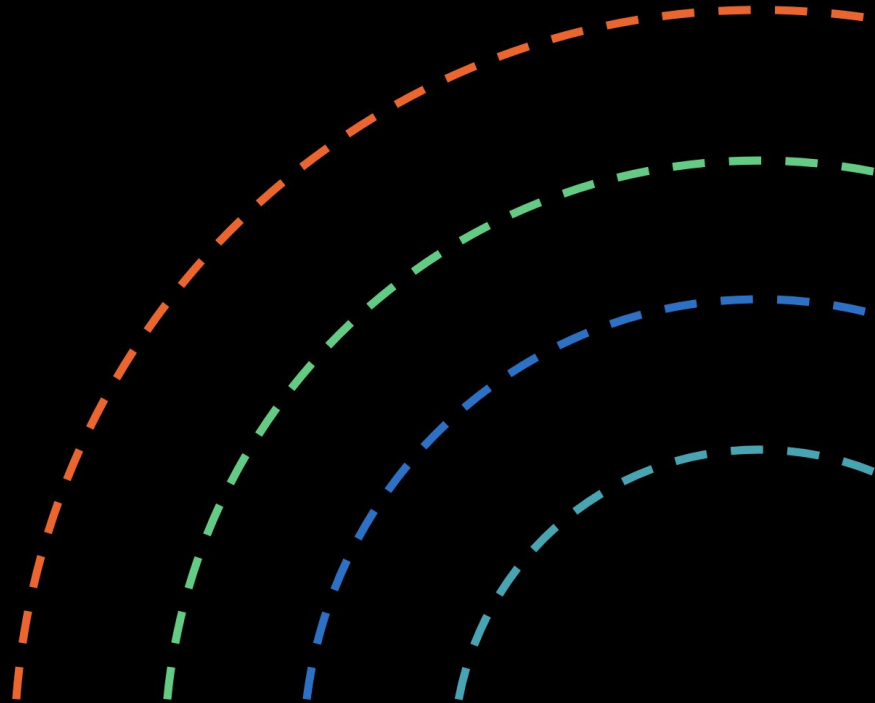


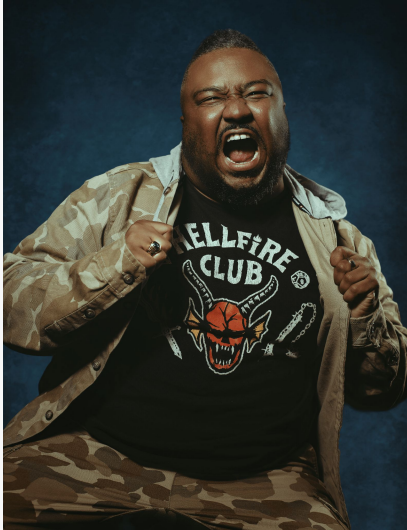
CAMUNDA

From Diagrams to Production via Process Orchestration

Masterclass WebSummit 2024



Who's this Guy?



Jacob Plicque

@DuvalKingJacob

He/Him

- Sr. Developer Advocate @Camunda
- From: Jacksonville, FL
- Fun Fact: Loves Video Games, Huge Nerd, Tabletop RPG Fan (like Dungeons and Dragons) has a Dice Collection in the Thousands

Who am I?



Samantha Holstine

@sholstine620

she/her

- Developer Advocate @ Camunda
- Denver, CO, United States
- Fun fact: I'm a dance fitness and studio rowing instructor in my free time

Agenda

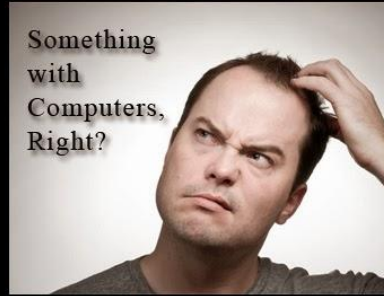
- Developers and Architects: a world apart?
- How can Architects and Developers work together?
- What is Process Orchestration?
- How Process Orchestration fills the gaps between both roles



