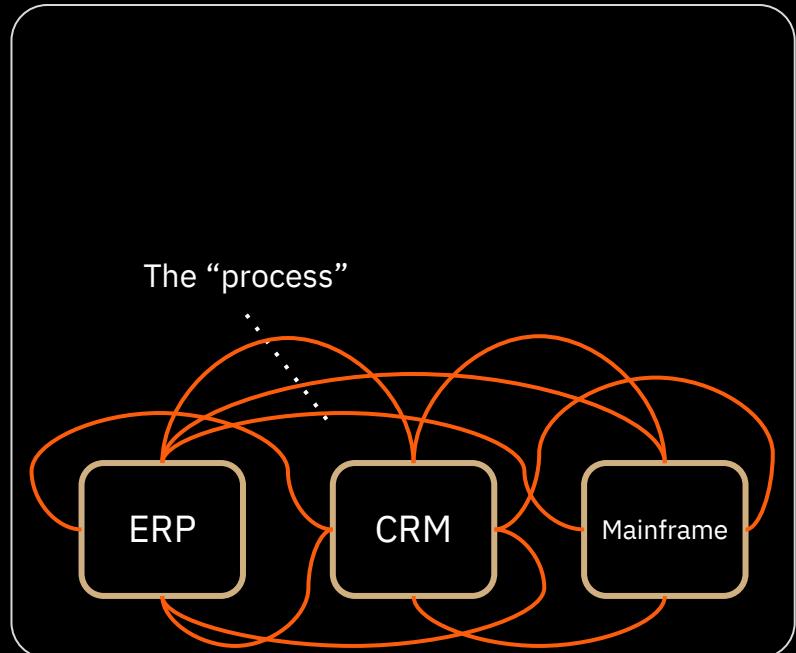
Point solutions •



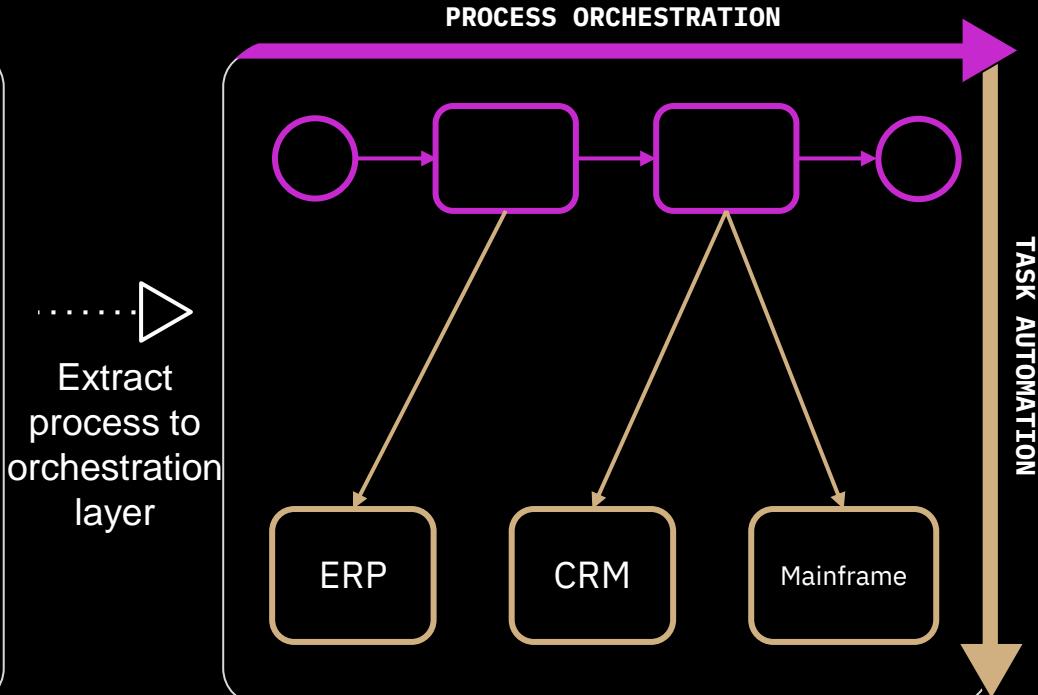
€\$

More
silos +
technical
debt!

From hard-wired to orchestrated...



