

# Best Practices for introducing Camunda

Camunda Projects 101



## What to expect

- Company
  - Use cases
- Camunda projects
  - Enterprise product stack
  - Added value of Camunda Enterprise subscription

## The Camunda Story

### 2008: Company Founded

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

### 2013: Camunda BPM Open Source Launched

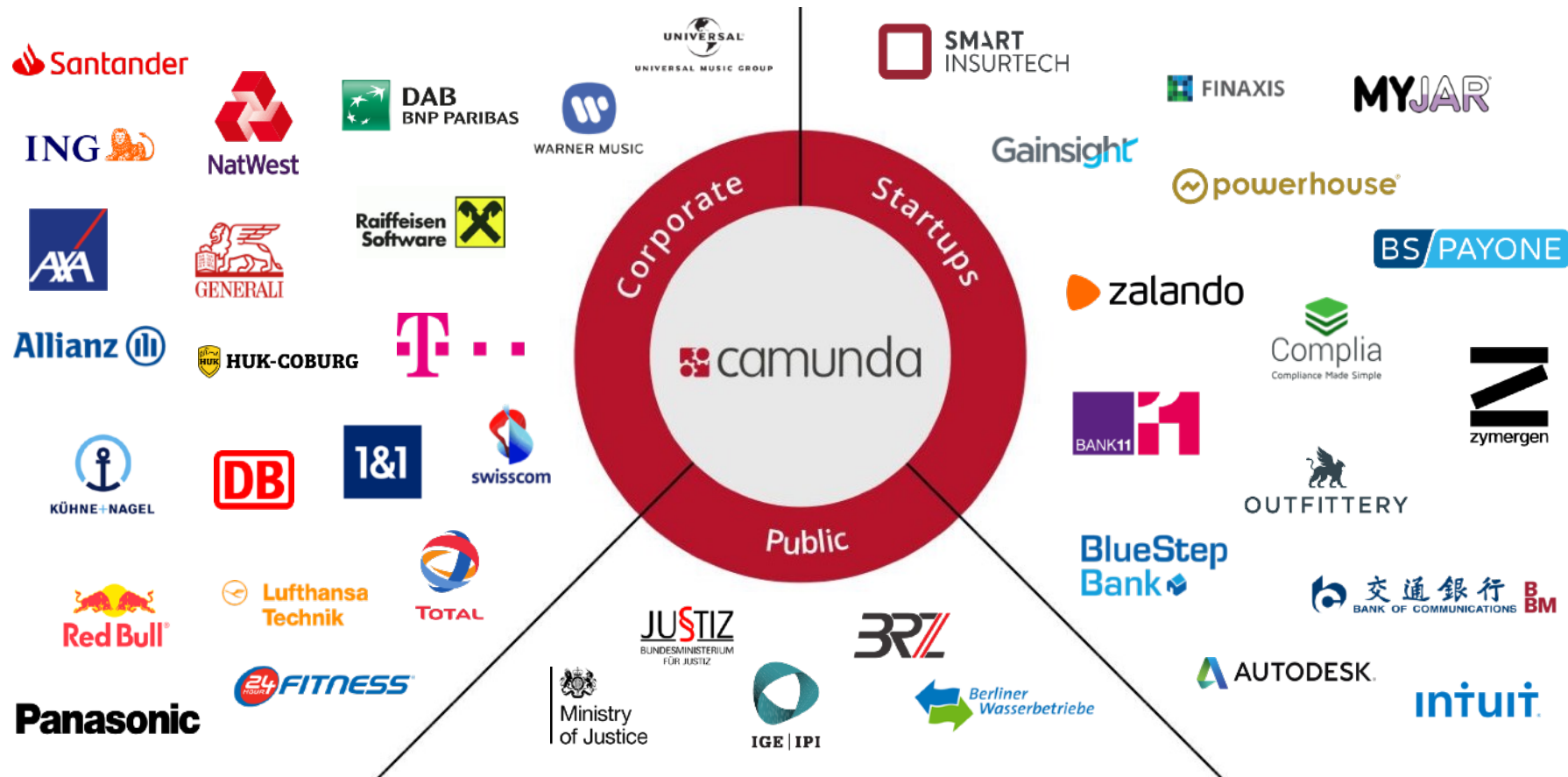
- Advocating “developer-friendly BPM”

### Today: Technology of Choice for Workflow Automation

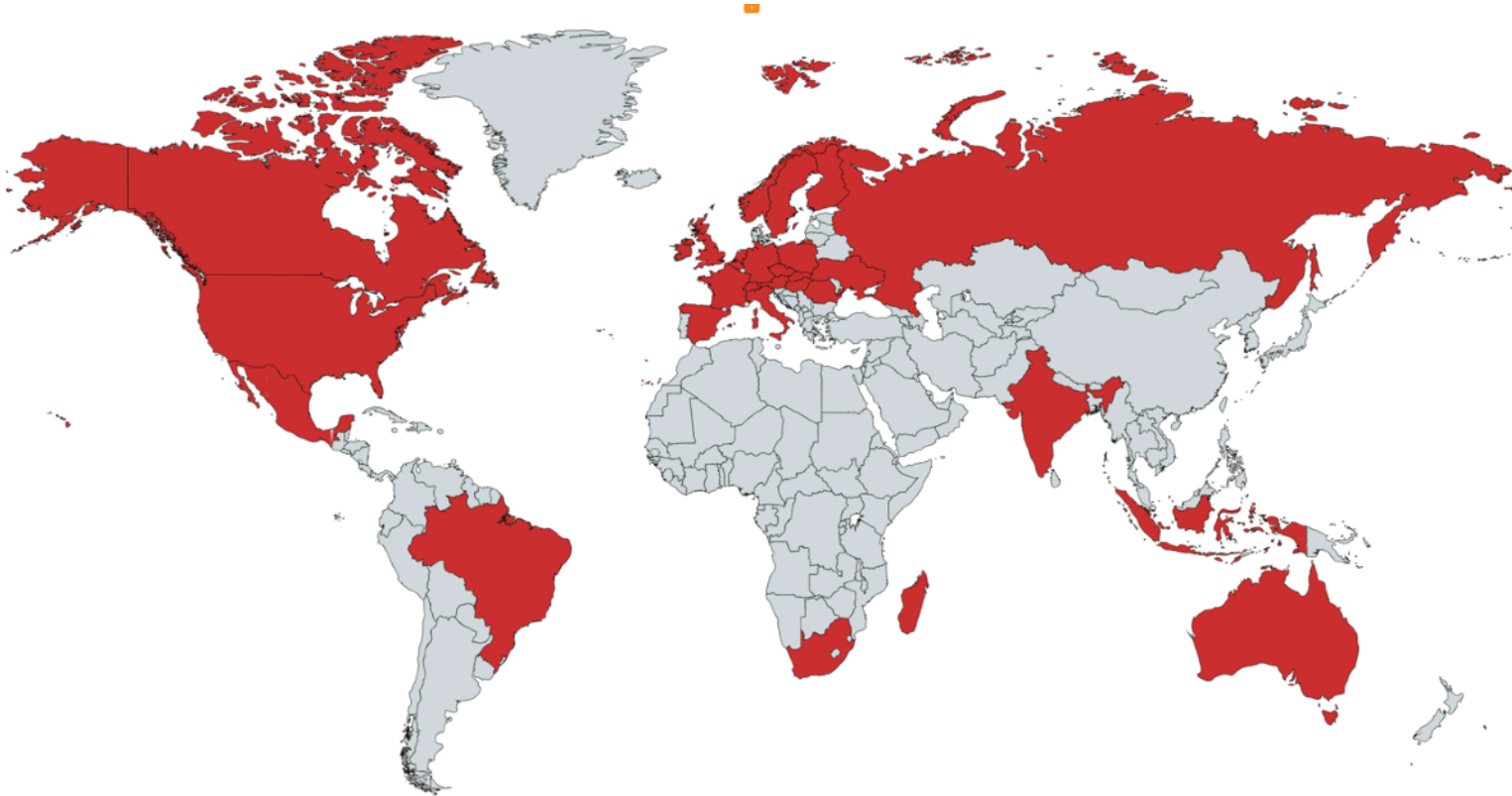
- Thousands of users incl. Goldman Sachs, NASA, ...
- Deloitte Fast 50 in 2017 and 2018
- > 130 Employees in Germany and the United States
- Series A of €25M in November 2018



