# Camunda

Introduction

# The Camunda Story

**2008**:          Company Founded

- Bernd Rücker and Jakob Freund
- Bootstrapped
- Consulting for Business Process Management

**2013**:          Camunda BPM Open Source Launched

- Advocating "developer-friendly BPM"
- Alternative to traditional low-code BPMS

**Today**: Technology Leader for Deep Process Automation

- Thousands of Users incl. Goldman Sachs, NASA...
- Deloitte Fast 50 Germany in 2017 and 2018
- > 100 Employees in Germany and the United States
- €25M Series A Funding in November 2018
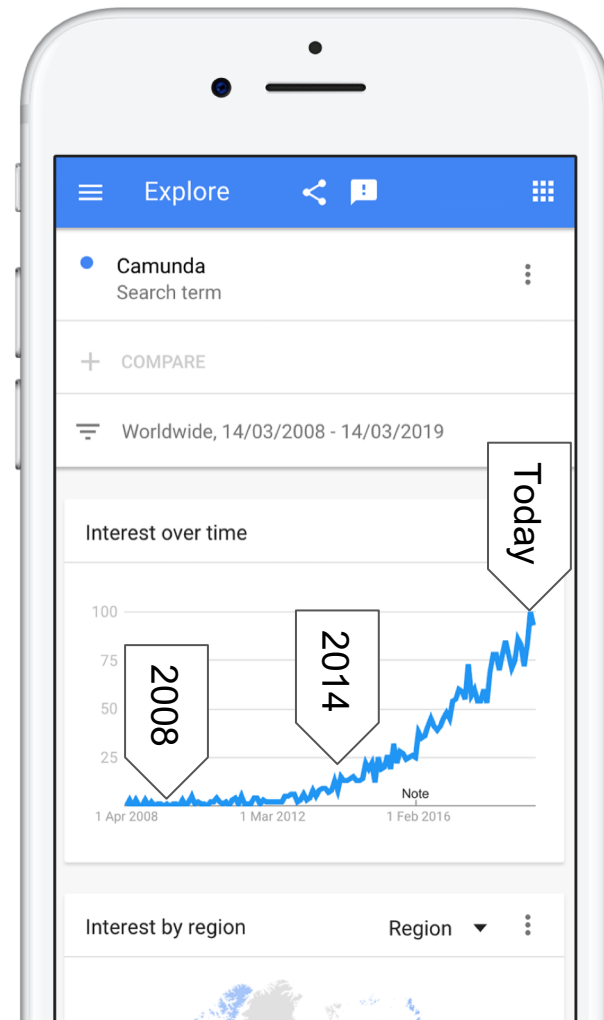
# More than 250 Customers (50% DACH / 20% US / 30% RoW)
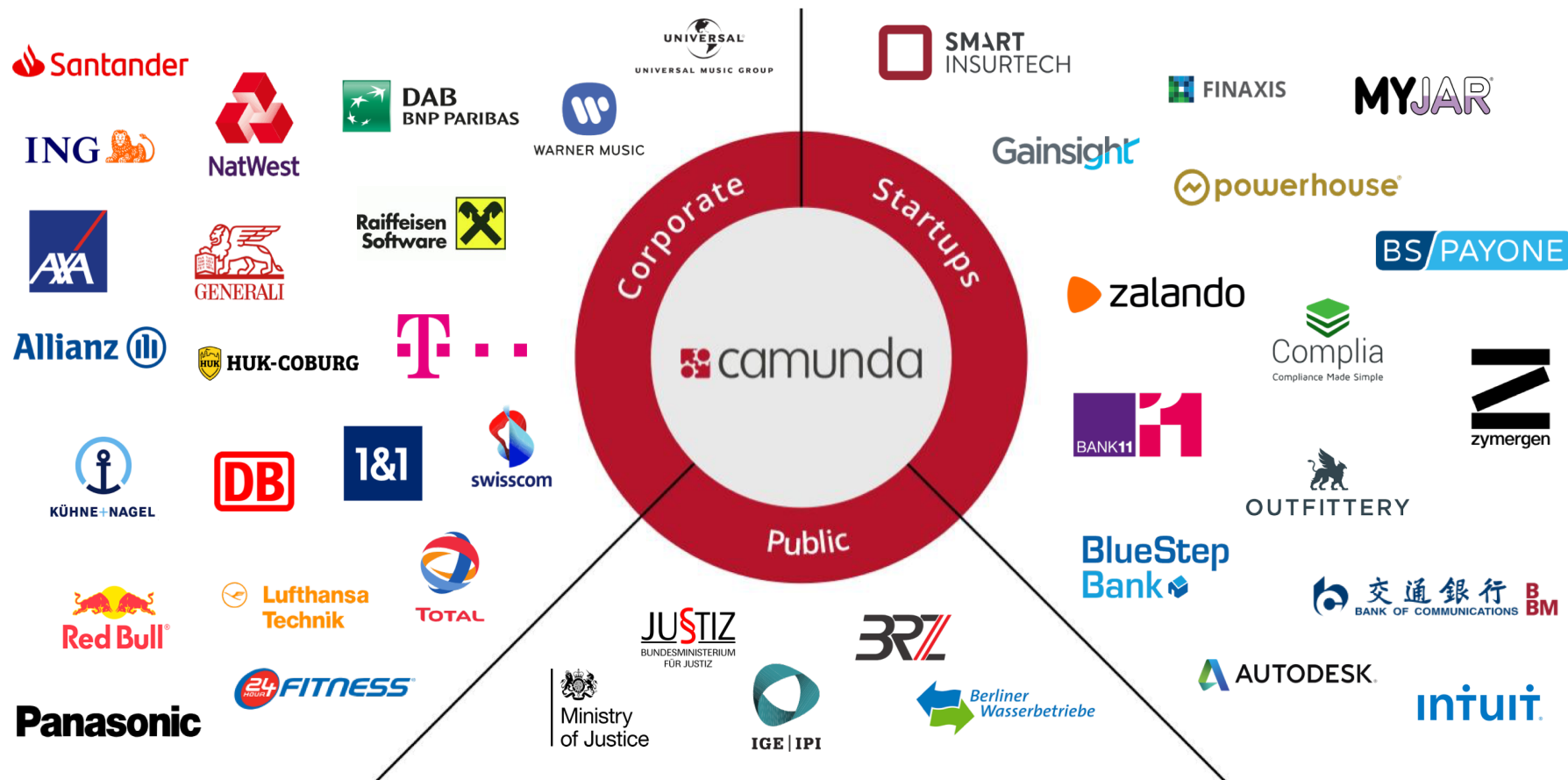
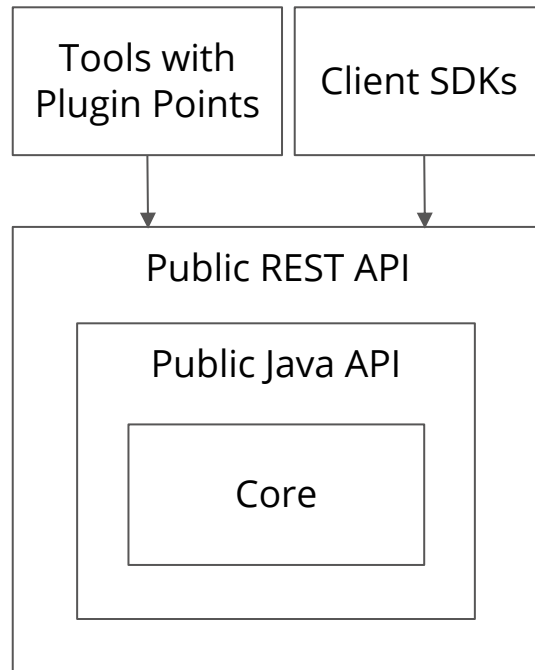# Camunda Introduction