Hard-wired spaghetti process



Orchestrated processes

Example

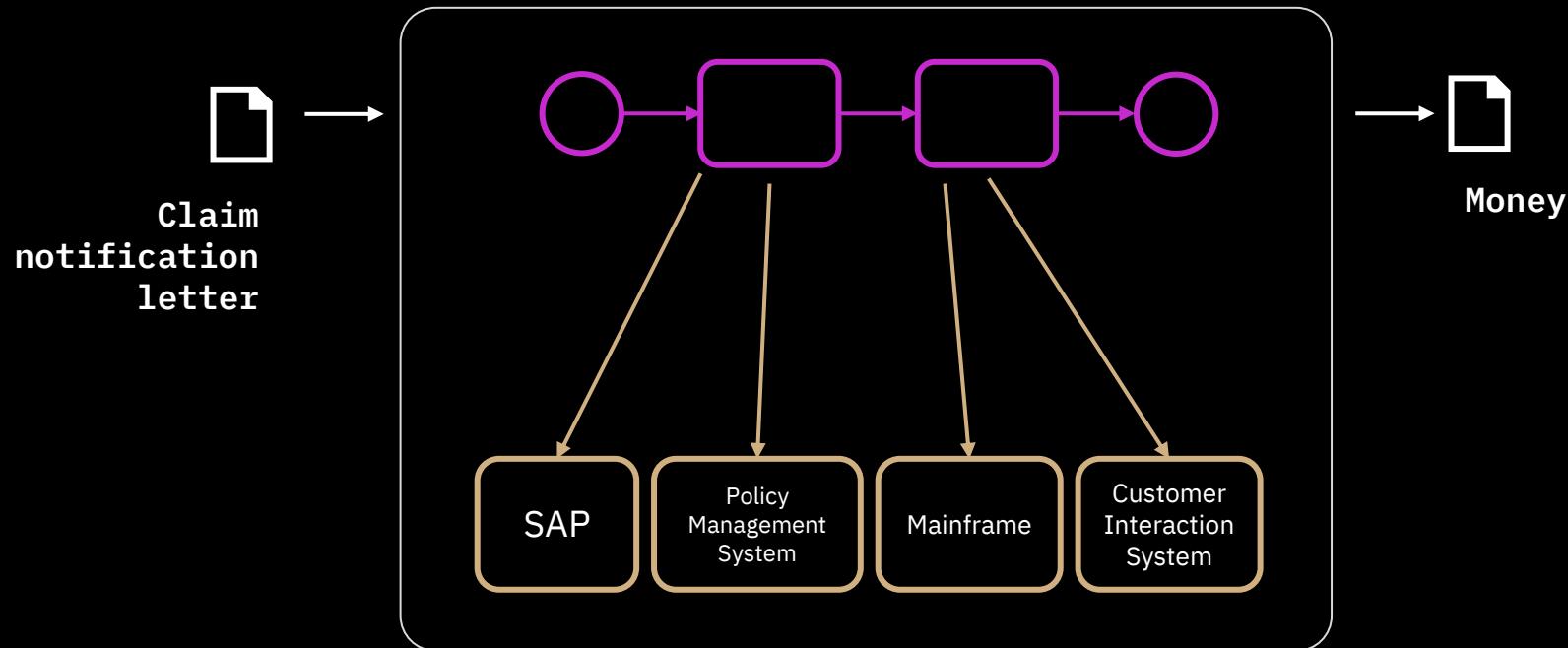


Example: Claim handling

C



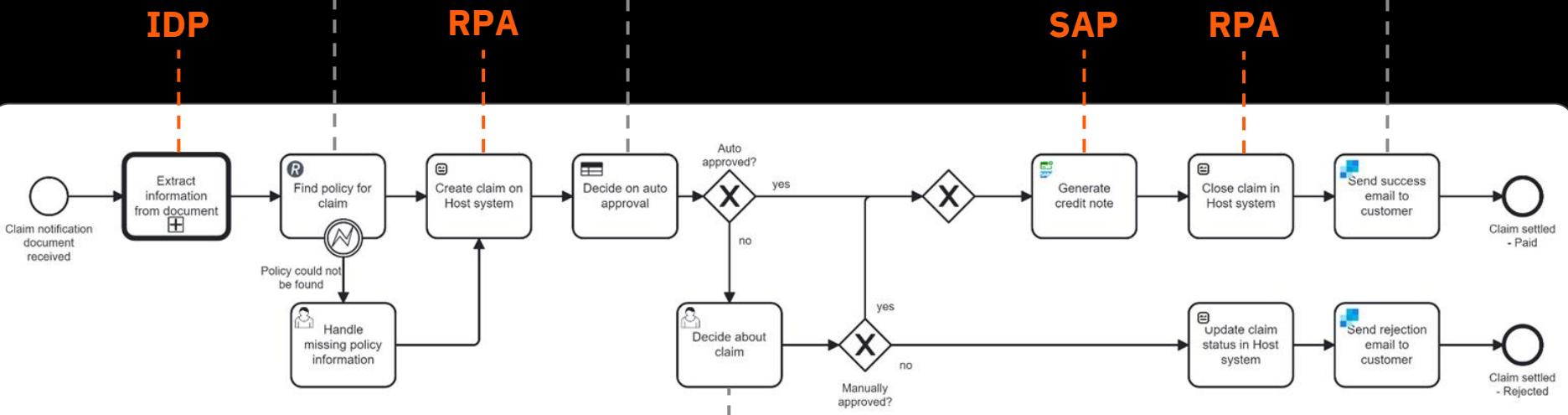
Example: Claim handling



Live demo



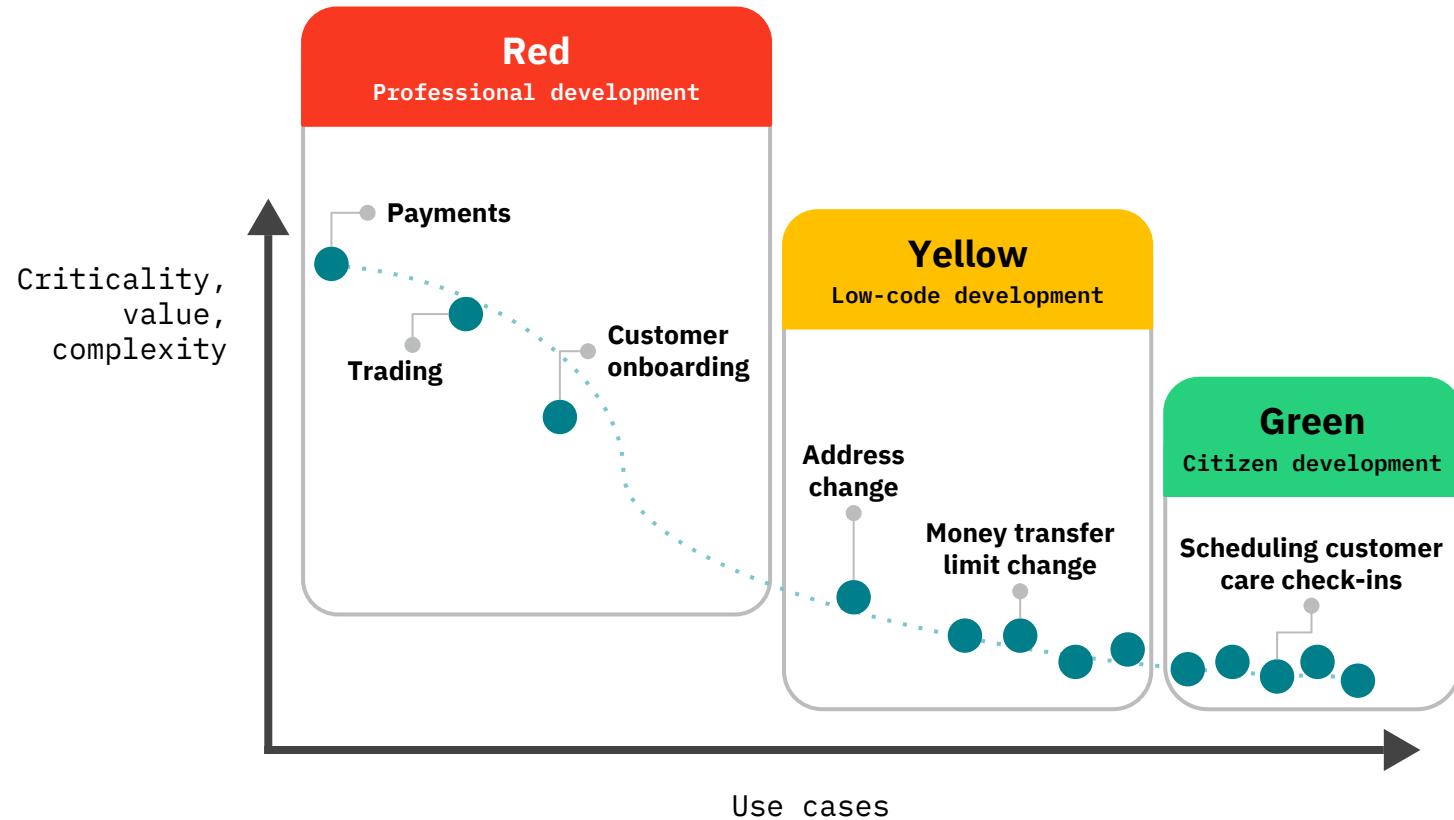
Out-of-the-box Connectors

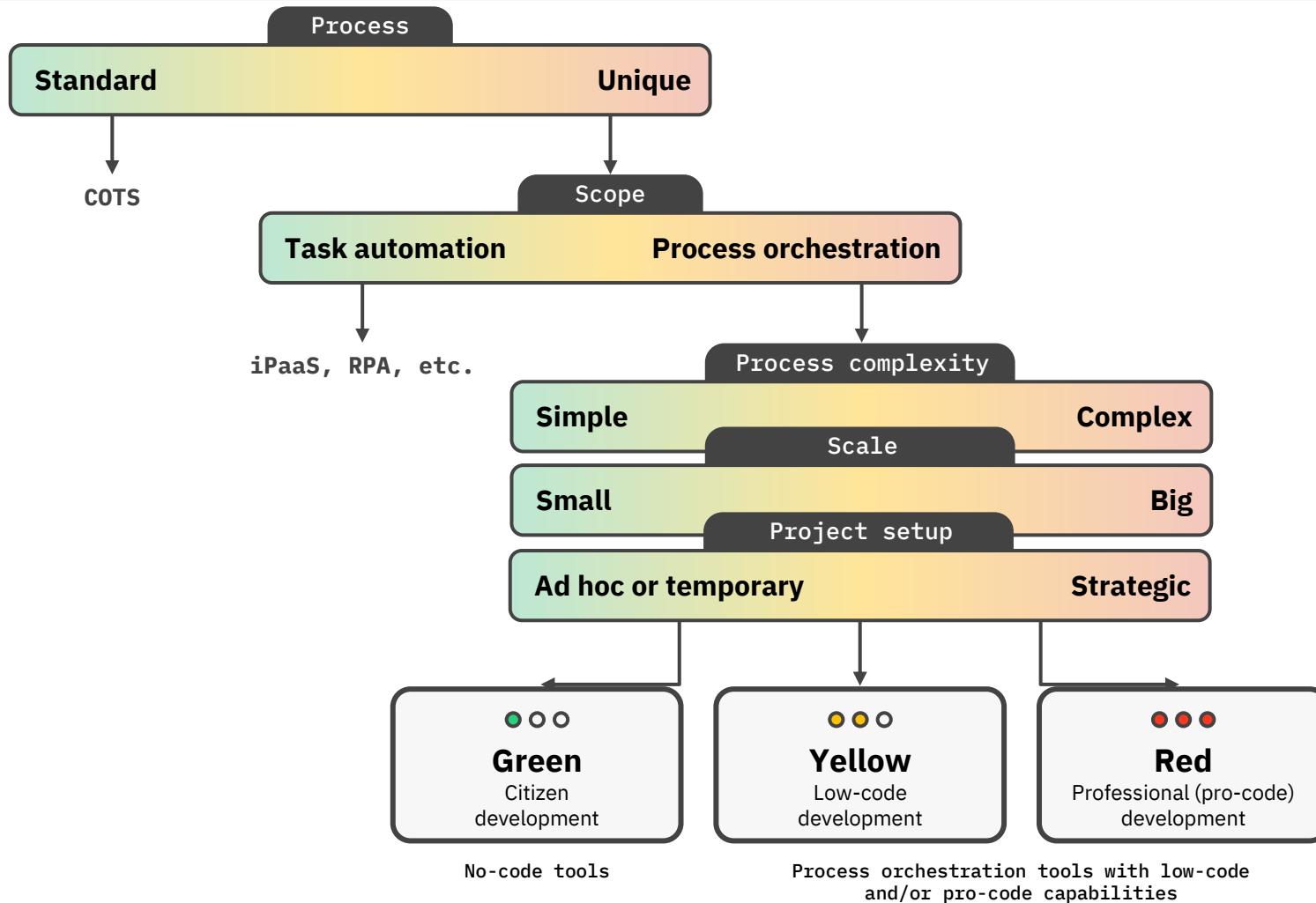
IDP

DMN

Out-of-the-box Connectors

Humans





Composable platform



Process orchestration and automation platform

End-to-end **process orchestration**

Out-of-the box **task automation**

Forms

Decisions
(DMN)

Integration
(Connectors)

RPA

Document
Handling

IDP

SAP
Integration

+ more out-of-the-box capabilities

Use out-of-the box functionality or integrate existing systems where they are a better fit.