Enterprise Architect



What my friends think I do



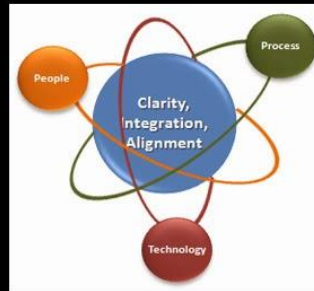
What my family thinks I do



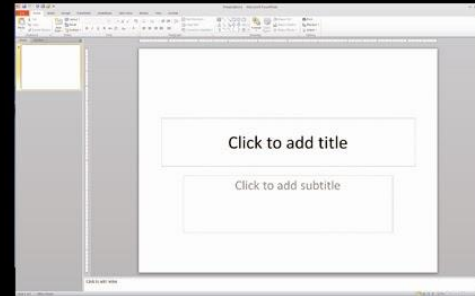
What developers think I do



What my company thinks I do



What I think I do



What I actually do

Developer



What my friends think I do



What my mom thinks I do



What society thinks I do



What my boss thinks I do



What I think I do



What I actually do

Example: Claim handling



Scenario



C Suite

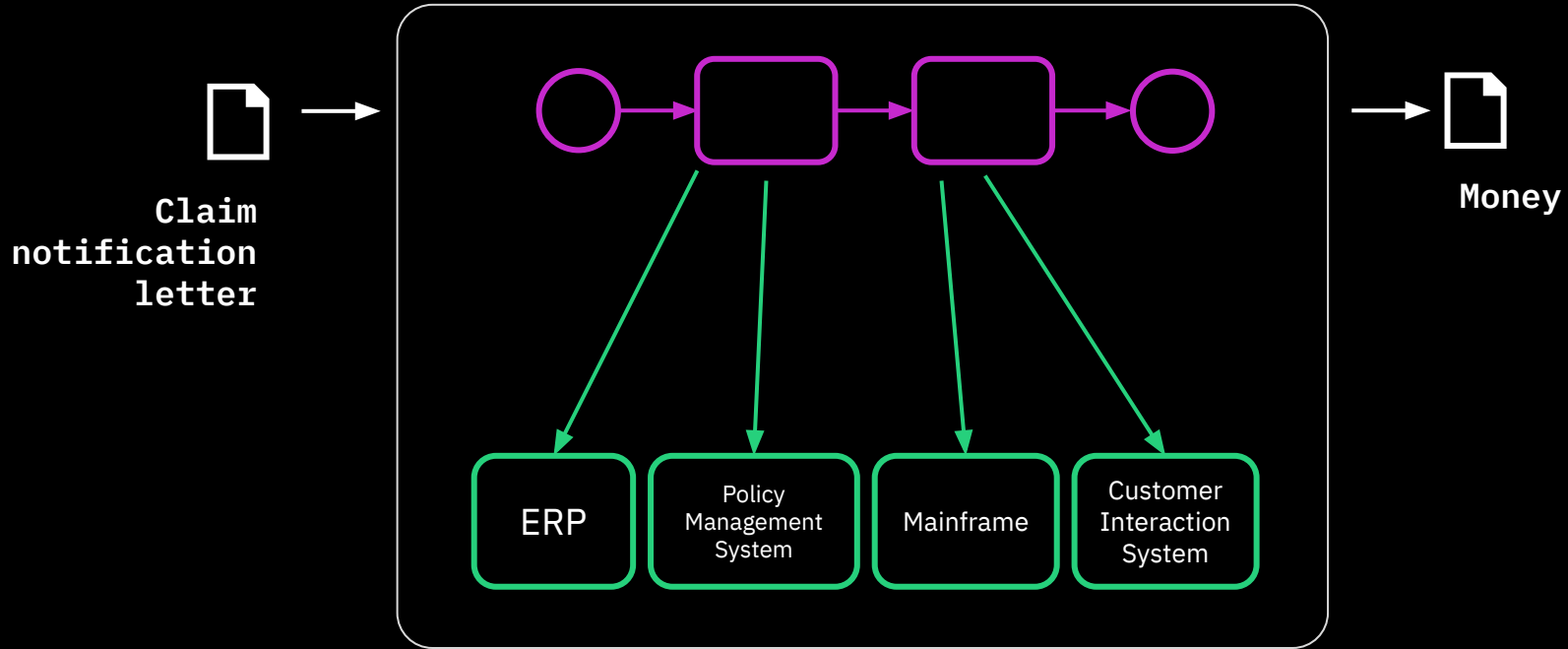


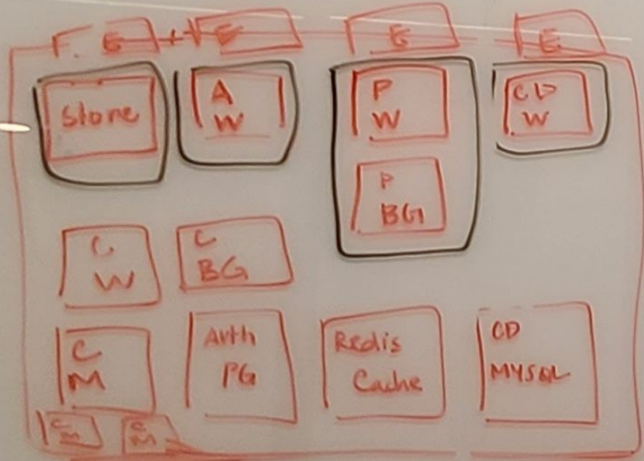
Architect



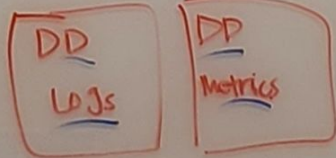
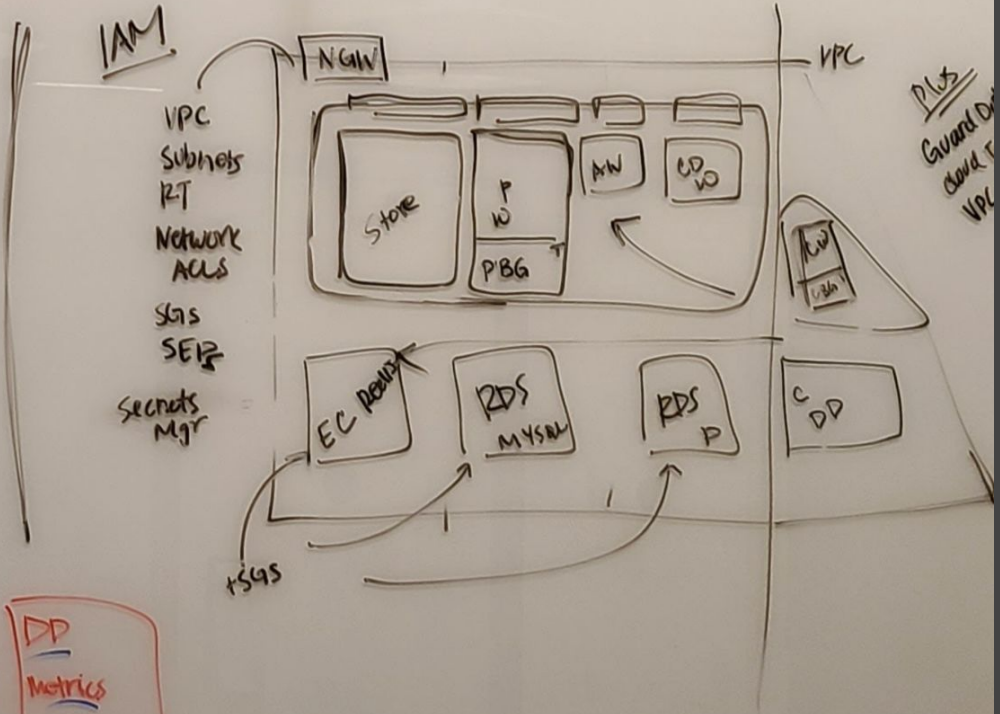
Developer

What the world looks like today...





shared-w-east-1



Run TF on Spacelift

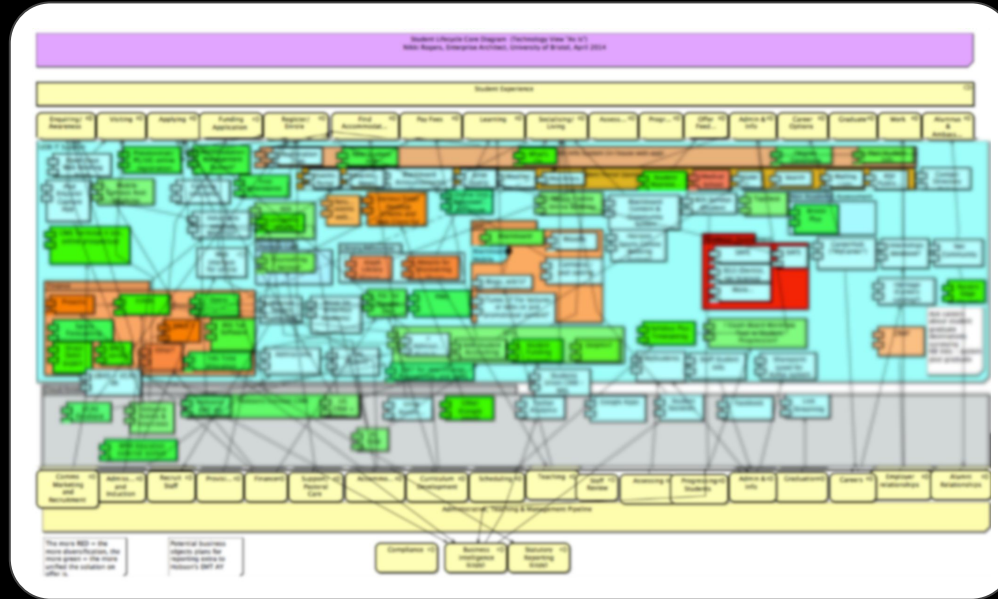
for CI/Builds

“Spaghetti” architecture

Grown over
time

Brittle

Lack of
visibility
into
end-to-end
processes

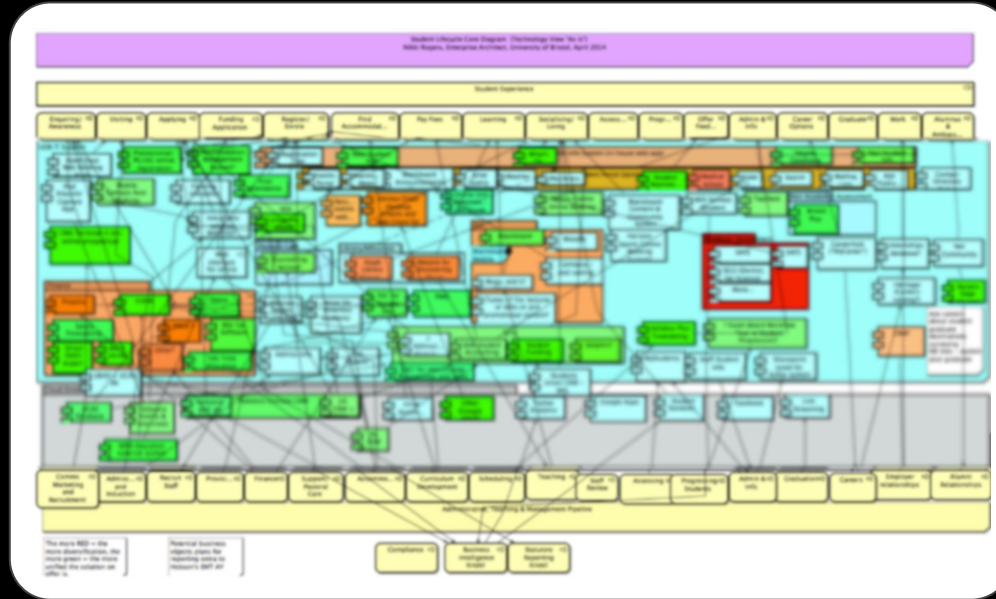


→ Hard to
innovate
and
transform

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



Pressure to
innovate quickly



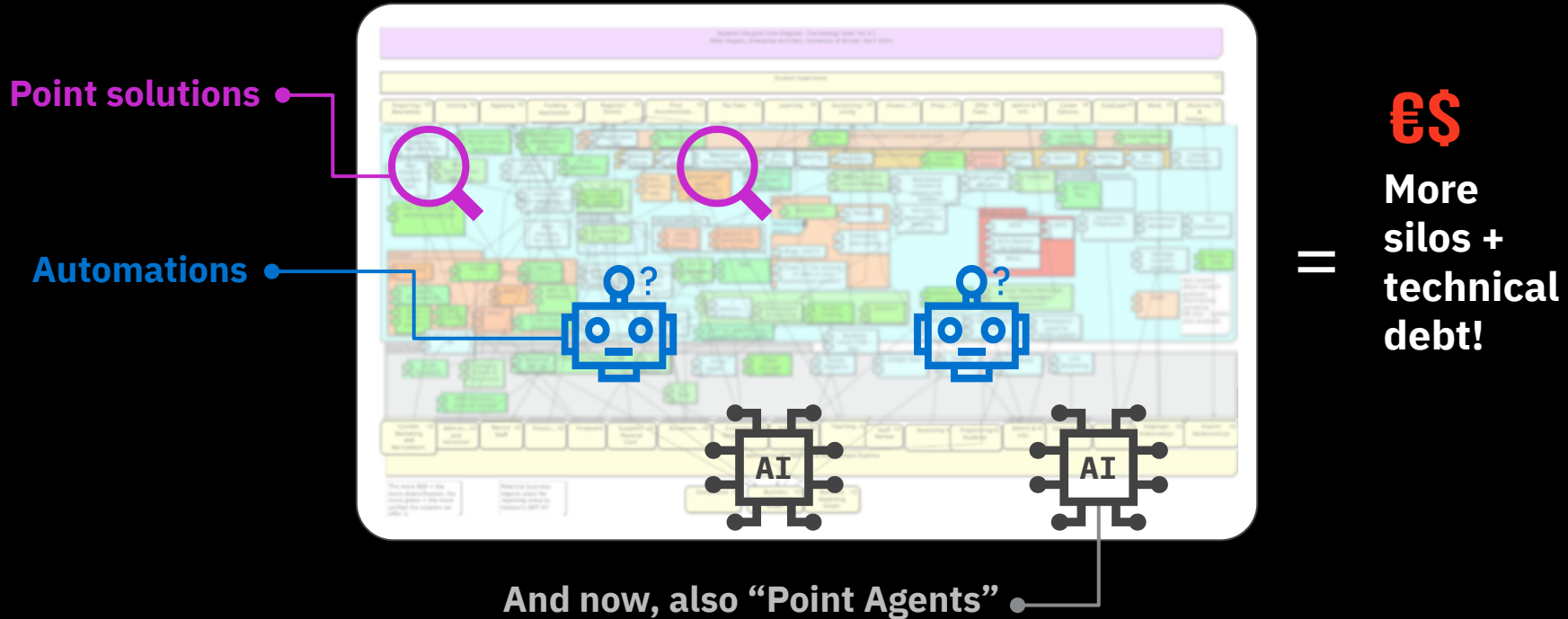
Pressure to
transform and
future-proof



“Quick wins” become technical debt



Reflex is to implement point solutions and local automations...