More than 230 Customers

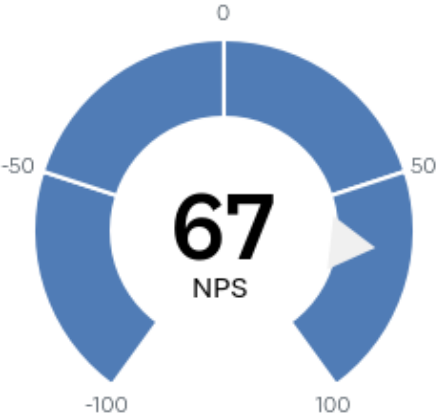


## Global Presence





Strong Product Confirmed by above average Net Promoter Score



This is a great score:

- Apple: 47, Apple Cloud Storage: 62
- Splunk: 50
- Oracle: 25

Detractors (0-6)	Passives (7-8)	Promoters (9-10)	Net Promoter Score
1%	31%	68%	67



## Example: Industries and Use Cases

<b>Industry</b>	<b>Use Case Example</b>
Insurance	Claims Settlement
Telco	Order Management
Finance	Customer Onboarding
Media	Content Distribution
Transport & Logistics	Capacity Management

## Industry Example: Insurance

### Typical Use Cases

- Insurance Request Processing
- Underwriting
- Claims Settlement

### Typical Triggers

- Frustration with existing BPMS/Workflow solution
- Time to Market
- Operational Efficiency
- Lack of Stability (Performance)
- Lack of Business IT Alignment
- Digital Transformation Projects

### Camunda Customers





## Industry Example: Finance

### Typical Use Cases

- Customer Onboarding
- Loan Origination
- Offer Management

### Typical Triggers

- Frustration with existing BPMS/Workflow solution
- Time to Market
- Operational Efficiency
- Lack of Stability (Performance)
- Lack of Business IT Alignment
- Digital Transformation Projects

### Camunda Customers



## Industry Example: Telecommunication

### Typical Use Cases

- Order Management (BSS, OSS)
- Network Management (OSS)
- Customer Service (BSS)

### Typical Triggers

- Frustration with existing BPMS/Workflow solution
- Time to Market
- Operational Efficiency
- Lack of Stability (Performance)
- Lack of Business IT Alignment
- Digital Transformation Projects

### Camunda Customers



## Industry Example: Media

### Typical Use Cases

- Digital Content Distribution

### Typical Triggers

- Frustration with existing BPMS/Workflow solution
- Time to Market
- Operational Efficiency
- Lack of Stability (Performance)
- Lack of Business IT Alignment
- Digital Transformation Projects

### Camunda Customers



The Telegraph

## Industry Example: Transport & Logistics

### Typical Use Cases

- Import/Export
- Shipment
- Capacity Management

### Typical Triggers

- Frustration with existing BPMS/Workflow solution
- Time to Market
- Operational Efficiency
- Lack of Stability (Performance)
- Lack of Business IT Alignment
- Digital Transformation Projects

### Camunda Customers



## Typical Camunda Projects

### Project Types:

- Automate manual / paper-based work
- Migrate existing workflows from
  - ...legacy BPMS
  - ...product with embedded workflows
  - ...homegrown workflows
- Add workflows to software product
- Provide centralized workflow infrastructure

### Project Goals:

- Increase customer satisfaction, e.g. with faster processing
- Provide process transparency
- Increase flexibility to reduce time-to-market
- Reduce costs
- Higher throughput and scalability
- Customization layer for workflows (domain specific low-code platforms)

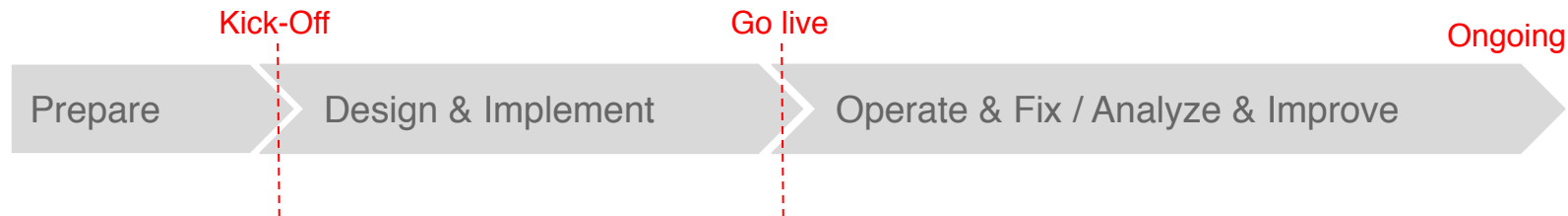
## Typical Project Characteristics

Duration:	Three - Nine Months
Typical Setups:	In-house / In-house plus Contractors / Solution provider
Team Roles:	Software Developers, Enterprise Architects, Project Managers, Business Analysts