Existing
UIs

Existing
decisions

Existing
iPaaS

Existing
RPA

Custom
software
development



Gartner® Quick Answer

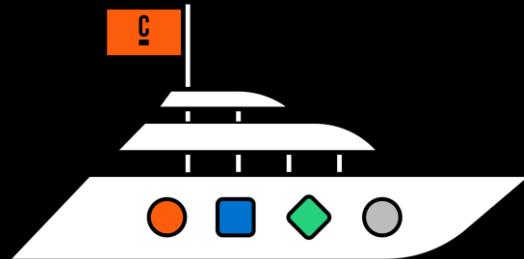
Beyond RPA, BPA and Low Code – The Future Is BOAT



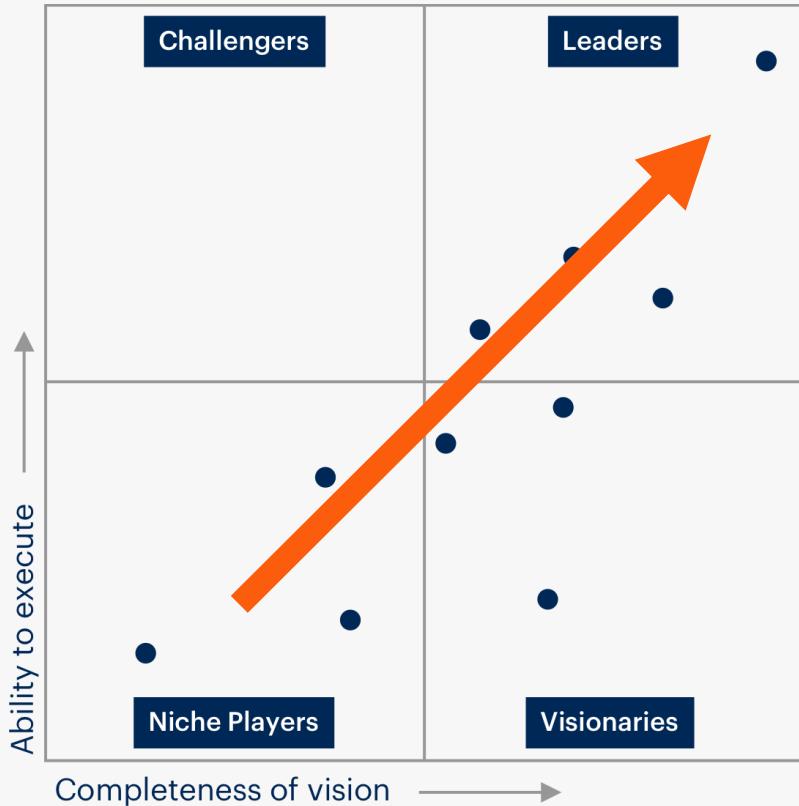
What is Business Orchestration and Automation Technologies (BOAT)?

Download the full research to better understand:

- Business Orchestration and Automation Technologies (BOAT) - the new class of software
- How this impacts vendor selection processes
- What role generative AI will play



Shameless ask...



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Peer Insights™



You can help!
Review Camunda at
“Gartner Peer Insights”:
<https://gtnr.io/NtC9ydwnQ>

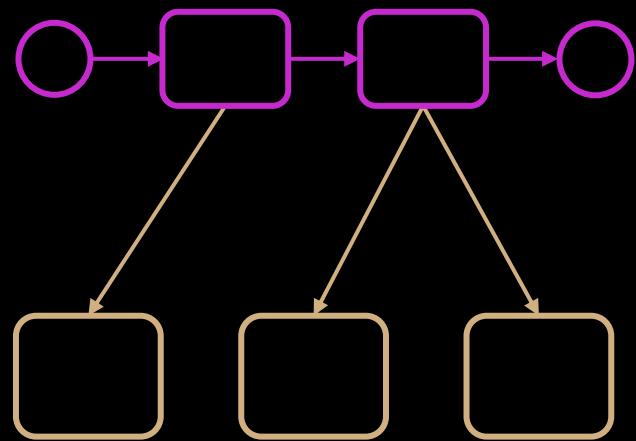
Shameless ask...



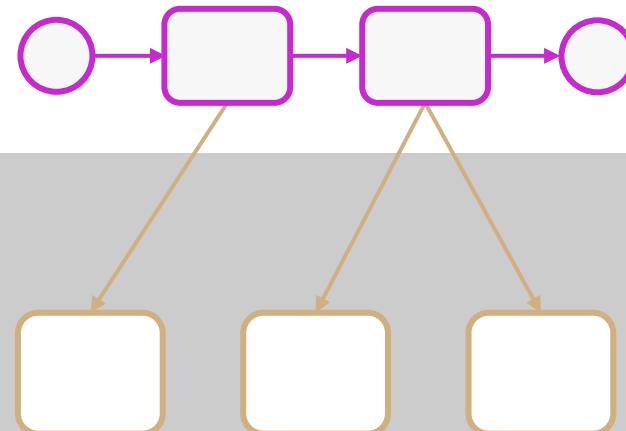
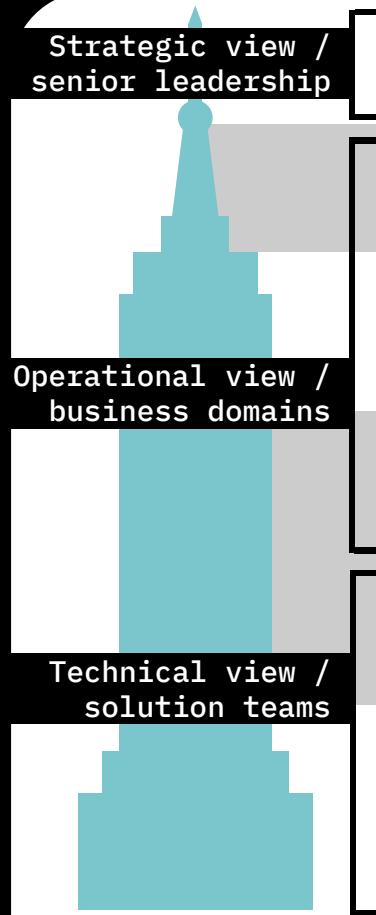
Gartner
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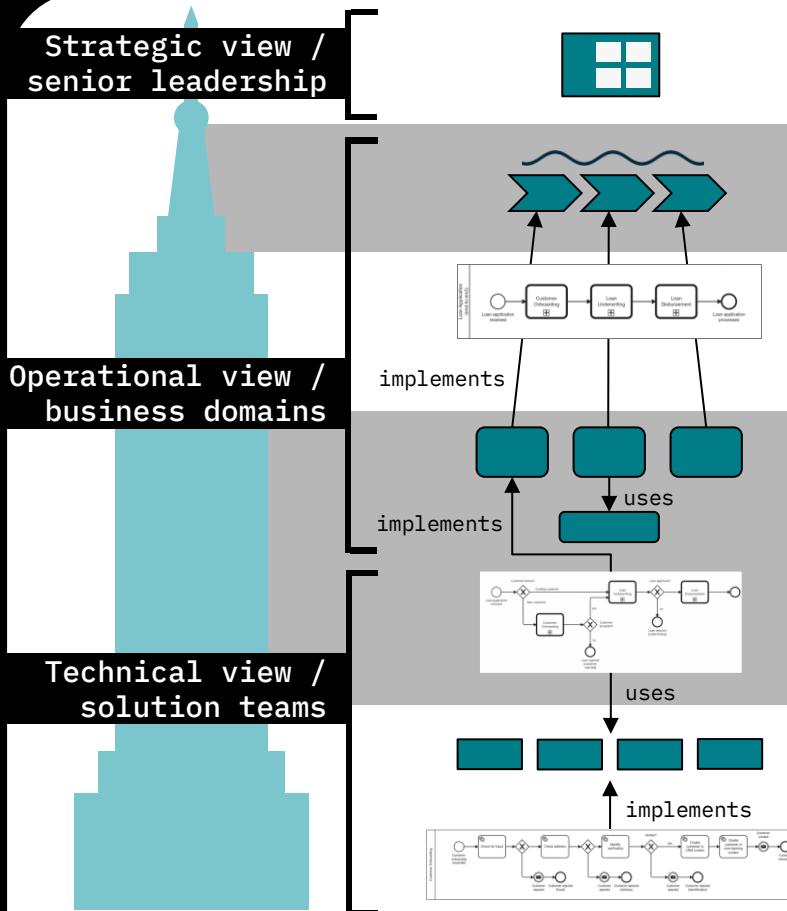
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Build strategic value at enterprise scale using process orchestration