Change is scary.

**So what's this Process
Orchestration?**

“ **Process orchestration** coordinates the various moving parts (or endpoints) of a business process, and even ties multiple processes together. Process orchestration helps you work with the **people, systems, and devices** you already have – while achieving even the most ambitious goals around **end-to-end process automation**.

**Process
Orchestration**

**Task
Automation**

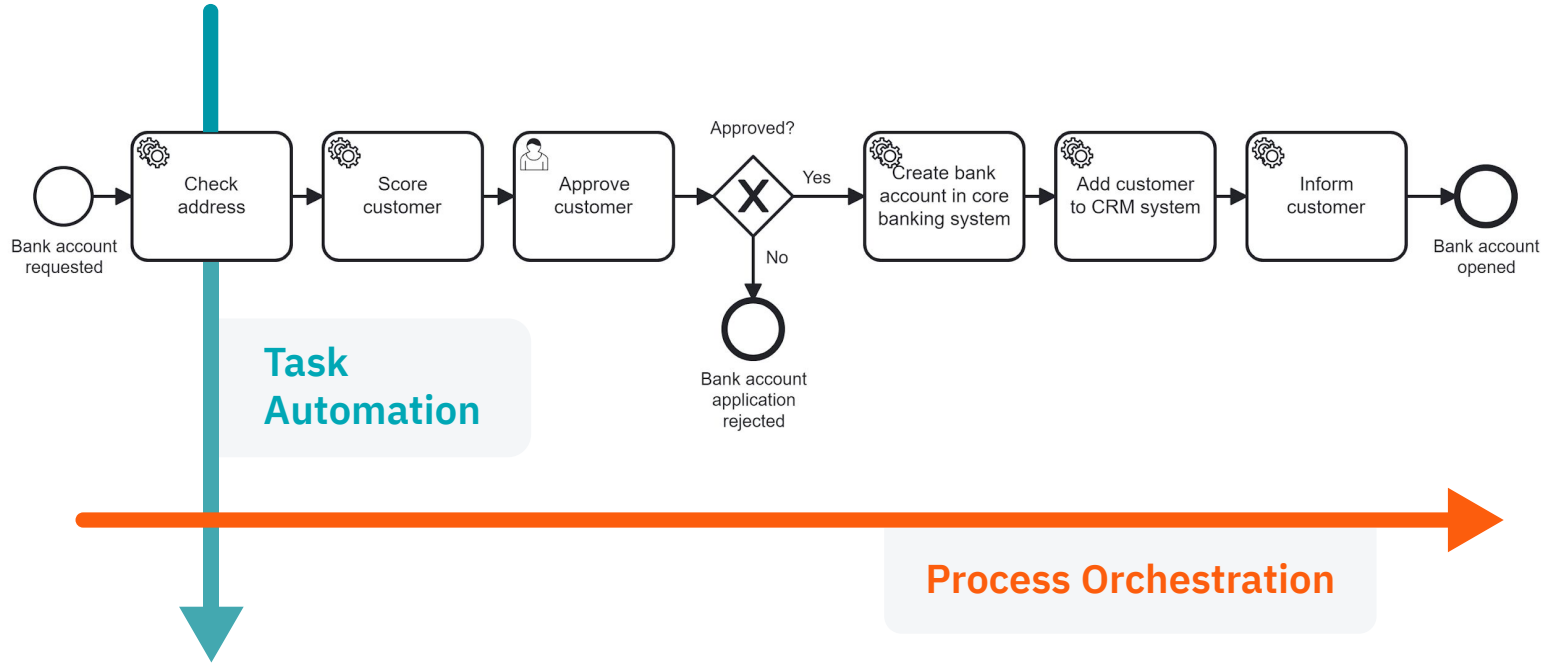
Process Automation

Automation

Digitalization

**Digital
Transformation**

**Cloud
Transformation**



Introducing BPMN

*Business Process Model
and Notation*



Maintained spec

ISO/IEC 19510 spec maintained
by OMG (Object Management
Group)



Visualization

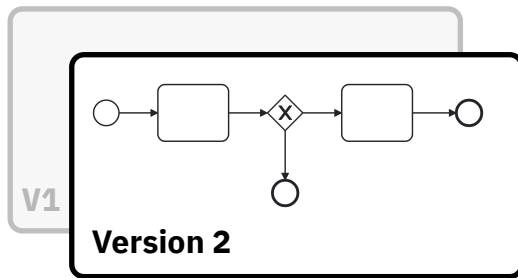
Easily understand complex
processes; no more spaghetti!



Bridge communication

Simplify discussions with
stakeholders; unify design and
implementation

Orchestration engine



Process definitions



Durable state



Scheduler

Orchestration!



PO isn't automatically entire process = Automated



Engine executes an executable process model



Engine communicates with IT Systems

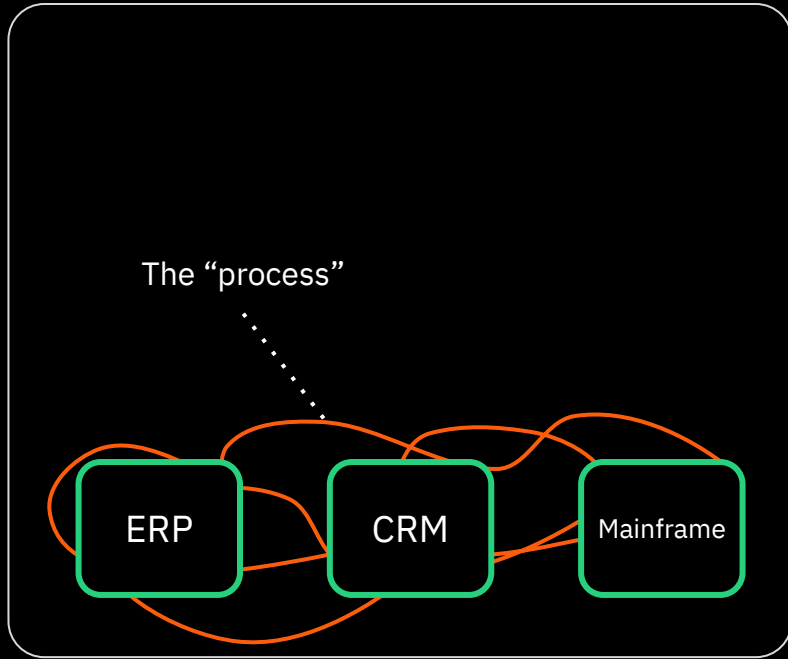


Engine decides with tasks/service calls



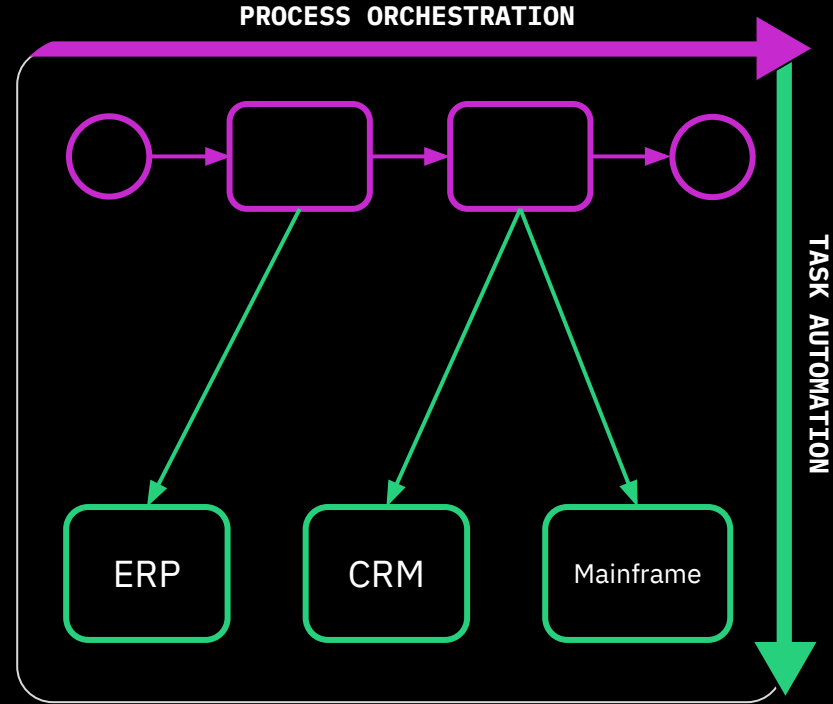
Processes can be long-running and that's ok!