### Critical Success Factors:

- Agile development approach (lean, incremental, ...)
- Close collaboration between business and IT
- BPMN and DMN proficiency for all participants
- Resilient and scalable technical architecture
- Sufficient software development skills and capacities
- Strong stakeholders buy-in and project marketing

## Project Stages



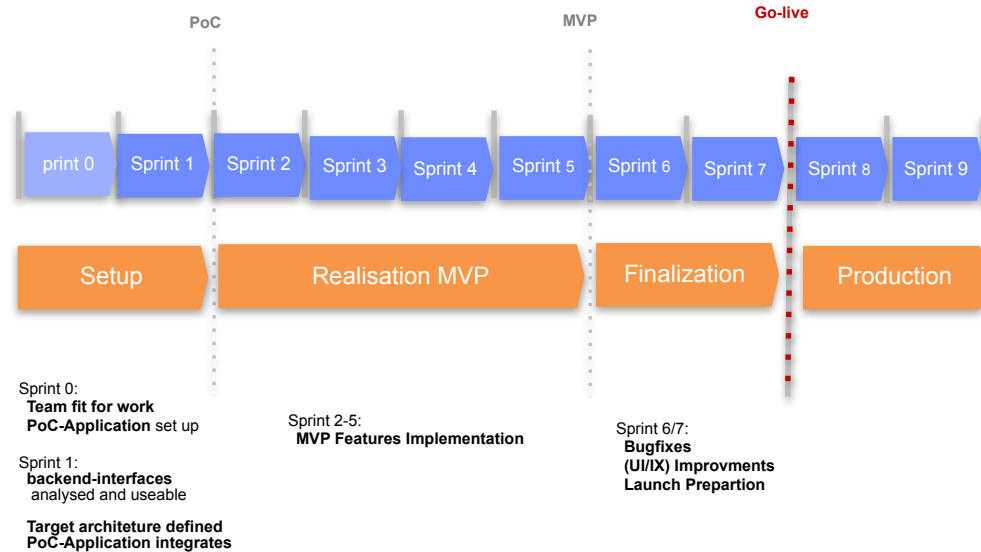
Prepare	Define project vision, evaluate platform options, setup project infrastructure
Design & Implement	Understand requirements, specify, build and test the solution.
Operate & Fix	Operate the solution in production, monitor availability and handle incidents.
Analyze & Improve	Review business value of the solution, find room for improvement.

# Typical Camunda Project Timeline (Courtesy of WDW)



**4 – 6 Months**

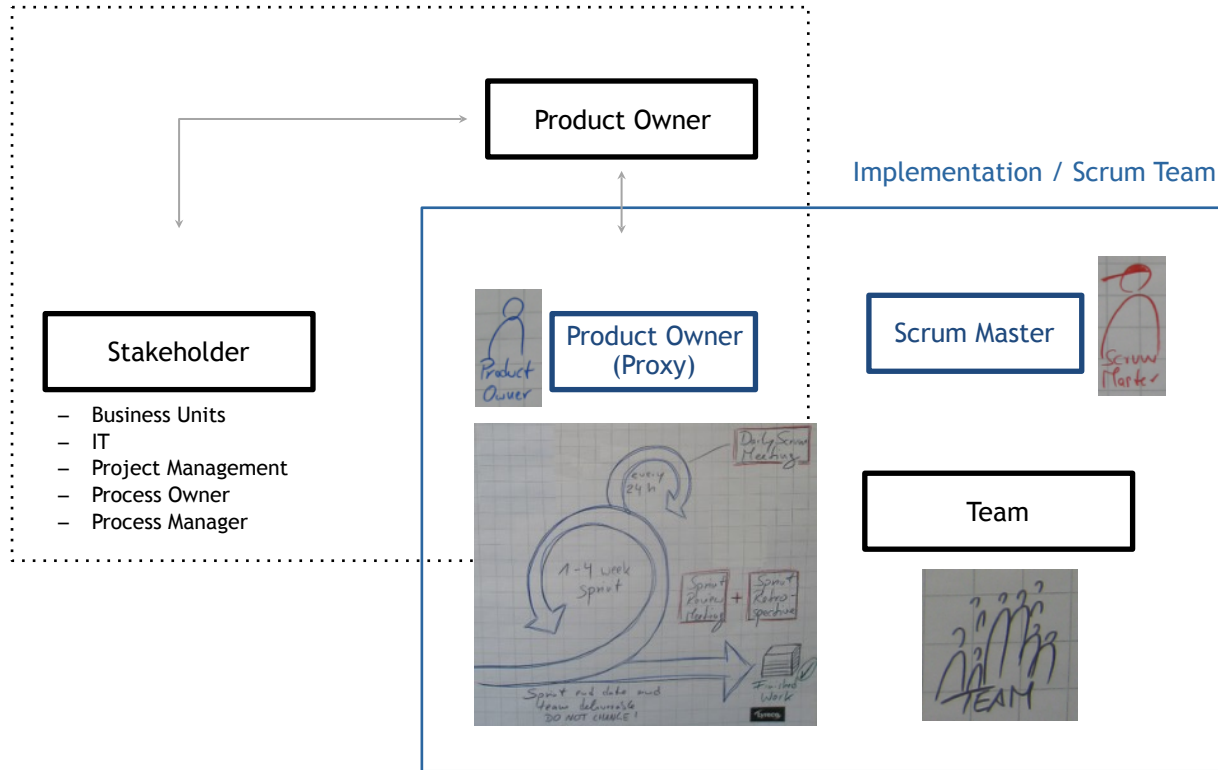
**8 – 12 Sprints (each 2 weeks)**





# Typical Camunda Project Setup (Courtesy of WDW)

## Customer / Business Unit



**1 Product Owner**  
**From the Business unit**

**1 Proxy Product Owner**  
**with Scrum**  
**Experience**



**1 (Part-Time) Scrum Master**

**3 – 6 Developers**  
**Full-Stack**  
**1-2 Camunda**

**Experts**

## Other Partner Examples



Partner	Customer	Automation Scope	Project Duration	Project Team
	Panasonic	European Workflow Platform, Highly configurable approval processes for National Sales Companies (replacing Lotus Notes solutions)	12 Months	Product Owner 4 BPM Developers / Architects 2 Frontend Developer Business Unit Representatives
	Financial Services Provider	Several core business processes	6 Months	Project Lead, Requirements Engineer, 2 Camunda Developers (who also did process analysis)
	Daimler AG	Global standardization and optimization of discounting procedures for Truck sales (Replacing a Lotus Notes based solution)	> 12 Months	1 Product Owner 5 Developers (1 Camunda Expert) Different Business Units Reps (markets / countries)