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Level 1 Business area

Vehicle insurance:
Claims

- ## Level 2
- Customer journeys (outside-in view)
 - Value streams (inside-out view)

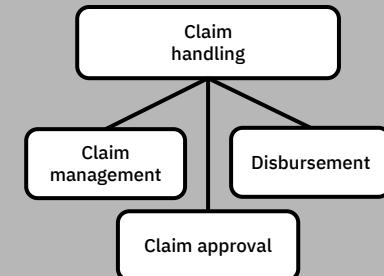
Vehicle claim

Level 3 Strategic end-to-end processes

Vehicle claim handling

Level 4 Business capabilities

Executable BPMN might implement
some business capabilities

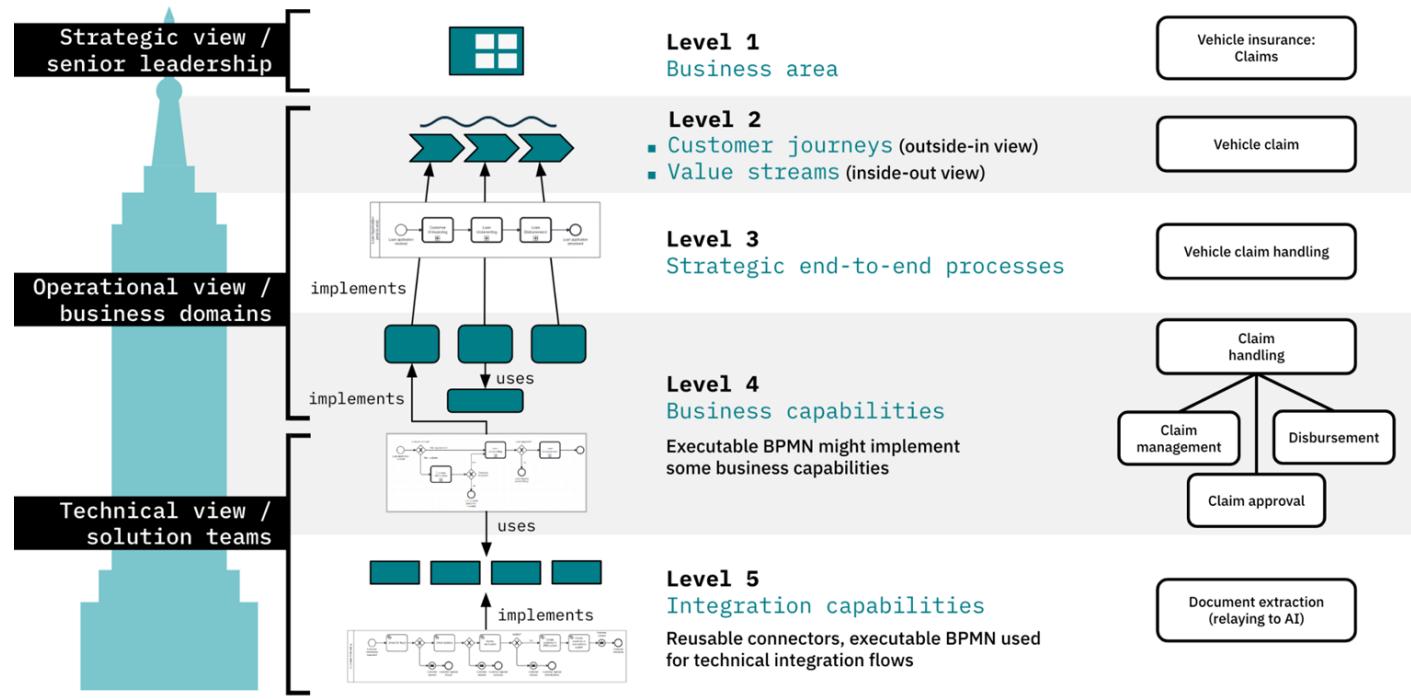


Level 5 Integration capabilities

Reusable Connectors, executable BPMN used
for technical integration flows

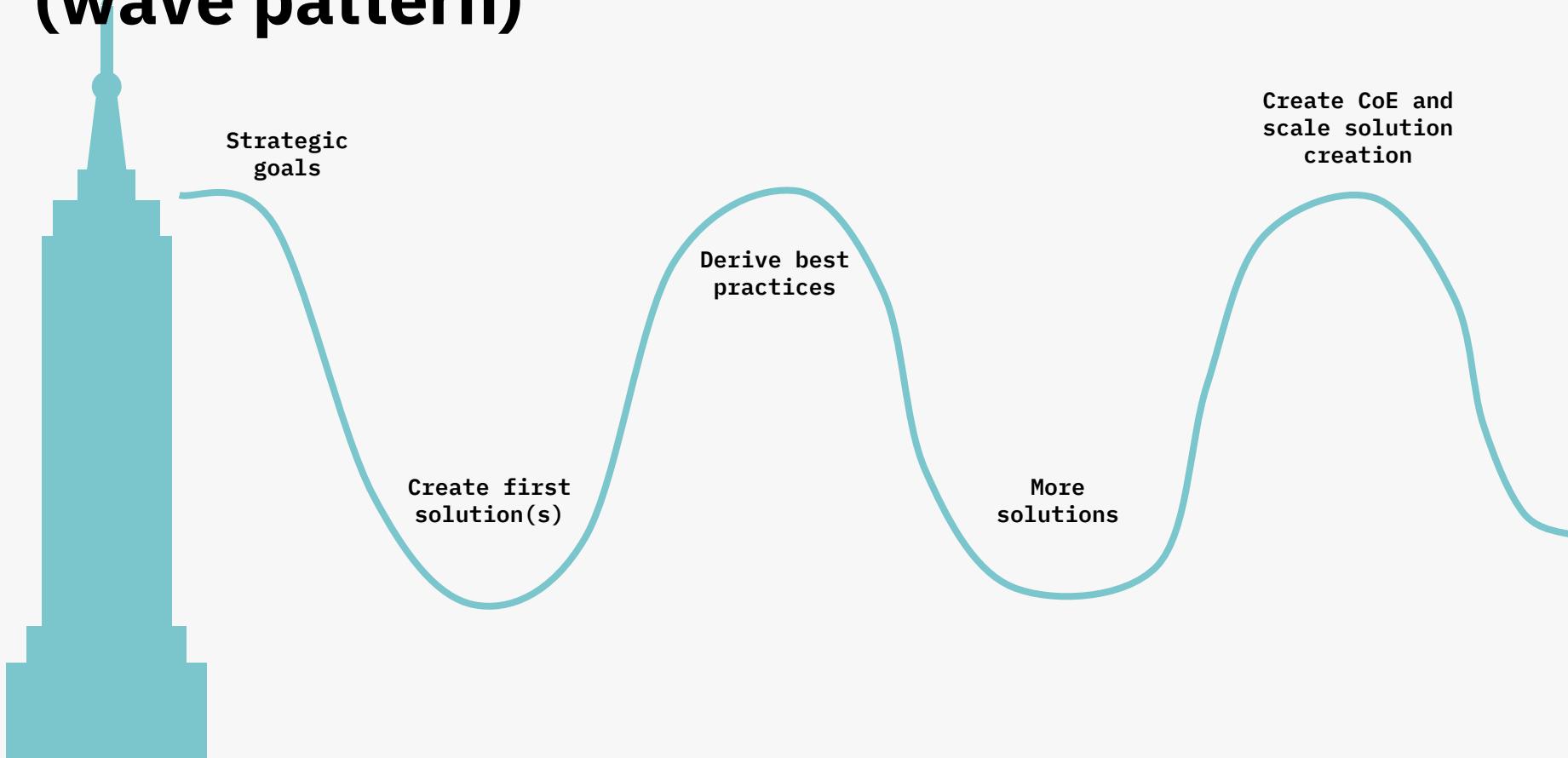
Document extraction
(relying to AI)