From hard-wired to orchestrated...



Hard-wired spaghetti process

EXTERNALIZE
THE PROCESS



Orchestrated processes

The Power of Process Orchestration



Visualize what's actually happening

What's designed is exactly what is implemented and executed



Business/IT speaking the same language

Align business and IT using a common, standards-based model and language.



Tame Complexity

Via end to end orchestration across your Customer Journey



Drive Home Business Outcomes

Much easier to tie Biz/IT Value Conversation together

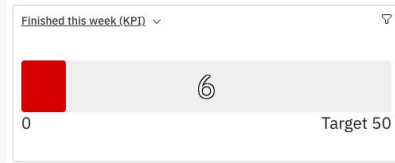
**Ok that's one E2E Process,
where do we go now?**

Strategic Process Orchestration



Process Orchestration Opportunities – Consumer Banking Value Chain

Customer and Channel Management	Retail & Deposits Products	Lending	Cards	Payment	Risk and Regulations
Multi-Channelization	Current Account Management	Mortgage Origination & Servicing	Card Issuance & Activation	Account Opening	KYC / AML / CDD
Customer Onboarding and Offboarding	Savings Account Management	Consumer Loan Origination & Servicing	Self Service Request Management	Account Opening / Closing / Deletion	Financial Crime Monitoring
Customer Relationship Management	Term Deposit Management	Mortgage Lending	Card Usage & Management	Account and Closing	Outstanding Debt Monitoring
Customer Care & Complaints	Strategic Interest and Fees	Mortgage Lending Servicing	Authorization Management	Self Service Request & Closing	Account Fraud Analysis & Investigation
Customer Analytics & Insights	KYC / Customer Data (Deposits / CDD)	Consumer Loan Management	Policy Compliance & Enforcement	Fraud Prevention & Detection	Compliance & Fraud Monitoring
Process Automation / Planning & Control	Product Portfolio	Policy Compliance & Enforcement	Health & Engagement	Clearing Error Processing	Financial & Tax Reporting
Product Development & Innovation Pipeline	Marketing, Sales and Service	Mortgage Loan Origination & Servicing	Clearing and Settlement	Anti Money Laundering	Interest & Expense Accounting
Support & Compliance	Customer Support	Insurance	Branch Management	Branch Management	Regulatory Reporting
Finance & Accounting			Business, Resource & Corporate Management		
Retail Lending and Servicing	Asset Management	Contract & Customer Relationship Management	Product Management	Customer Operations	Data, Models and Analytics Management
Account Operations & Support	Product & Accounting Services	Finance & Accounting Services	Customer Relationship Management	Inventory and IT Management	User, Compliance & Security



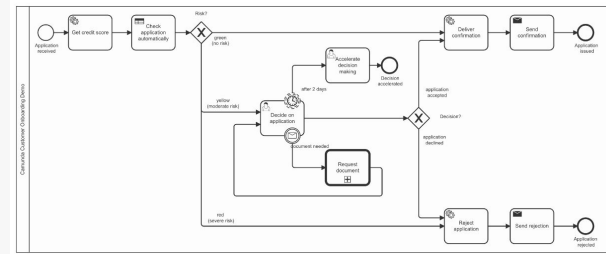
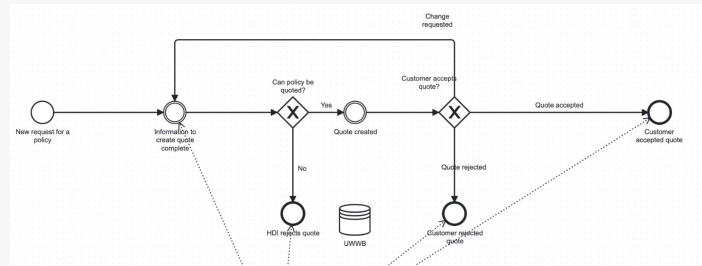
(Optional)
Validate Business Case with Process Tracking

1 Locate E2E Process

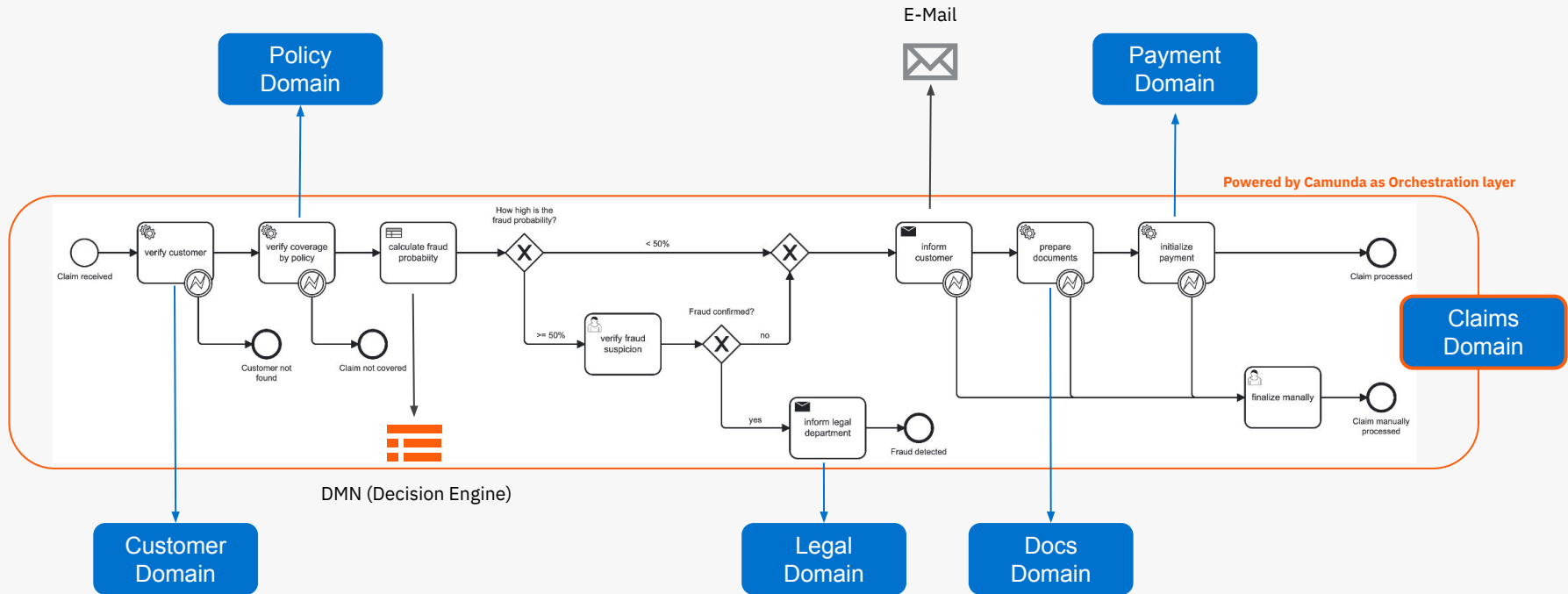
2 Define customer touch points

3 Define Process Goals / Process KPIs

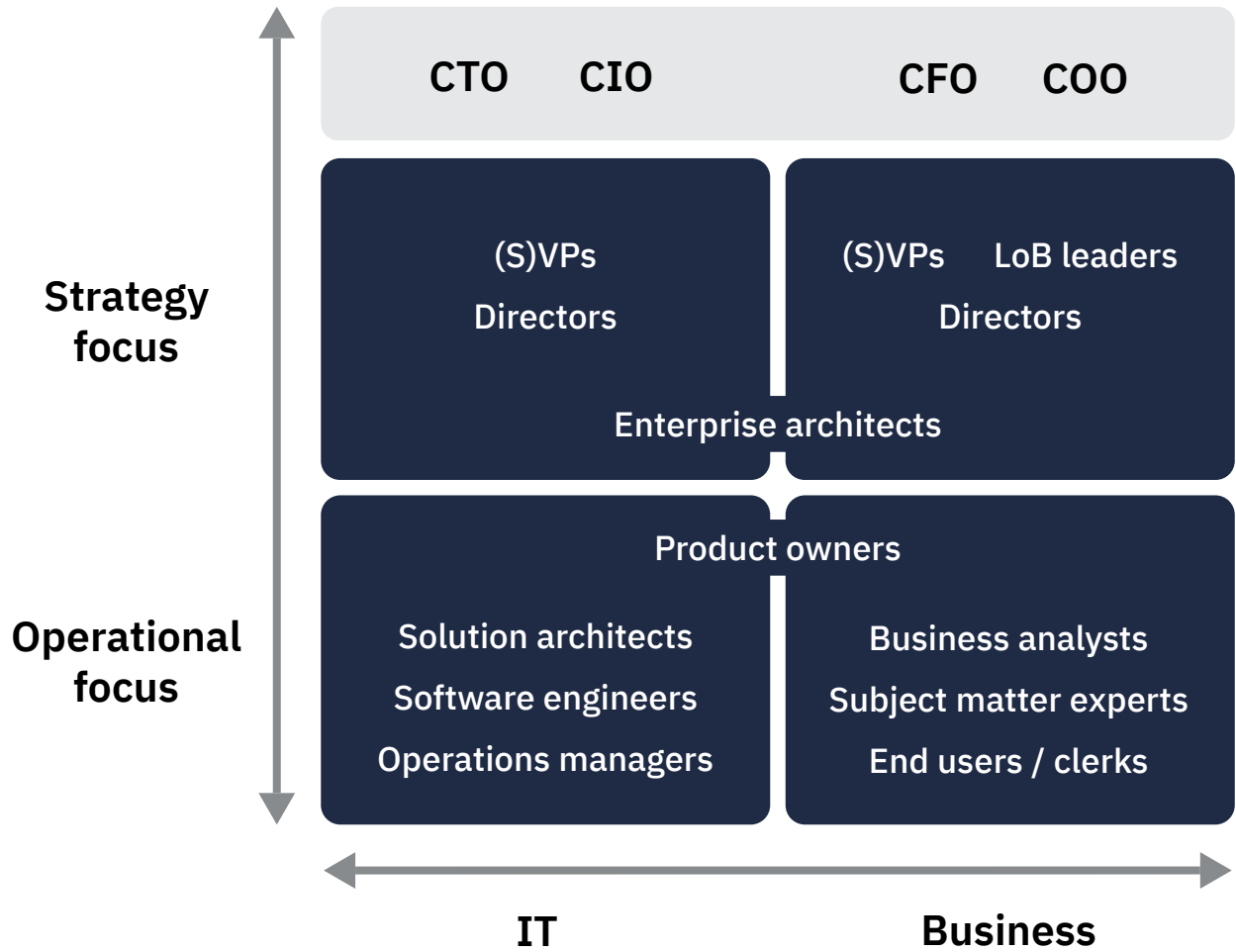
4 Orchestrate Process and Continuously Improve