Company

Product

Camunda EE

Roadmap

# Camunda's Flexible Architecture

- Open Source

- Lightweight core engines

- Can be used with any programming language

- Extensive support for Java development (e.g., Spring Boot)

- Cluster-ready and horizontally scalable

| Tools with Plugin Points | Client SDKs |

Public REST API

Public Java API

Core

# Camunda Introduction

Company

Product

Camunda EE

Roadmap

# Camunda Community: Foundation Stack



Cockpit in Community contains only rudimentary feature set.

Modeler

Cockpit

Tasklist

Java / REST API

Workflow Engine

Decision Engine
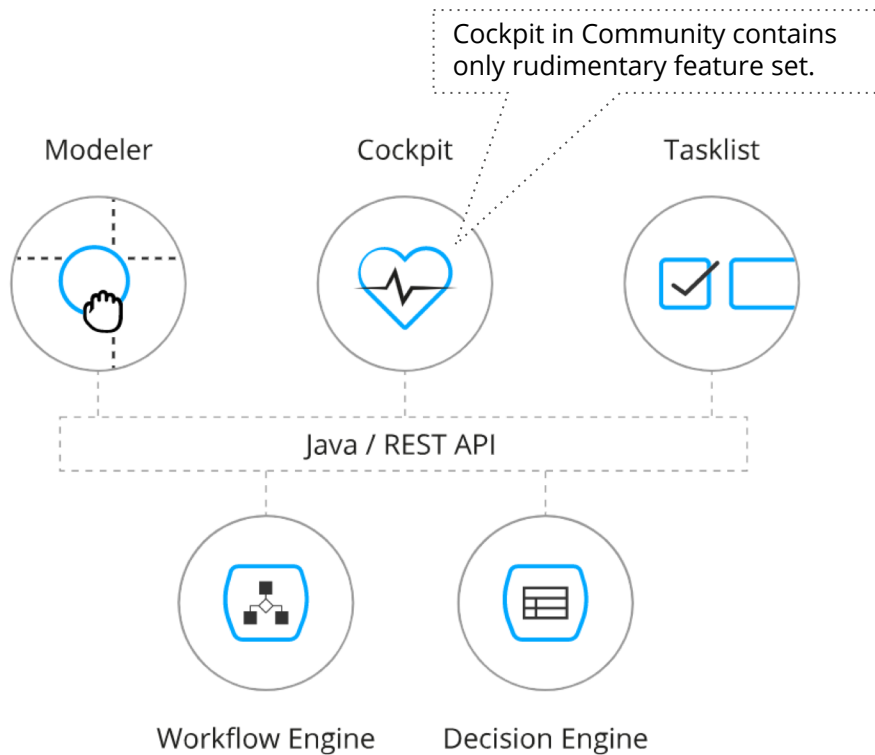
# Camunda Enterprise: Full Stack and Services