Build strategic value at enterprise scale using process orchestration

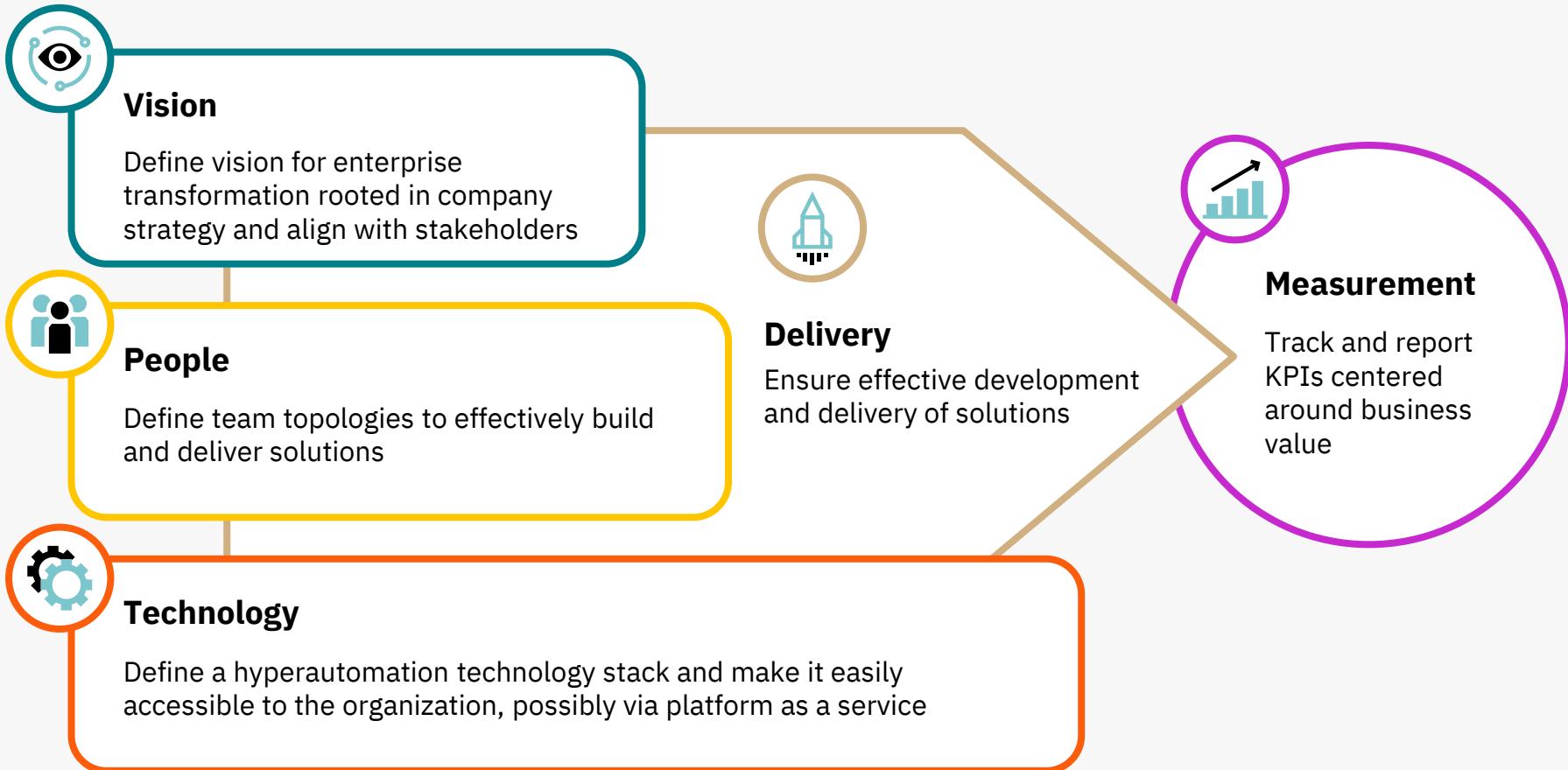


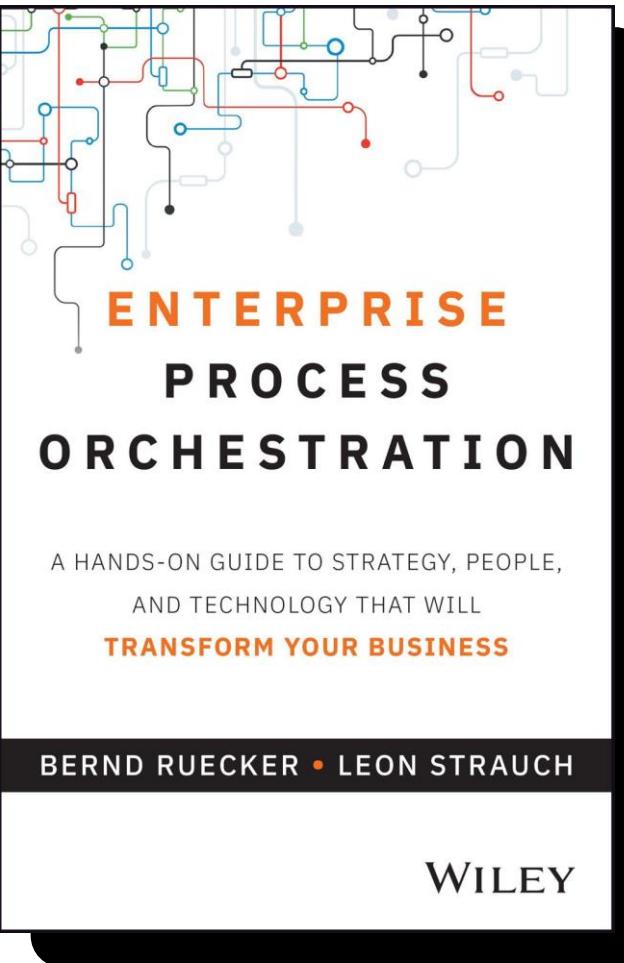
Foundation
to innovate
and
to transform

The path needs to be step-by-step (wave pattern)



A successful transformation is more than technology



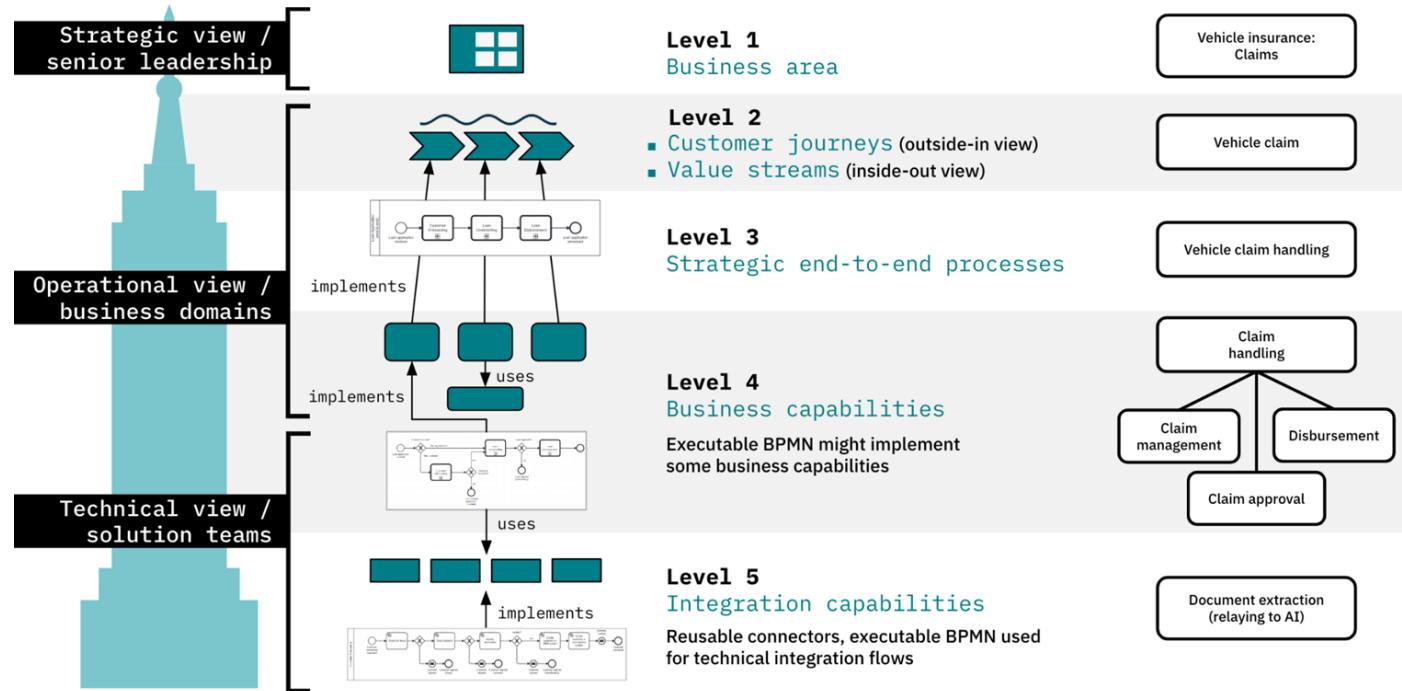


Coming: **Spring 2025**

Pre-order [available on Amazon](#)



