Deliver the new era of retail automation

Orchestrate trusted agents to recover margin, stop returns fraud, and turn every customer touchpoint into revenue

Don't lose another customer to a bad experience

Shoppers can buy anytime, anywhere, and expect every interaction to work. A failed checkout, mispriced promotion, or delayed refund can break trust instantly.

Most retail teams still rely on siloed bots and disconnected AI tools that automate tasks but can't coordinate the full process. The result: manual fixes, inconsistent service, and missed opportunities.

Camunda changes that. With agentic AI, you can deploy governed agents that reason, decide, and act across pricing, inventory, fulfillment, payments, and returns with guardrails, human oversight, and full audit trails to keep every action transparent and compliant.

45%
Less development time

2x faster
to launch new pricing and promo processes

408%
ROI in three years

Turn your strategic vision into reality

Reimagine every process

Connect people, systems, and AI agents across carriers, terminals, and customers to move freight from order to delivery with minimal human effort.

Deploy agentic AI with confidence

Design and deploy agents into regulated processes with built-in guardrails, human oversight, and full audit trials, from chatbot interactions to inventory decisions.

Accelerate time to value

Launch new, AI-native capabilities in weeks to deliver meaningful business outcomes and prove value quickly.

zalando

"With Camunda, we orchestrate agentic personalization at scale across 50M+ customers – no silos, full visibility, and 40% faster to market."

Automate and run retail like never before

One platform orchestrates everything, from deterministic rules and dynamic AI agents, keeping performance steady even through peak season

Scale without limits.
Run millions of processes daily with dynamic pricing even at peak demand without slowing operations.

Open by design
Integrate any AI model or system while keeping full control over logic, flow, and the end-to-end customer journey.

Build once, reuse everywhere
Standardize agentic components for pricing, returns, fraud, and personalization that work across channels, brands, and seasons.

Adapts to your needs
Version and evolve agents safely without disrupting live orders, fulfillment, or traffic during peak periods.

24 HOUR FITNESS®

"Camunda allows initial designs to consist of BPMN and DMN in a way that is easily reviewed by product owners, developers and architects."

Global Big Box Retailer

"Camunda gives us the visibility and flexibility we need during business implementation.

Those were the two biggest reasons we chose it over everything else on the market."

Transform your retail operations with confidence

Whether you're stopping returns fraud, delivering true omnichannel, or building the autonomous store of tomorrow, Camunda provides the enterprise agentic automation platform and expertise to deliver results at scale.