Support     Consulting     Training

**Professional Services**

---

**Full Stack**

Cawemo    Modeler    Cockpit    Tasklist    Optimize

Java / REST API

Workflow Engine     Decision Engine
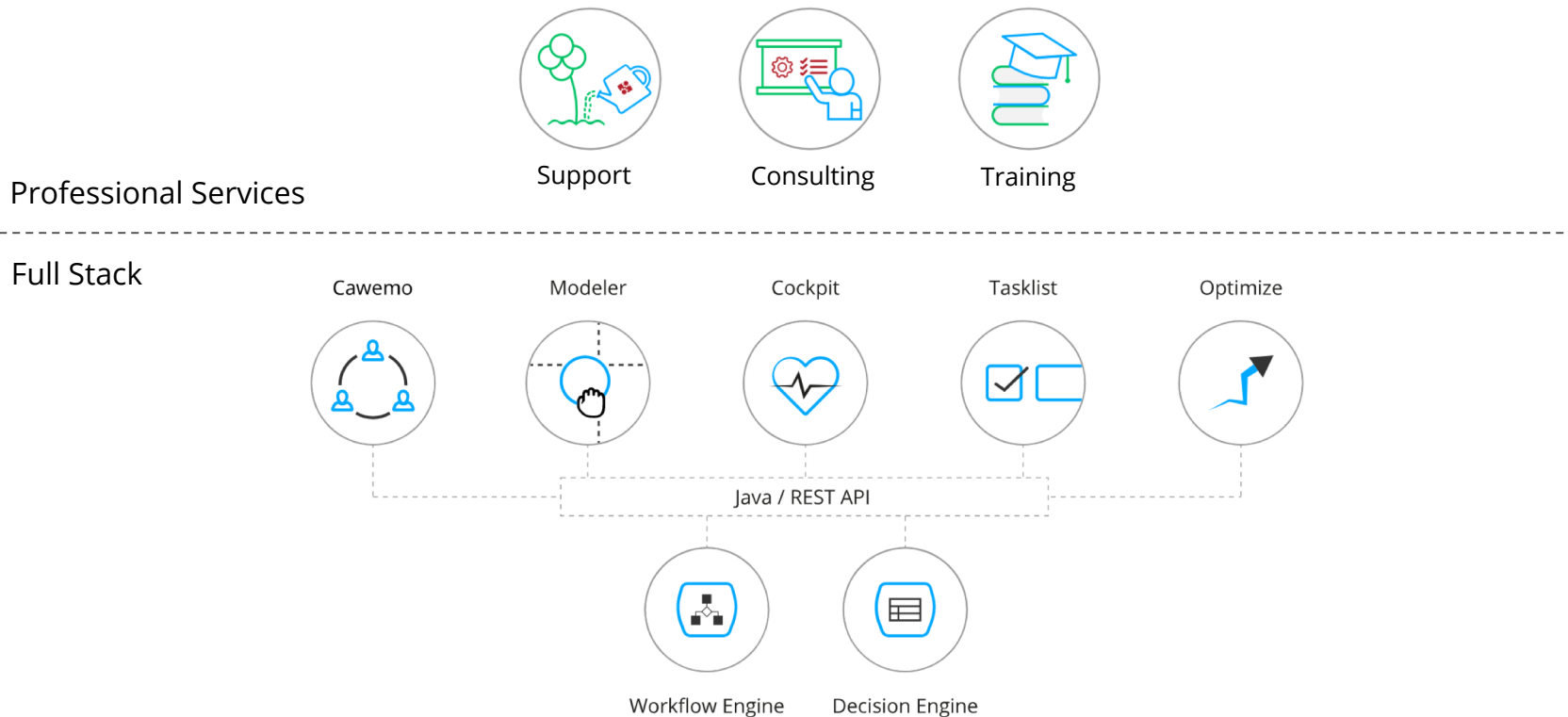
# Camunda Enterprise Value for Project Phases

| | Design | Implement | Operate | Improve |
|---|---|---|---|---|
| **Cawemo** | Design BPMN collaboratively<br>Communicate to Stakeholders<br>Receive Feedback and change Design | | | |
| **Optimize** | | | Provide KPI Reports<br>Setup Alerts | Find Weak Spots<br>Identify Root Causes |
| **Cockpit EE** | Prototyping | Testing | Inspect History Data<br>Handle Incidents<br>Version Migration | |
| **CSM / Consulting** | Learn BPMN/DMN<br>Learn Camunda<br>Architecture Review | Model Reviews<br>Code Reviews<br>Best Practice Patterns | Tech Setup Reviews | BI Best Practices<br>Suggest Improvements<br>Communicate Success |
| **SLA Support** | | How-to Questions<br>Bug Reports<br>Feature Requests | Understand Behavior<br>Bug Reports<br>Feature Requests | |

# Community or Enterprise?

| | Choose **Community**, if... | Choose **Enterprise**, if... |
|---|---|---|
| Solution Complexity | Low | High |
| Criticality to Business | Low | High |
| Project Urgency | Low | High |
| Developer Resources | Abundant | Scarce |

Camunda Community Platform is sufficient, if:

- Automation solution is not complex and/or not business critical
- Time to market is not an issue (low urgency for solution delivery)
- Developer resources are available in abundance

# Camunda License Model

Flexible license model…we grow at your projects pace.