## Topics

### Typical Camunda Projects

Preparation and Kick-off

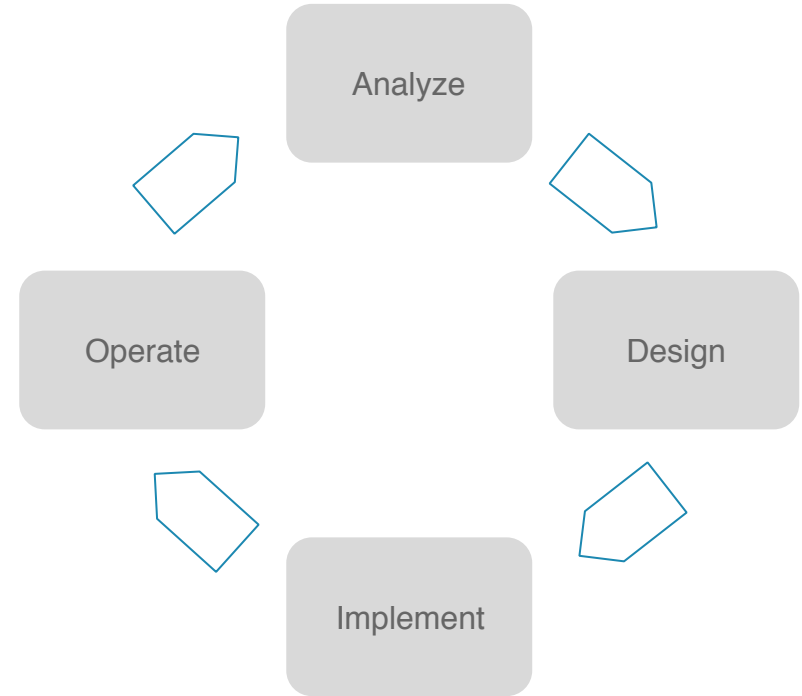
Design and Implementation

Go-Live and Operations

Continuous Improvement

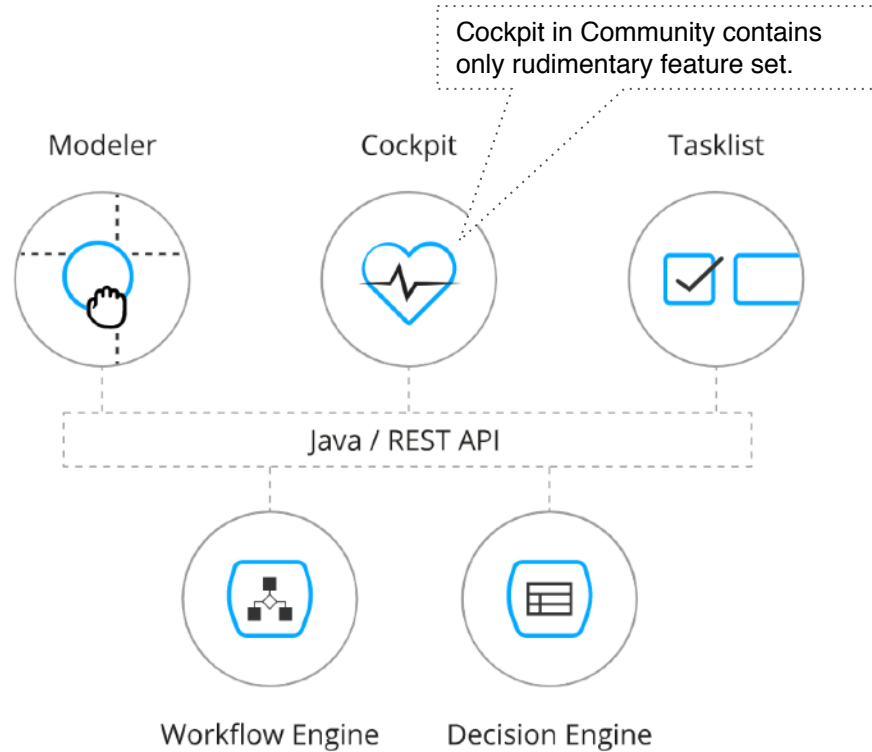
## Process Automation Cycle

Automating your core business requires you to continuously iterate your processes in order to learn and improve.

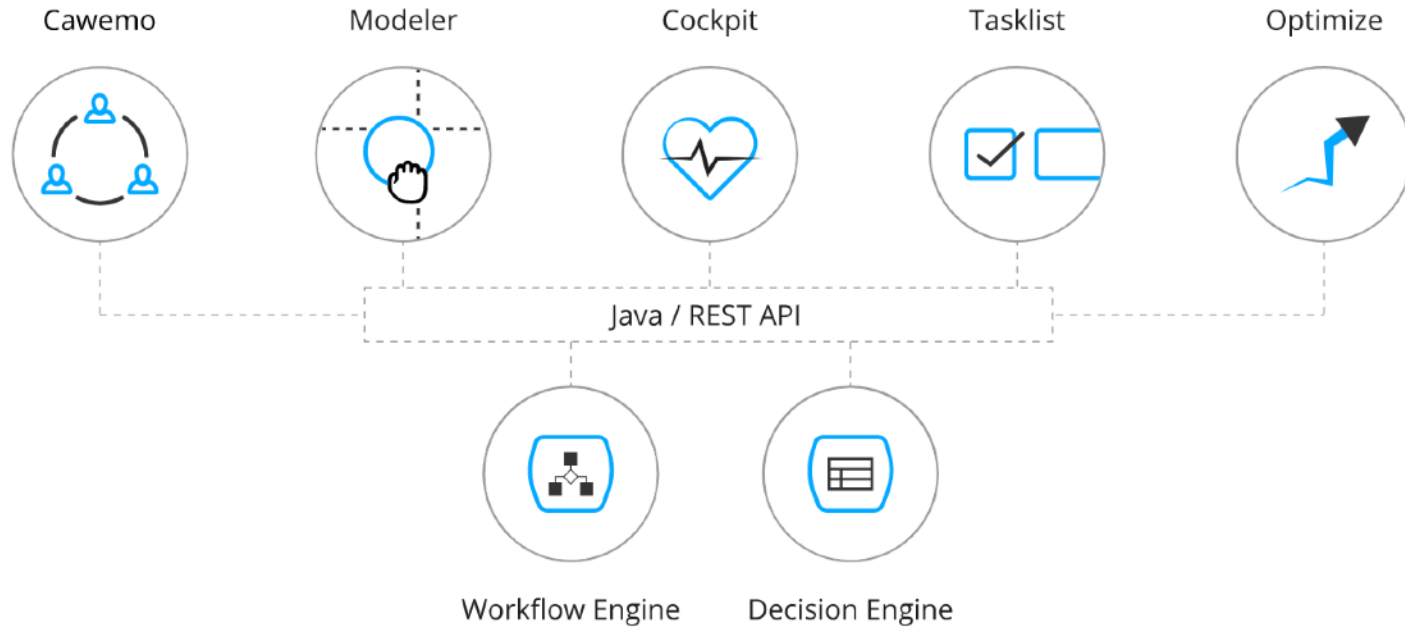


Community or Enterprise?