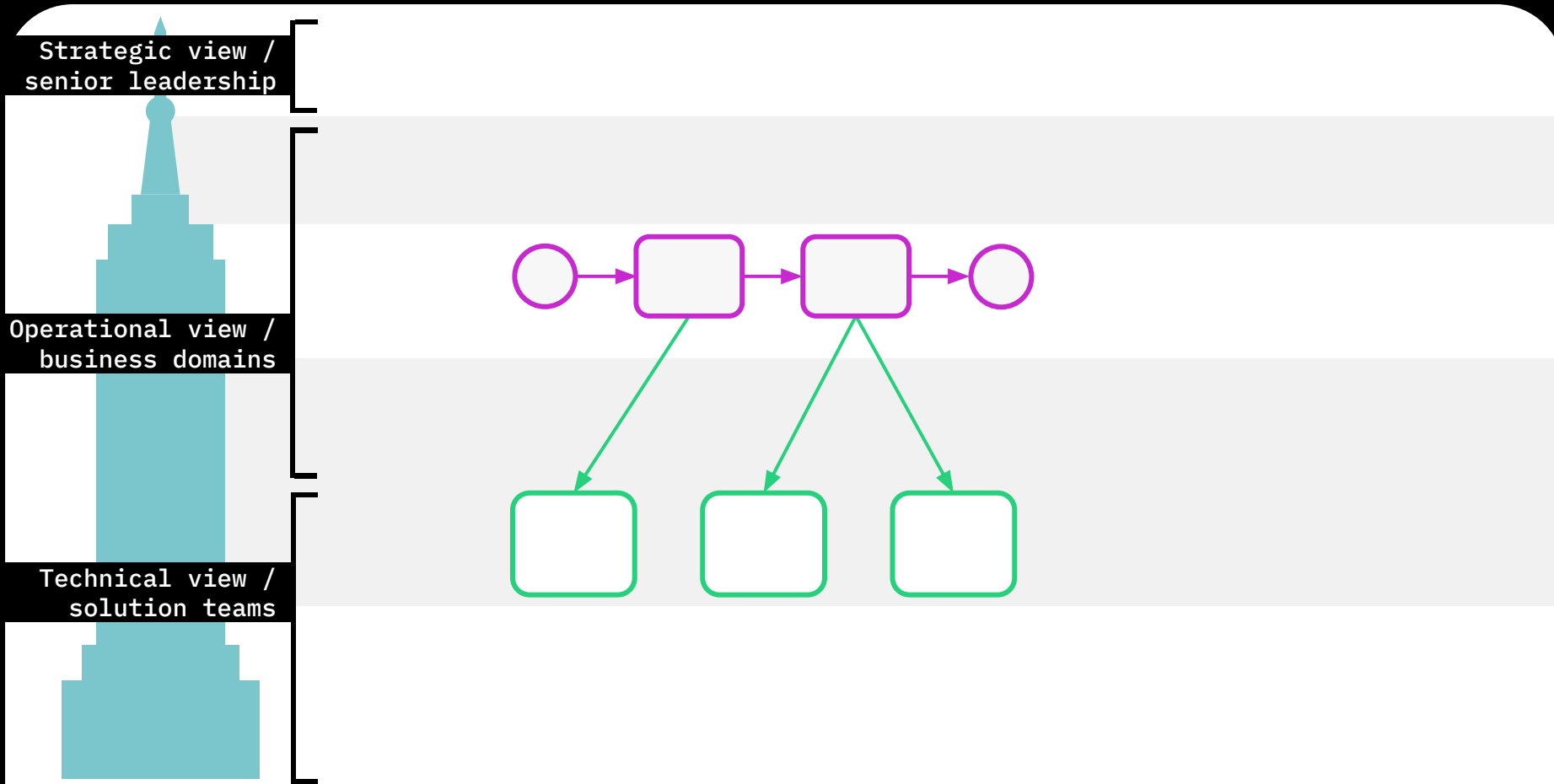
Claims example



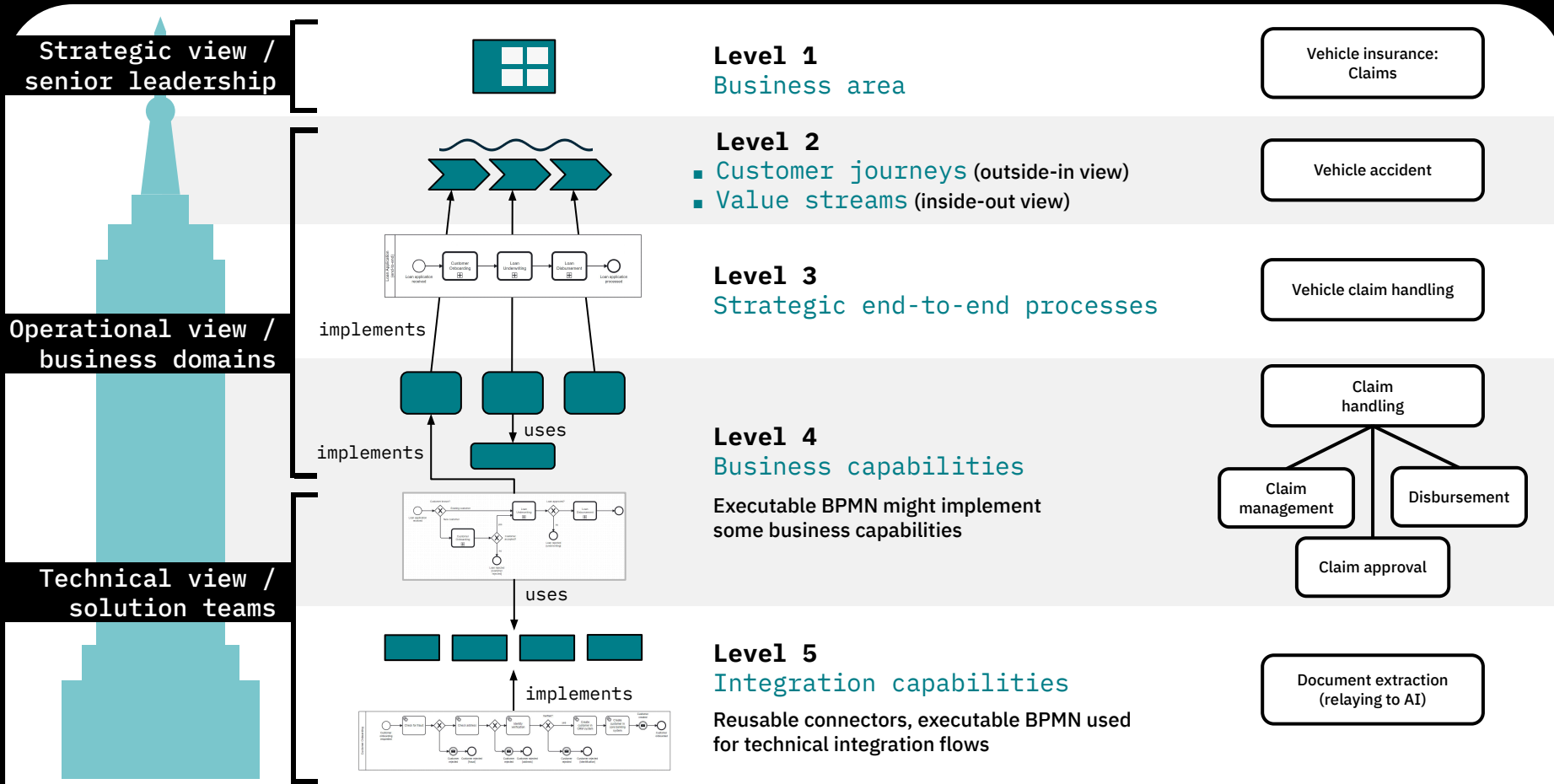
So, how can I use this to drive value?