Using process orchestration, build strategic value at enterprise scale



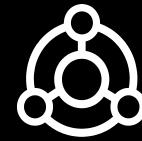
Provide centrally to the organization

- Platform & Accelerators
- Enablement function



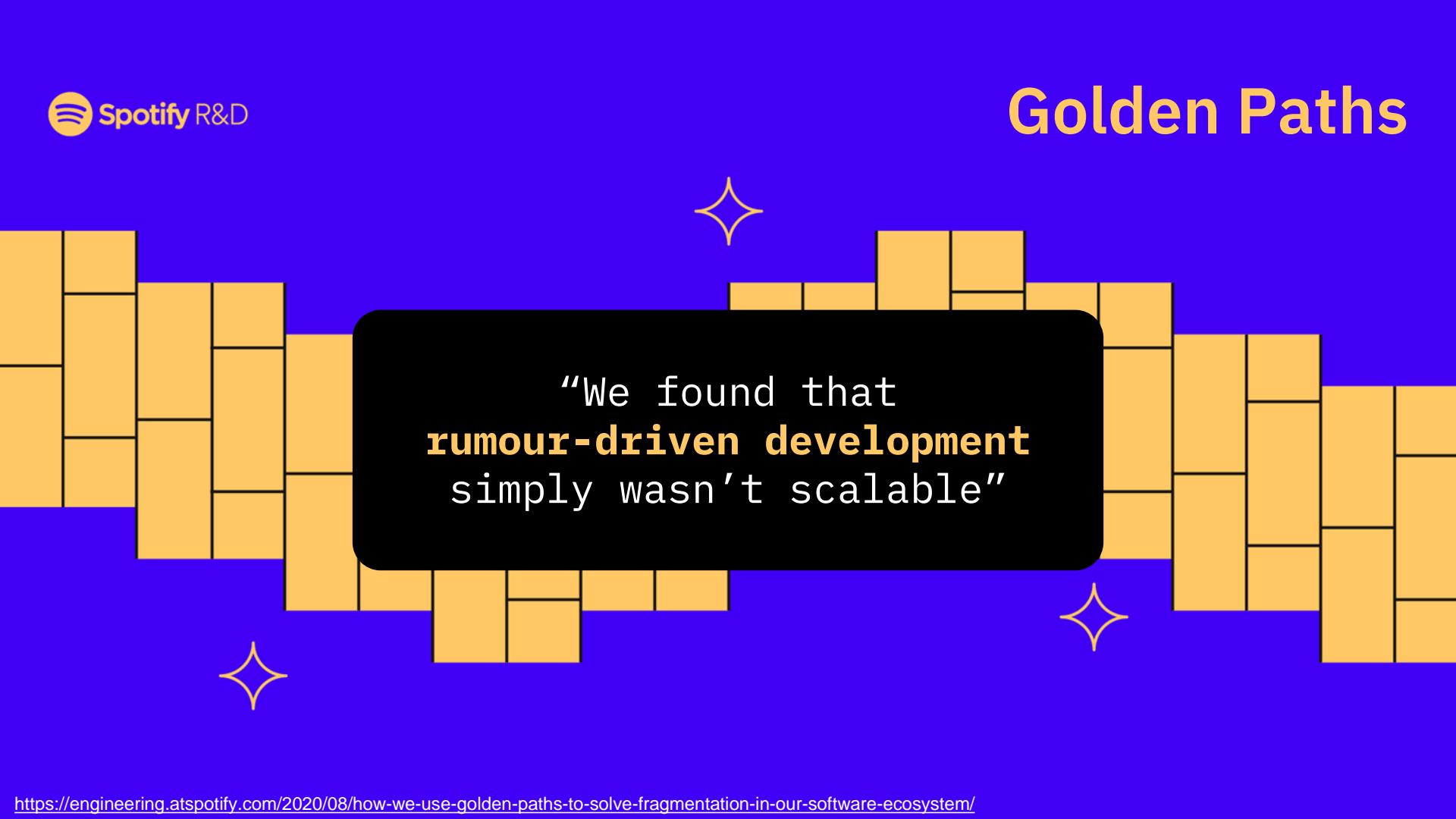
Autonomy

vs.



Centralization

Golden Paths



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

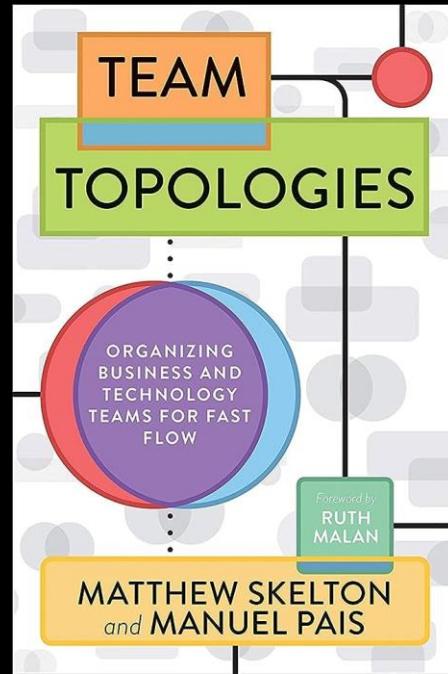


The Speed Paradox

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.

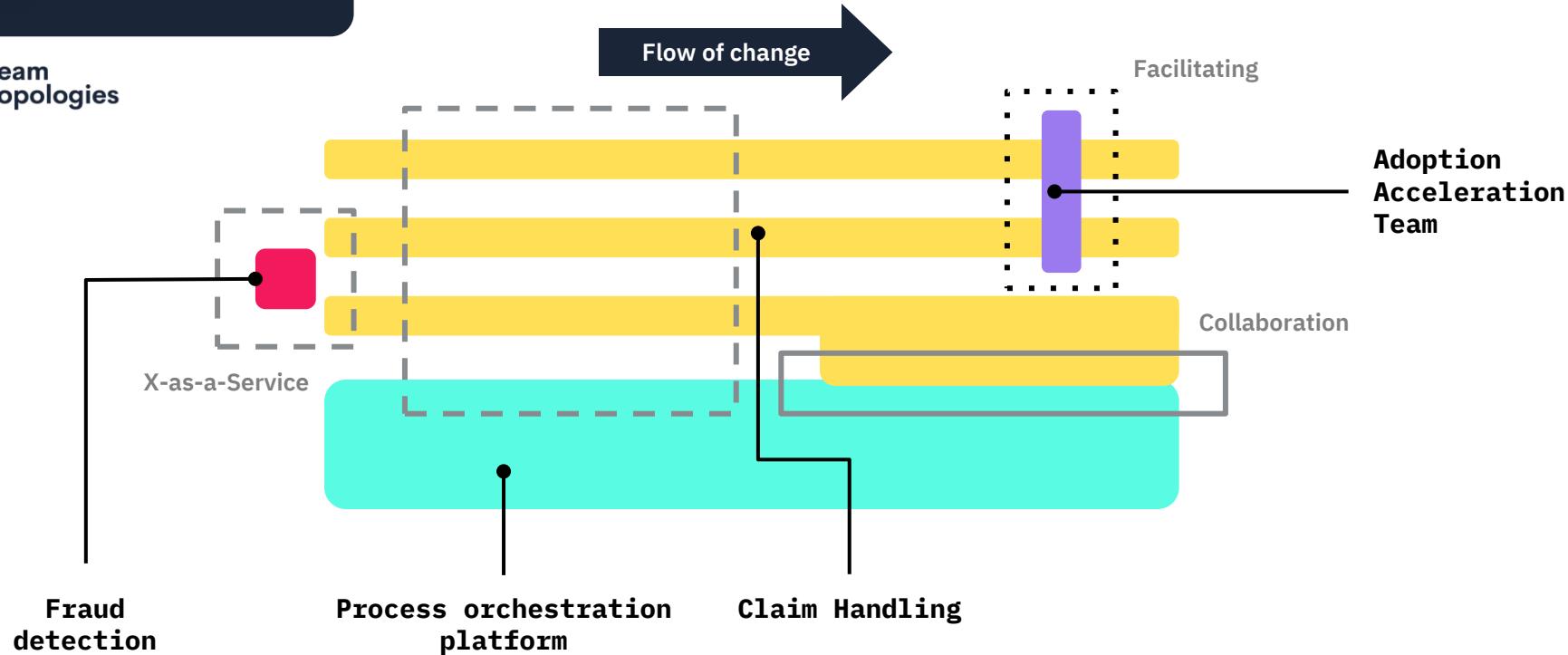
The Standards Paradox

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.