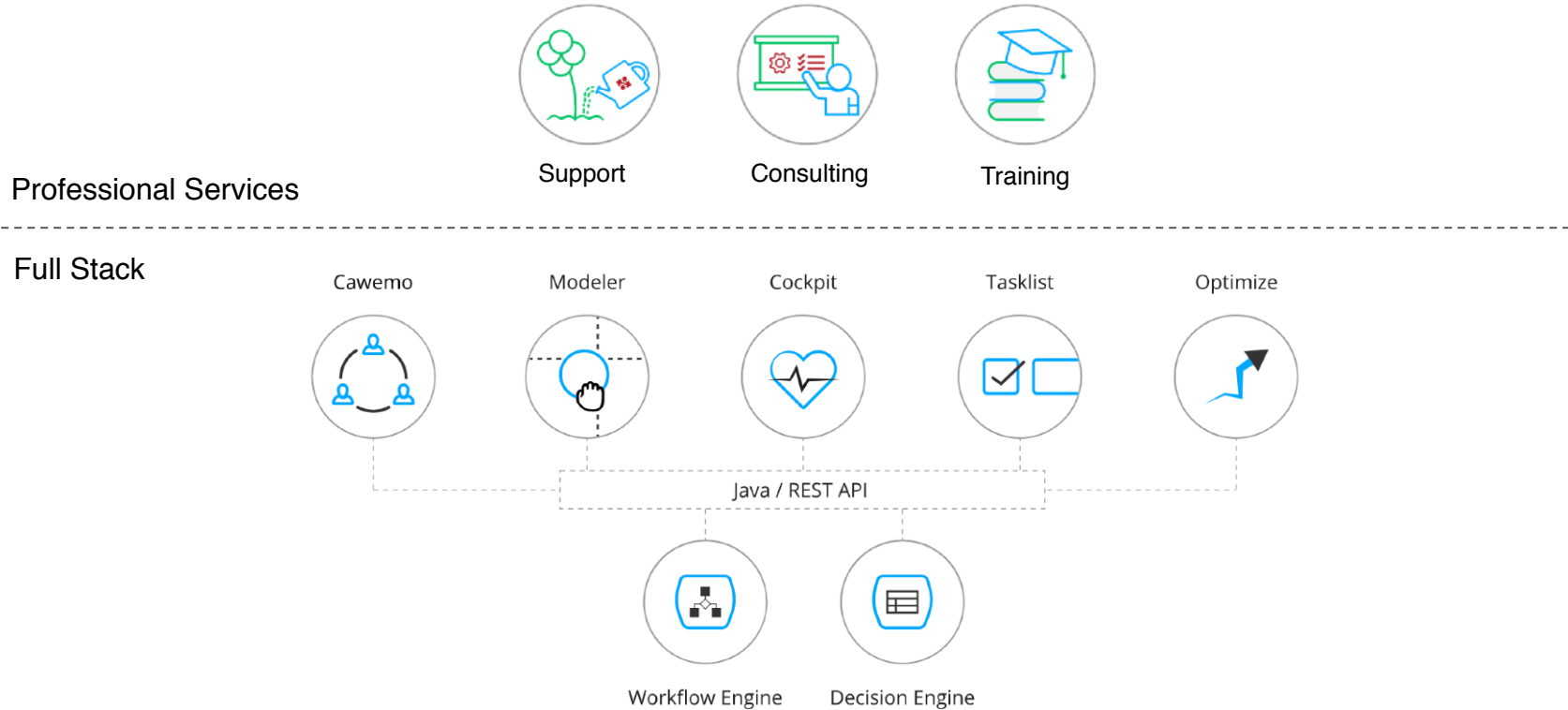
## Camunda Community: Foundation Stack



## Camunda Enterprise: Full Stack



## Camunda Enterprise: Full Stack and Services





## Community or Enterprise?

	Choose <b>Community</b> , if...	Choose <b>Enterprise</b> , if...
Solution Complexity	Low	High
Criticality to Business	Low	High
Project Urgency	Low	High
Developer Resources	Abundant	Scarce

Camunda Community Platform is sufficient, if:

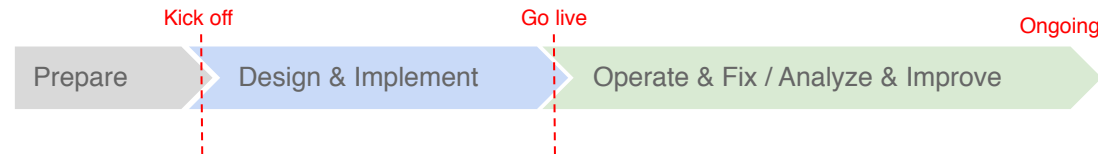
- Automation solution is not complex and/or not business critical
- Time to market is not an issue (low urgency for solution delivery)
- Developer resources are available in abundance

Q: What is the right time to sign up for Enterprise?

**Answer: As soon as you kick off your project.**

The success of your project is determined by the decisions you make in the beginning. This includes technical architecture, but also the actual understanding of business requirements and the buy-in from the business stakeholders. The later you recognize your errors, the more difficult it will be to correct them.

Working with Camunda Enterprise makes sure you put things on the right track from day one.



“Switching from Camunda Community to Enterprise accelerated the progress in our Camunda related IT project. Having a Camunda consultant on-site for only 3 days helped us to answer so many questions that we were struggling with on our own for months.”