- Perpetual License Subscription

  - Enterprise Software License (Product Stack)

  - Service and Support Agreement

  - Fees are project/volume based

# Support Options

| All Enterprise Support Agreements Include | Optional |
|---|---|
| - Standard SLA support | - Advanced SLA (24x7x365) |
| - Support ticketing system | - Additional Remote Consulting Hours |
|     - Unlimited support tickets | - Additional Support Contacts |
| - Contingent of Remote Consulting Hours | - Kick off training |
| - Support Contacts | |
| - Contractual Warranties | |
| - Maintenance and Patch Releases | |
| - Access to consulting and training services | |

# Camunda Introduction

Company

Product

Camunda EE

Roadmap

# Roadmap for introducing Camunda

| Get Camunda | Implement first Project | Prove Success | Implement next Project(s) |
|---|---|---|---|
| 1-2 Months | 4-6 Months | 1-2 Months | 4-6 Months |

| | |
|---|---|
| **Tasks and Stakeholders** | ➔ Evaluation: Software Developers, Architects<br>➔ Decision: IT Project Lead, CIO / VP Engineering<br>➔ Purchase: Procurement, Legal |
| **Make sure to** | ➔ Do a proof of concept (PoC) by implementing a prototype (3-5 days)<br>➔ Involve procurement and legal asap to avoid unexpected delays<br>➔ Conclude the license contract *before* you start the actual implementation |
| **How we can help** | ➔ Remote and onsite consulting, e.g. for the proof of concept<br>➔ Business case calculation assistance, contact to reference customers<br>➔ Simple and flexible license model that allows to pay-as-you-grow |

# Roadmap for introducing Camunda

| Get Camunda | Implement first Project | Prove Success | Implement next Project(s) |
|---|---|---|---|
| 1-2 Months | 4-6 Months | 1-2 Months | 4-6 Months |

| | |
|---|---|
| **Tasks and Stakeholders** | ➔ Design: Business Stakeholders, Business Analysts, IT Project Leads<br>➔ Implementation: Software Developers, IT Project Leads<br>➔ Go-Live: Software Developers, Technical Operators, IT Project Leads |
| **Make sure to** | ➔ Train all parties involved in BPMN/DMN modeling and in Camunda<br>➔ Develop in short increments with tangible results<br>➔ Avoid technical pitfalls by following Camunda best practices |
| **How we can help** | ➔ Excellent product support and documentation<br>➔ Training and consulting, e.g. architecture review workshops<br>➔ Extensive system integration partner network |

# Roadmap for introducing Camunda

| Get Camunda | Implement first Project | Prove Success | Implement next Project(s) |
|---|---|---|---|
| 1-2 Months | 4-6 Months | 1-2 Months | 4-6 Months |

| | |
|---|---|
| Tasks and Stakeholders | ➜ Operations: Technical operators, software developers<br>➜ Results Review: IT project leads, business stakeholders, CIO / VP Engineering |
| Make sure to | ➜ Define clear KPIs that reflect the initial motivation for the project<br>➜ Track and communicate those KPIs (e.g. with Camunda Optimize)<br>➜ Analyze root causes for missed KPI goals and draw conclusions |
| How we can help | ➜ Provide best practices for process automation KPI<br>➜ Assistance in configuring and leveraging Camunda Optimize |

Thank you