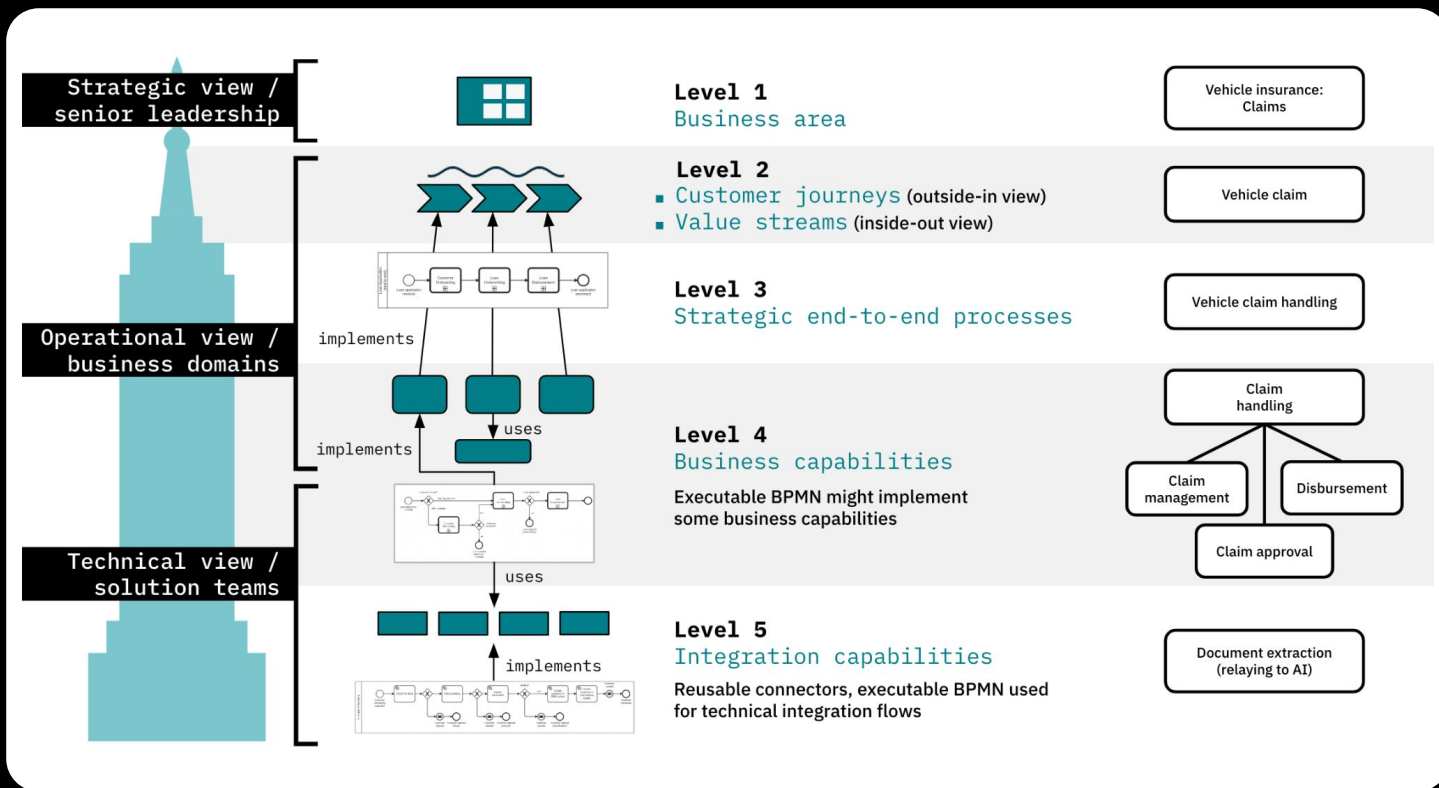
Build strategic value at enterprise scale using process orchestration



Build strategic value at enterprise scale using process orchestration

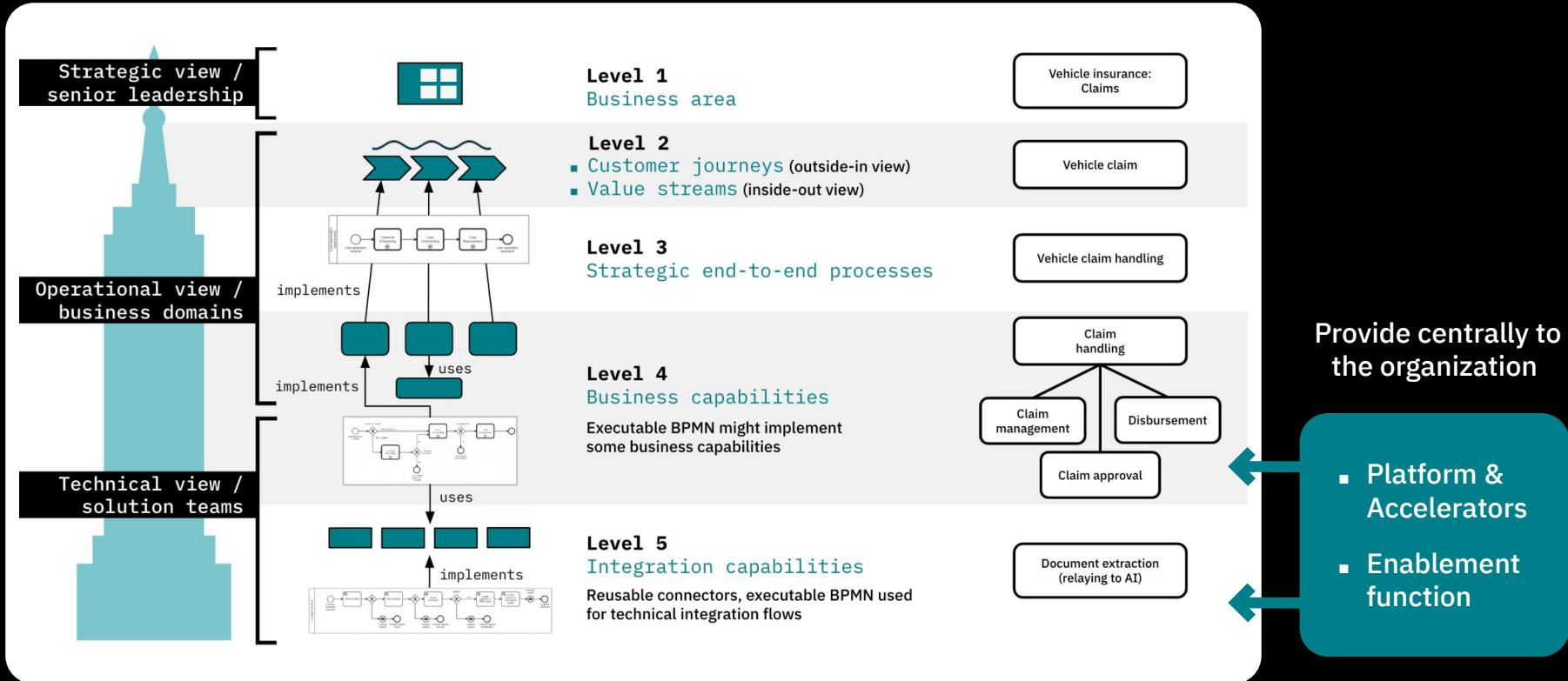


Build strategic value at enterprise scale using process orchestration



Foundation
to innovate
and
to transform

Using process orchestration, build strategic value at enterprise scale



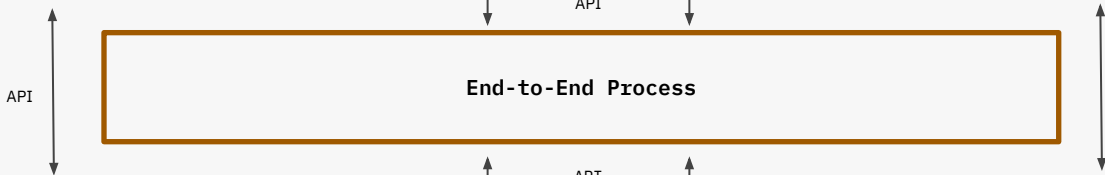
Adding a Process Orchestration platform as a technical capability will enable efficient solution creation