- David Wery, Technical Team lead,  
TOTAL (Lampiris)

## Things to have in place before Kick-off

### General

- ☐ Clearly defined and documented project vision
- ☐ SMART objectives (e.g. based on OKR methodology)
- ☐ Necessary Budget allocated and secured
- ☐ Completed evaluation of potential solution platforms, including PoC / a working prototype
- ☐ Clearly committed project team with sufficient skills and secured availabilities
- ☐ A specific, realistic and resilient project roadmap with defined milestones
- ☐ Managed expectations (aligned with vision and objectives) from project stakeholders

### Camunda

- ☐ Camunda Enterprise Platform available and ready to use
- ☐ All license contracts completed (mutually signed)
- ☐ Camunda consulting involvement clarified and availability secured



Topics

Typical Camunda Projects

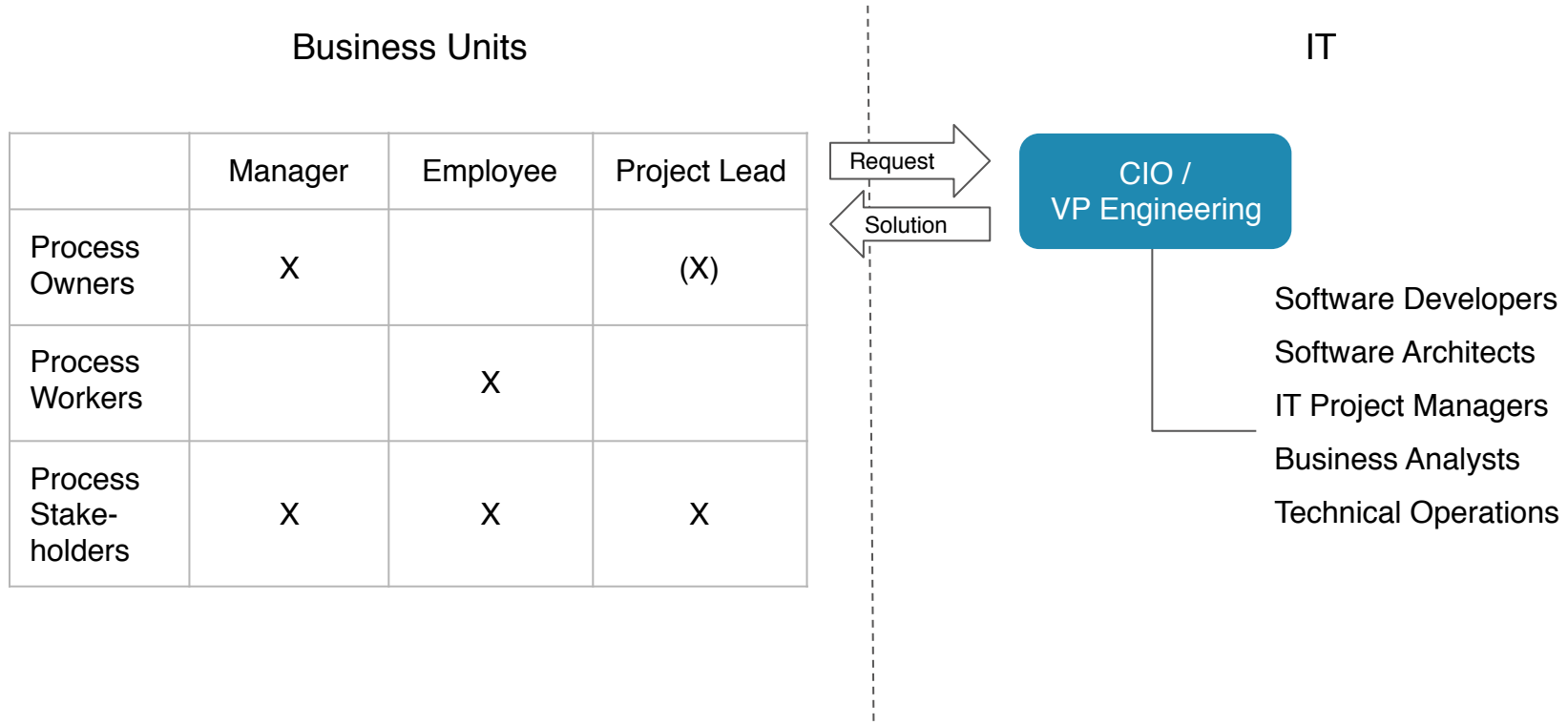
Preparation and Kick-off

Design and Implementation

Go-Live and Operations

Continuous Improvement

Business Units request process automation solutions => Projects



## Challenges and Potential Solutions

Risk / Problem	Impact	Camunda Enterprise Value
Many stakeholders are involved, and it is difficult to collect their requirements and communicate the proposed solution.	<p>Misunderstandings that require clarification and lead to project delay.</p> <p>Limited buy-in from stakeholders can sabotage the project at later stages.</p>	<p>Cawemo: Collaboration hub for workflow automation projects. Allows you to involve all stakeholders in process model discussions.</p> <p>Training/Coaching: How to use BPMN and DMN to gather requirements and get business and IT together.</p>