Team Topologies



Balancing autonomy and centralization

○ Status Quo

● Goal



Solution Delivery



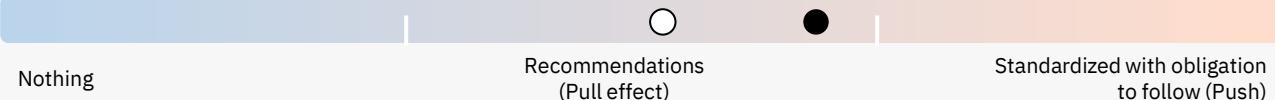
Enabling function



Provided infrastructure



Governance



Process overview & value tracking



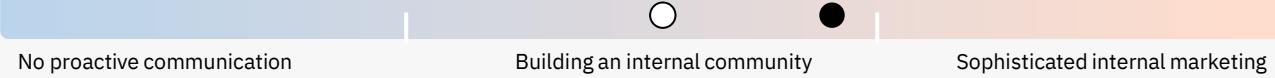
Supported use case complexity

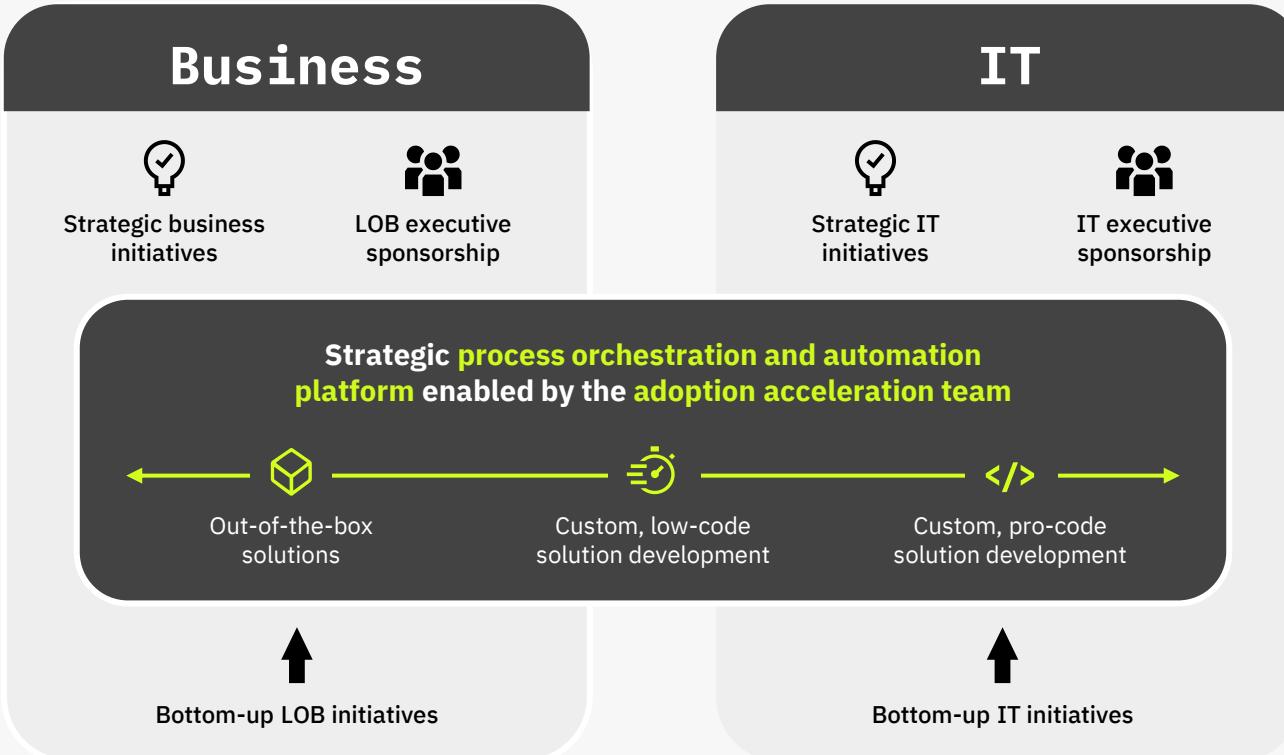


Depth of enablement



Communication





STRATEGY

Define global vision, goals, and organizational structure for transformation initiative. Track progress and provide guidance for work streams, architecture, and technology selection.

DISCOVERY + PROCESS GOVERNANCE

Identify customer journeys, end-to-end processes, and business capabilities for transformation initiatives, and guide value discovery. Maintain and develop process catalog through a federated model.

EXECUTION

Establish platform and provide technical governance, accelerators, standards, a reference architecture, and enablement to federated delivery teams.

Enterprise Work Stream

Executive Steering Committee

empowers

Transformation Office

CoEs that enable enterprise process orchestration

Business Process Optimization Group (POG)

Adoption Acceleration Team (AAT)