Customer



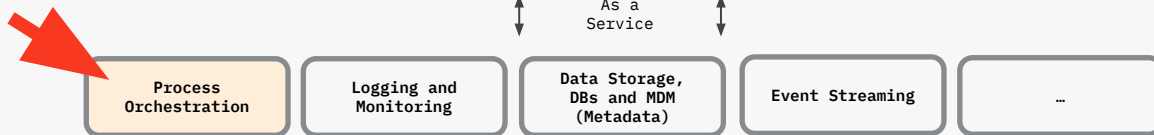
Omnichannel integration



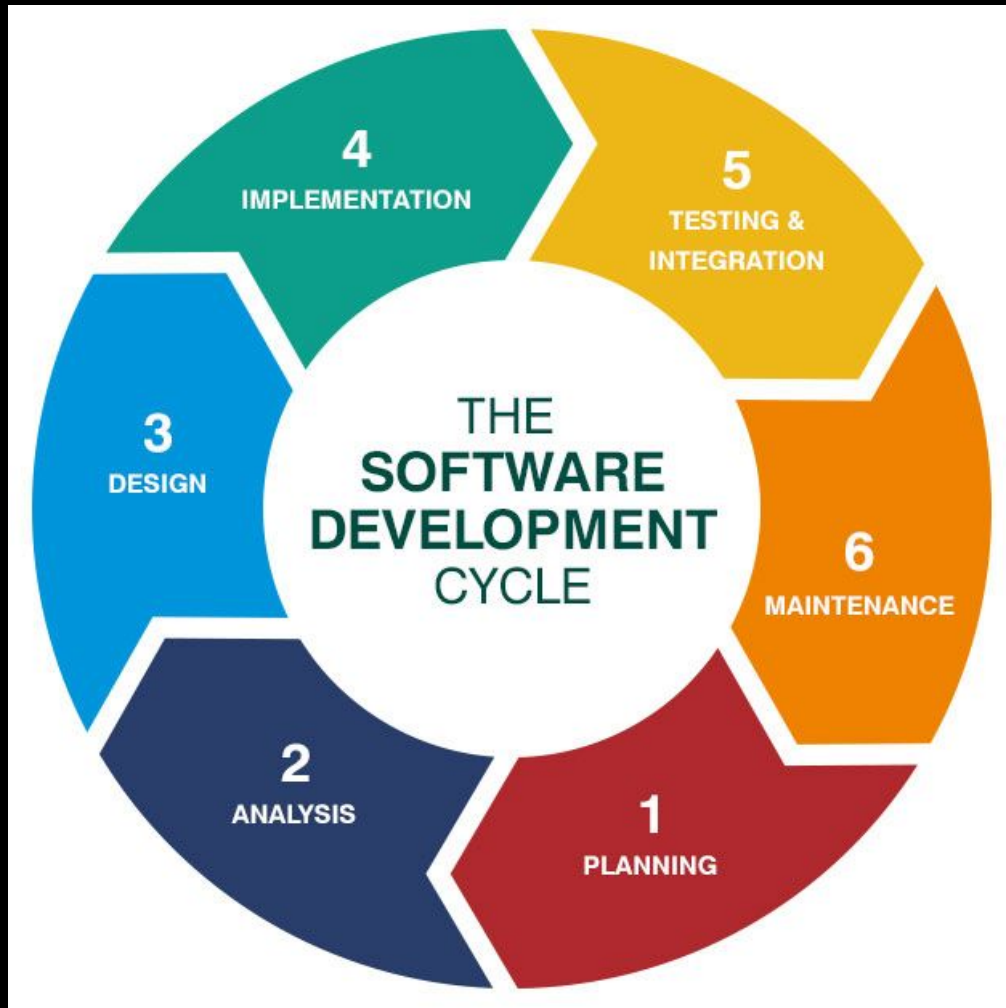
End-to-end process orchestration (e.g. account opening)



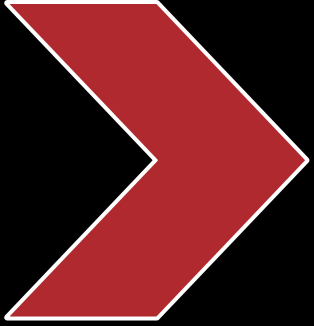
Business capabilities (implemented via legacy systems, COTS, microservices, etc.)



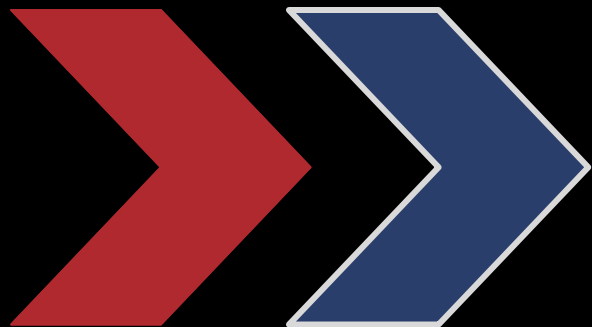
Technical capabilities (enabling efficient solution creation)