<https://camunda.com/products/cawemo/>

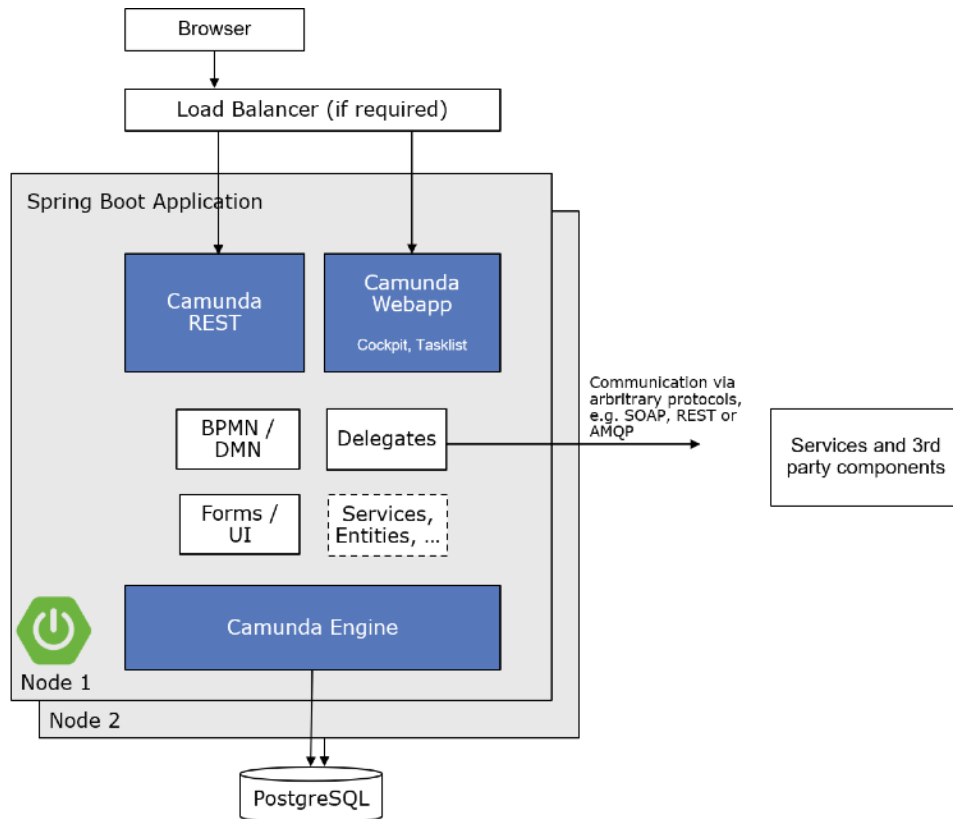
## Challenges and Potential Solutions

Risk / Problem	Impact	Camunda Enterprise Value
Project team has limited experience with Camunda	<p>Uncertainty about how to design the architecture and implement specific requirements =&gt; project delay</p> <p>Bad decisions can impact scalability / reliability in production (e.g., due to performance issues)</p>	<ul style="list-style-type: none"> <li>• Dedicated Customer Success</li> <li>• Training and Coaching</li> <li>• Product Support</li> <li>• Advice on how-to</li> <li>• Model Reviews (BPMN, DMN)</li> <li>• Architecture Reviews</li> <li>• Code Reviews</li> <li>• Best Practice Patterns</li> </ul>



<https://camunda.com/services/>

## Potential Greenfield Stack (for Java Shops)



1. Start your process automation project as a [Spring Boot](#) application, using the Camunda Spring Boot starters for the [REST API](#) and the [Web applications](#).
2. Build your project with [Maven](#).
3. Use [Eclipse](#) as IDE,
4. Use the [Enterprise Edition](#) of the camunda-engine and the camunda-webapp.
5. Use [OpenJDK 11](#) as Java runtime.
6. Model the processes with the [Camunda Modeler](#)
7. Add your process models and the java code to the project
8. Use the H2 file based java database for development. We strongly discourage that multiple developers share the same database during development as this can lead to a multitude of problems.

Running the process application in production:

1. Use [PostgreSQL](#) - or the database you already operate.
2. Secure the Rest-API. See [this example](#)
3. Run the process application by copying the jar-file to the server and start it with `java -jar YourProcessApplication.jar`



## Challenges and Potential Solutions

Risk / Problem	Impact	Camunda Enterprise Value
Bugs in Camunda	Can delay or stop the solution development.  Fixing bug yourselves is time consuming and expensive.	Product Support: Report problem, <i>validate that it is actually a bug</i> , learn about alternative solutions, prioritization of bug fixes, patch release provisioning
Missing Features in Camunda	Can delay or stop the solution development, sometimes unexpectedly due to late discovery.	Product Support: Request Feature, will be considered by product management, if approved will be put on product roadmap (short or mid term)



<https://camunda.com/services/>

## Case Study: Allianz Life, Indonesia



“We have never once questioned our decision to adopt Camunda BPM as a platform and make Camunda our BPM partner. Our developers could implement all necessary specifications very quickly. Our transition to the BPM world was successful and without any problems. And this is due to the excellent project support provided by Camunda from 10000 km away and across six time zones. These are the points that make Camunda one of our most valued suppliers:

- definite commitments, that are kept at all times
- clear communication, especially when problems arise
- quick responses to all questions and inquiries
- flexible project support, for example process review, coaching by remote sessions and on-site consulting

Our IT-management team as well as our developers agree that adopting this lightweight process engine with its excellent performance was the right decision.”

- Jörg Sauer, Head of Application Development



## Topics

Typical Camunda Projects

Preparation and Kick-off

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# Performance Is a Difficult Topic

- It **always** depends
  - On hardware
  - On software environment (OS, Java, App Server, Database, ...)
  - On Service Tasks in the process
  - On network topology (e.g. remote database, web services, ...)
  - On concurrent requests, database load, ...
- There is no simple answer to performance
- We **always succeed** – in each and every real-life situation
  - Handling millions of process instances / day
  - Handling more than 1.000 process instances / second
  - Handling thousands of parallel users
  - Handling thousands of parallel process instances while guaranteeing a maximum processing time of a few seconds

## Case Study: T-Mobile Austria, 4x faster product to market

Download: <https://camunda.com/case-studies/t-mobile-austria/>



T-Mobile Austria: Bringing new products to market 4x faster with workflow-enabled agility

The Austrian mobile operator constantly delivers new innovations in a highly competitive market through Camunda BPM.



T-Mobile Austria is one of Austria's largest telecommunications providers. It serves around 7.5 million customers, with 97% of users accessing fast LTE reception. Workflow automation offers a key opportunity for differentiation when innovating for customers.

T-Mobile Austria's more than 40 core back-end systems are critical to the company's operations. Camunda BPM connects to these systems via the Java API and REST API, providing an agile and adaptable layer in the architecture. There are nearly 100,000 process instances running on Camunda any given day.

Camunda makes it possible to connect and orchestrate different combinations of back-end systems for the delivery of a new product or service. Workflows are defined in BPMN to document and manage these integrations, leading to stronger business and IT alignment and increased transparency.



Topics

Typical Camunda Projects

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## Challenges and Potential Solutions

Risk / Problem	Impact	Camunda Enterprise Value
No Business Reporting	Business stakeholders have no insights into how their business processes actually perform. Lack of transparency leads to emotional disconnect and limited value recognition of the solution	Optimize: Business stakeholders can create reports in self-service, including BPMN heat maps that illustrate process behavior, but also general bar, line, and pie charts.
No Business Activity Monitoring	Mission-critical business processes may be correctly automated, but business results are breaking down (example: sudden drop in incoming orders). Businesses need a way to monitor critical KPI.	Optimize: Real-time monitoring capabilities provide updates within seconds. Business stakeholders can put together their own dashboards (e.g., for operation rooms) and define alerts that send emails if critical thresholds are exceeded.