LOB
1

LOB 2

LOB n

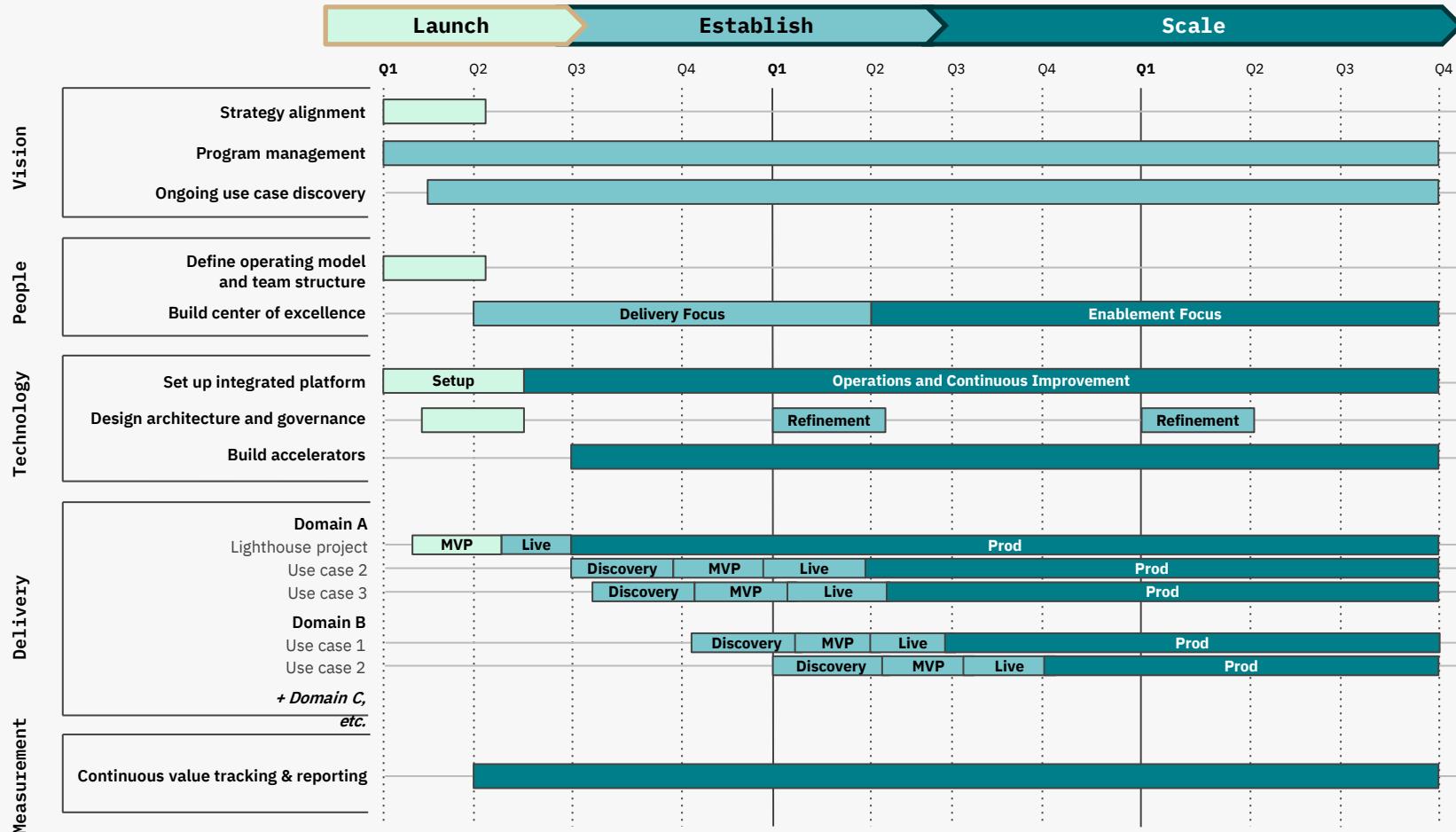
LOB Leaders

Process / Product Owners

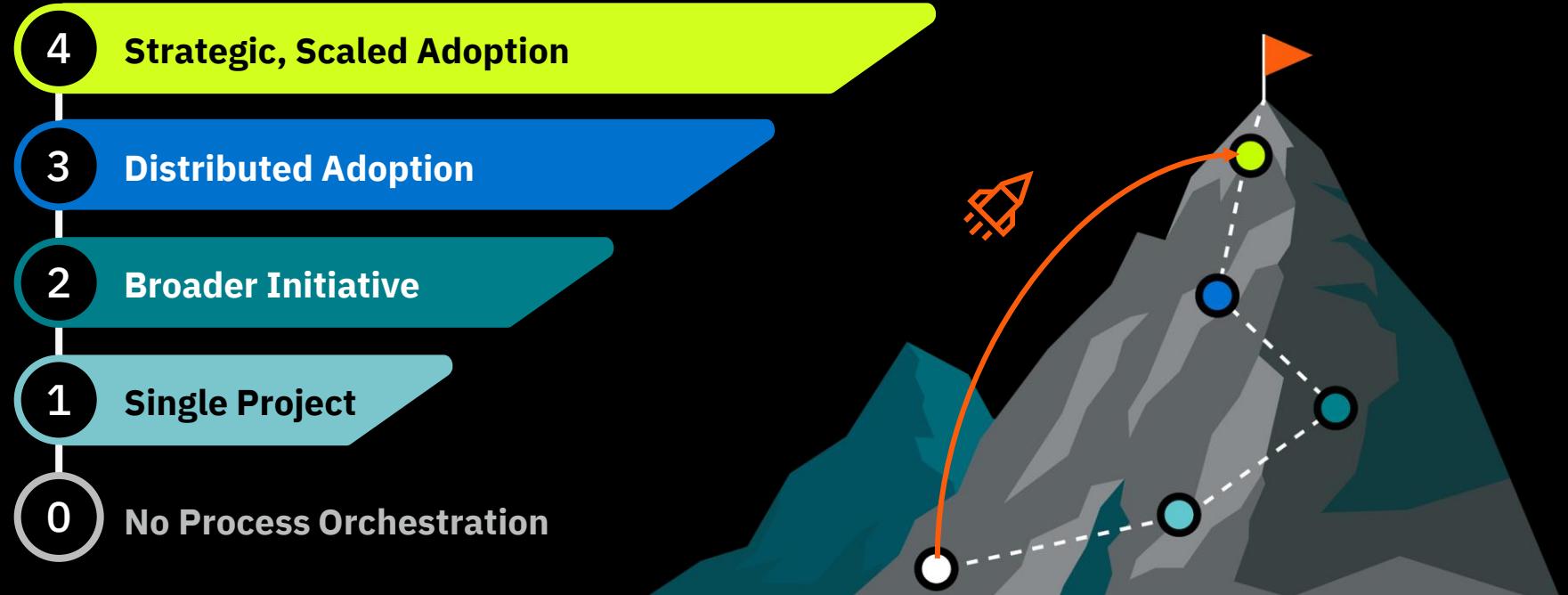
PODs

POD = Product-oriented delivery, referring to small cross-functional teams delivering and maintaining a business capability.

Typical Adoption Journey



Process Orchestration Maturity Levels & Drivers



Vision



People



Technology



Delivery

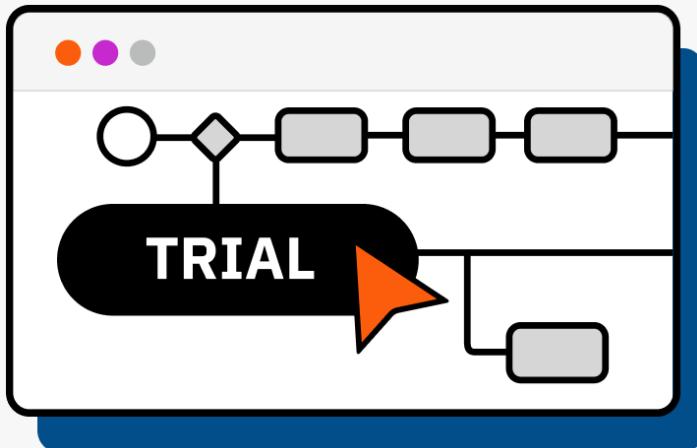


Measurement



	Level 0: Undeveloped	Level 1: Basic	Level 2: Competent	Level 3: Advanced	Level 4: Excellent
Vision	Processes are not working efficiently or effectively. Some process tasks may have automated components, but those tasks are too dispersed for the effects of automation to be measured.	Focused on single, mission-critical process orchestration projects, or projects that center around a “broken” process.	Broader, scaled-up initiatives are focused on better business outcomes; measuring success remains a challenge.	Evolving toward a practice where process orchestration supports organization-wide digital transformation goals. This allows harnessing process orchestration to drive strategic business outcomes, at scale and at a rapid pace, for the entire organization.	There’s a clearly defined strategy around technology, methodology, and people to execute process orchestration at scale, matched by the ability to execute that vision. A demonstrated track record of delivering strategic value to the organization through process orchestration motivates teams to deliver business transformation at scale.
People	No IT team set up to centralize projects or resources.	Disparate process orchestration projects are implemented in a decentralized manner (the “sprouting mushrooms” approach).	A central team seeks to empower business roles to understand their process orchestration projects.	A center of excellence (CoE) or distributed team focused on repeatability, enablement, and scale has been established.	A global CoE acts as a SaaS platform within the organization, providing enablement, training, and internal consulting and developing connectors for process orchestration technology solutions.
Technology	Teams may have implemented disparate automation technologies.	Teams are questioning the continued use of legacy systems or monolithic on-premise solutions that limit advancement.	The focus is on building a single technology stack that covers the entire process lifecycle.	Investing in elements that increase solution acceleration, with a focus on enabling multiple teams to build process orchestration solutions at scale.	Recognizing that there is no “one-size-fits-all” approach to hyperautomated tech stacks, the organization has instead built one that fits its exact needs; it also has a dedicated process orchestration strategy within the stack.
Delivery	Large gaps between business and IT create silos, leading to slow iterations and limited ability to deliver impactful process solutions.	Business starts to recognize the transformational potential of IT, but lack of mature IT methodologies prevents agile delivery in small increments.	As business and IT alignment improves and the organization shifts to more agile development, teams begin to deliver continuous improvements in short sprints based on process data.	Multiple BizDevOps teams are involved in delivery and establishing best practices that speed up time to value; improved process monitoring allows organizations to track impact on business outcomes.	Business teams can self-serve on an increasing number of use cases with minimal IT involvement, enabled by the CoE; processes are purpose-built to drive business value and adjusted through continuous monitoring and improvement to maximize value.
Measurement	Unable to accurately measure business value due to silos and lack of scale.	Teams are focused on completing single high-need projects; success is defined as “project is in production.”	The focus is on defining and measuring success for individual projects and/or processes. Tracking key performance indicators (KPIs) is still a struggle.	Clear success metrics have been established for individual process orchestration projects; starting to explore broader process orchestration KPIs.	The focus is on defining and measuring large-scale KPIs that demonstrate process orchestration’s contribution to business outcomes.

Process orchestration software
built by developers, for developers



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THANK YOU

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