<https://camunda.com/products/optimize/>

## Case Study: Visana Health Insurance

### Situation

- 820,000 Customers
- 32,000 Documents per Day

### Project Objectives

- Insurance Policies within 20 minutes
- Claim Settlement within 8 business days

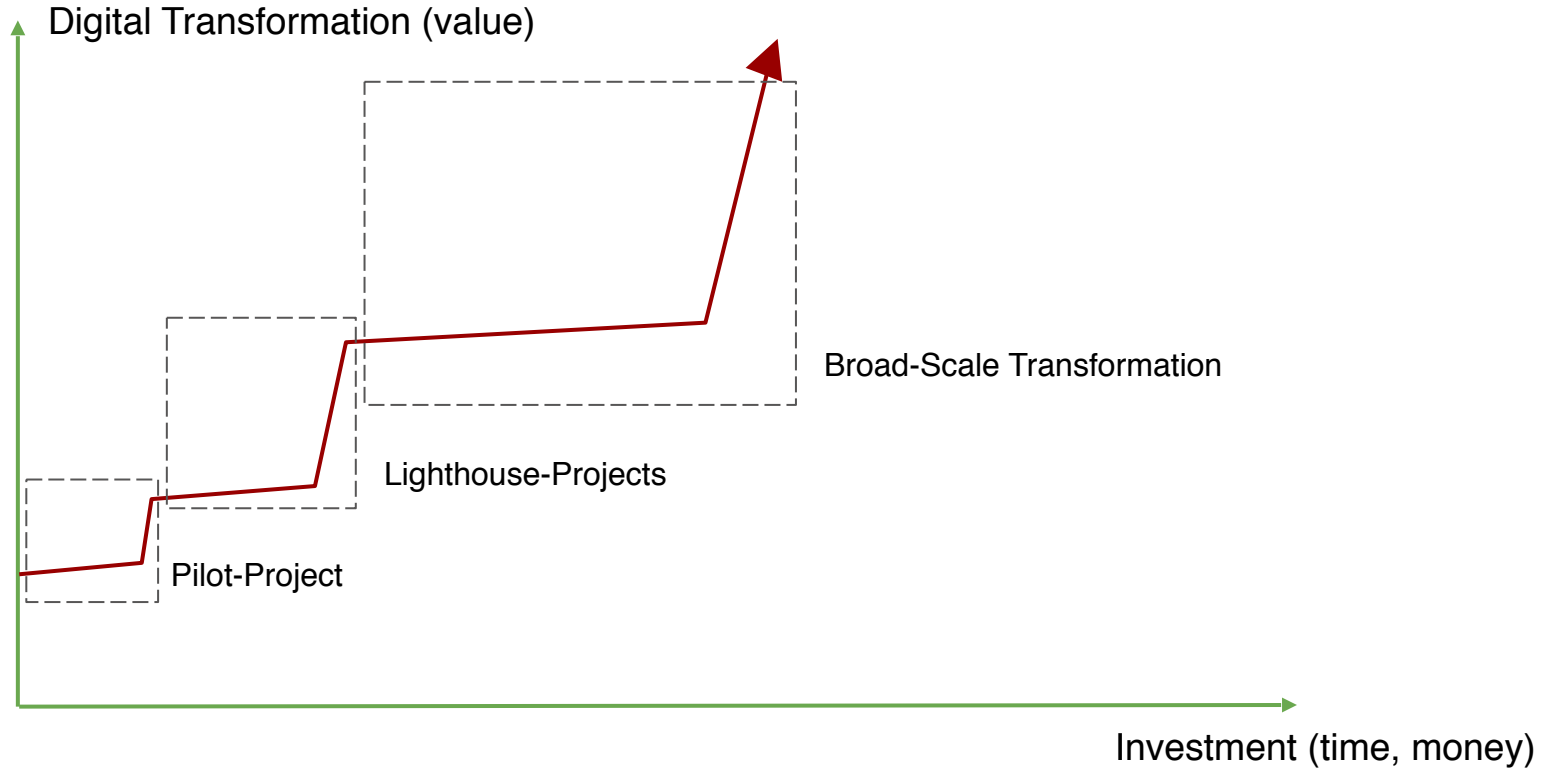
### Camunda Enterprise

- Introduced 2016
- Core process automation engine
- Sales, Settlement, Master Data Management
- Migrating from Batch to Single Instance
- Progress transparency for customers
- Continuous Process Improvement w/ Optimize



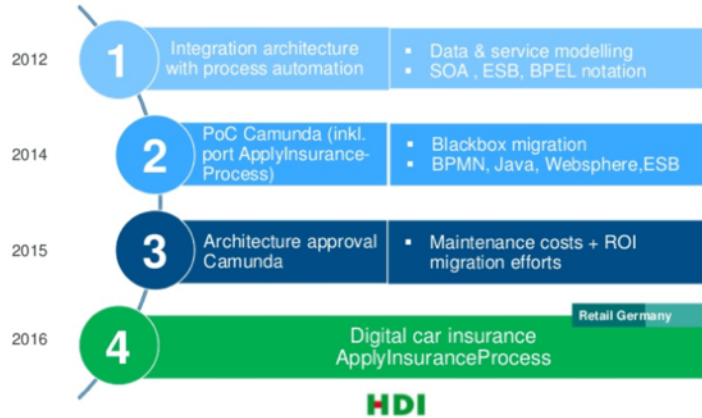


## The Path to a successful Digital Transformation



## Talanx: Third-largest Insurer in Germany

### Milestones of process automation 1/2

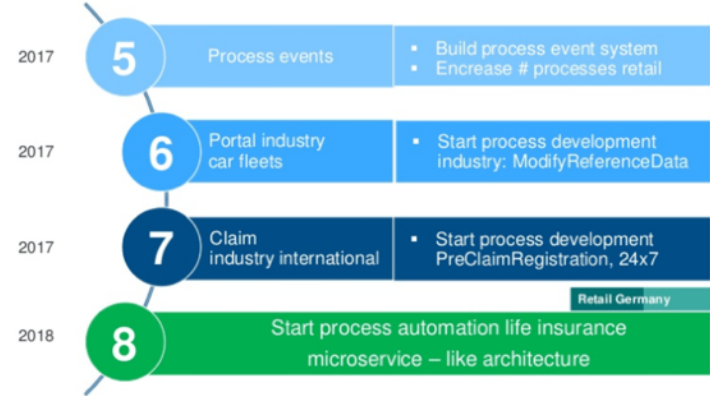


Our Journey to the Digital World of Insurance

**talanx.**  
Systeme



### Milestones of process automation 2/2



Our Journey to the Digital World of Insurance

**talanx.**  
Systeme



Watch: [https://www.youtube.com/watch?v=W\\_PfV7usW4A](https://www.youtube.com/watch?v=W_PfV7usW4A)

... and do not forget to celebrate Success!

Case study: Goldman Sachs  
Workflow at an enterprise scale

40,000	5,000	2,000,000	1,000	14,000
TOTAL USERS (100% OF THE FIRM)	DAILY USERS	NEW ACTIVITIES DAILY	PLATFORM DEVELOPERS	UNIQUE ACTIVE WORKFLOWS

Connection Platform

API GATEWAY

APIs

Connectors

Kafka

Camunda



Projects from Goldman Sachs, Generali Insurances and Deutsche Bahn being presented at CamundaCon in Berlin

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