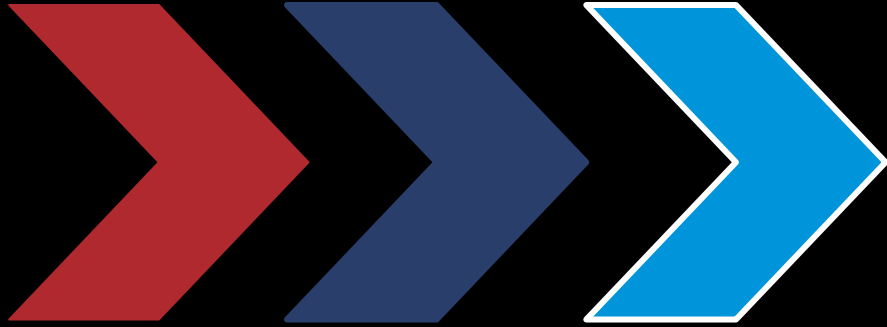
Planning



Analysis



Design



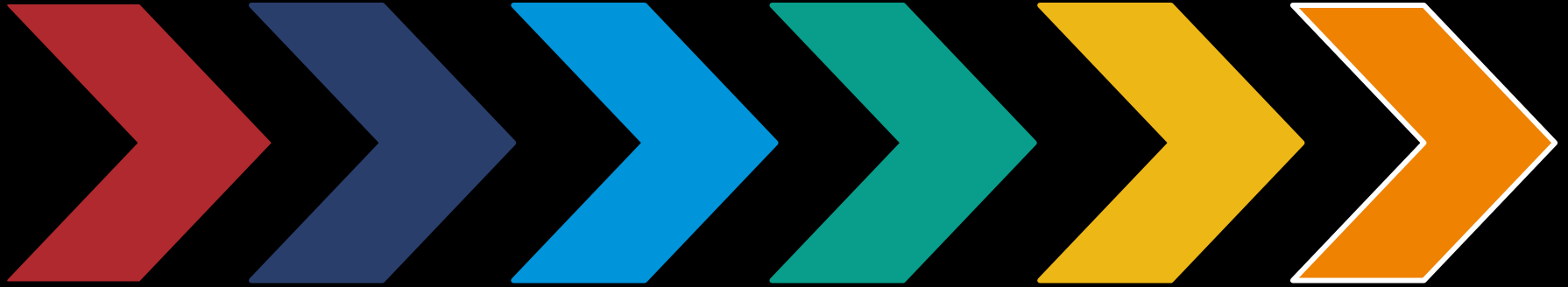
Implementation



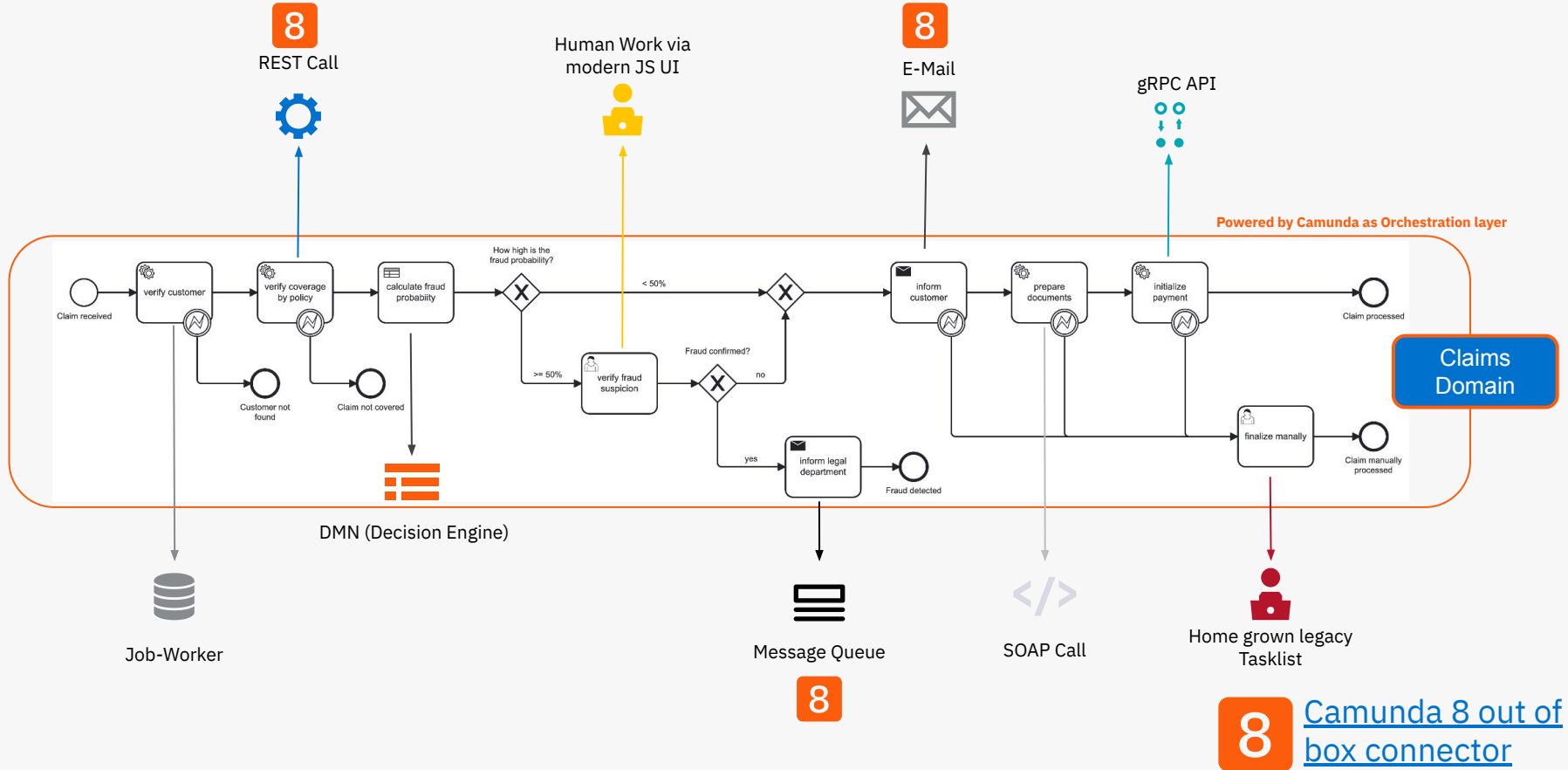
Testing



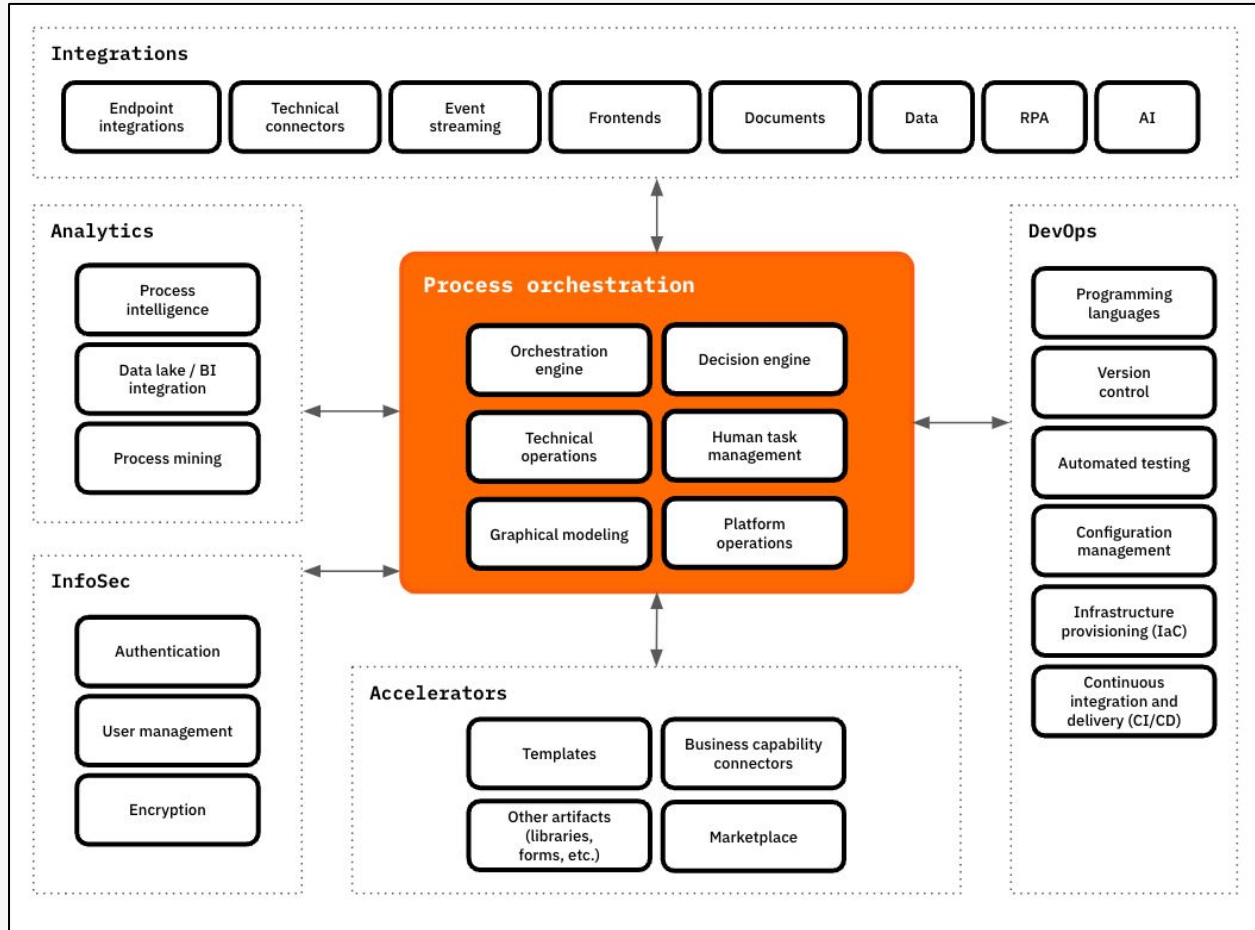
Maintenance



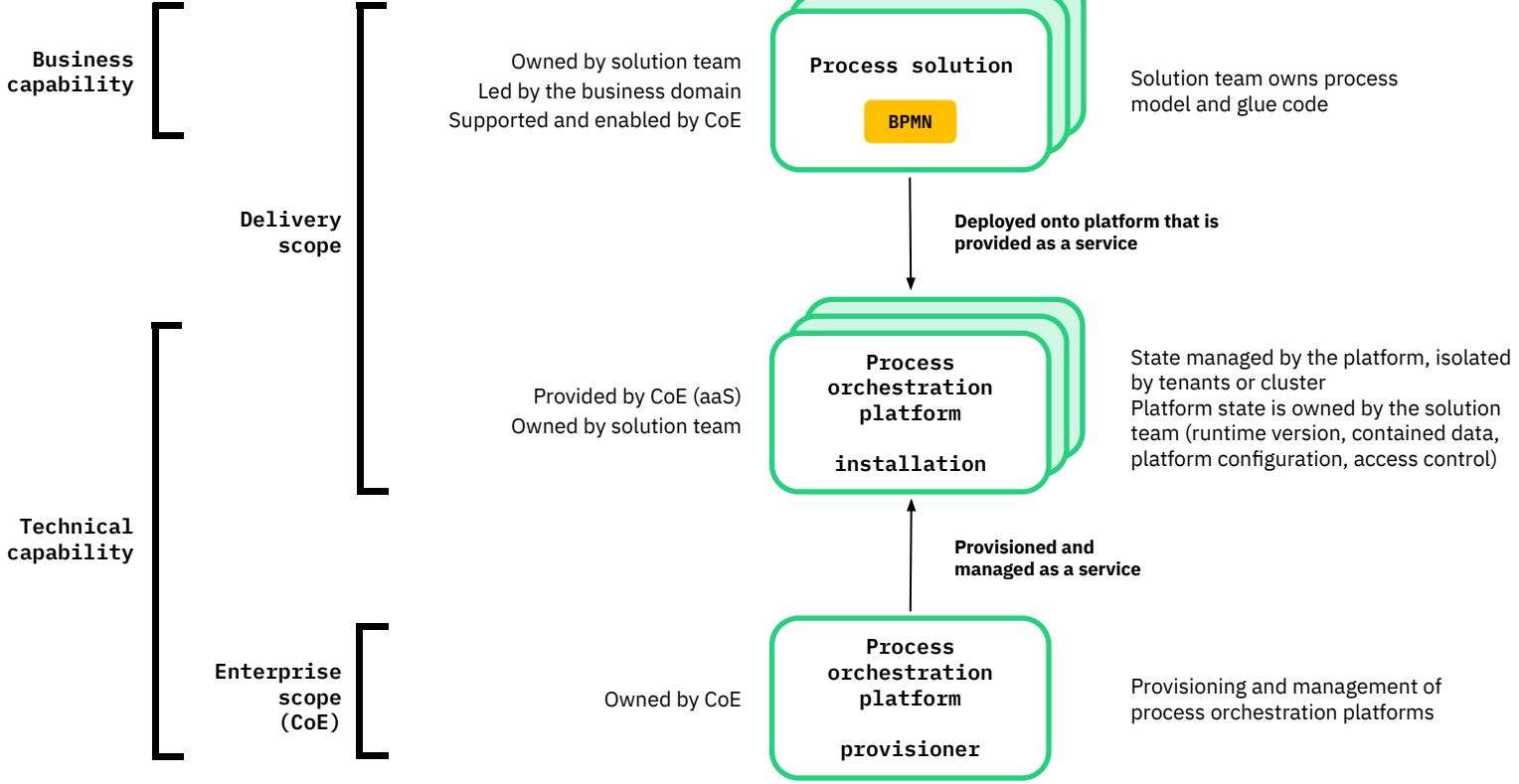
Claims Example



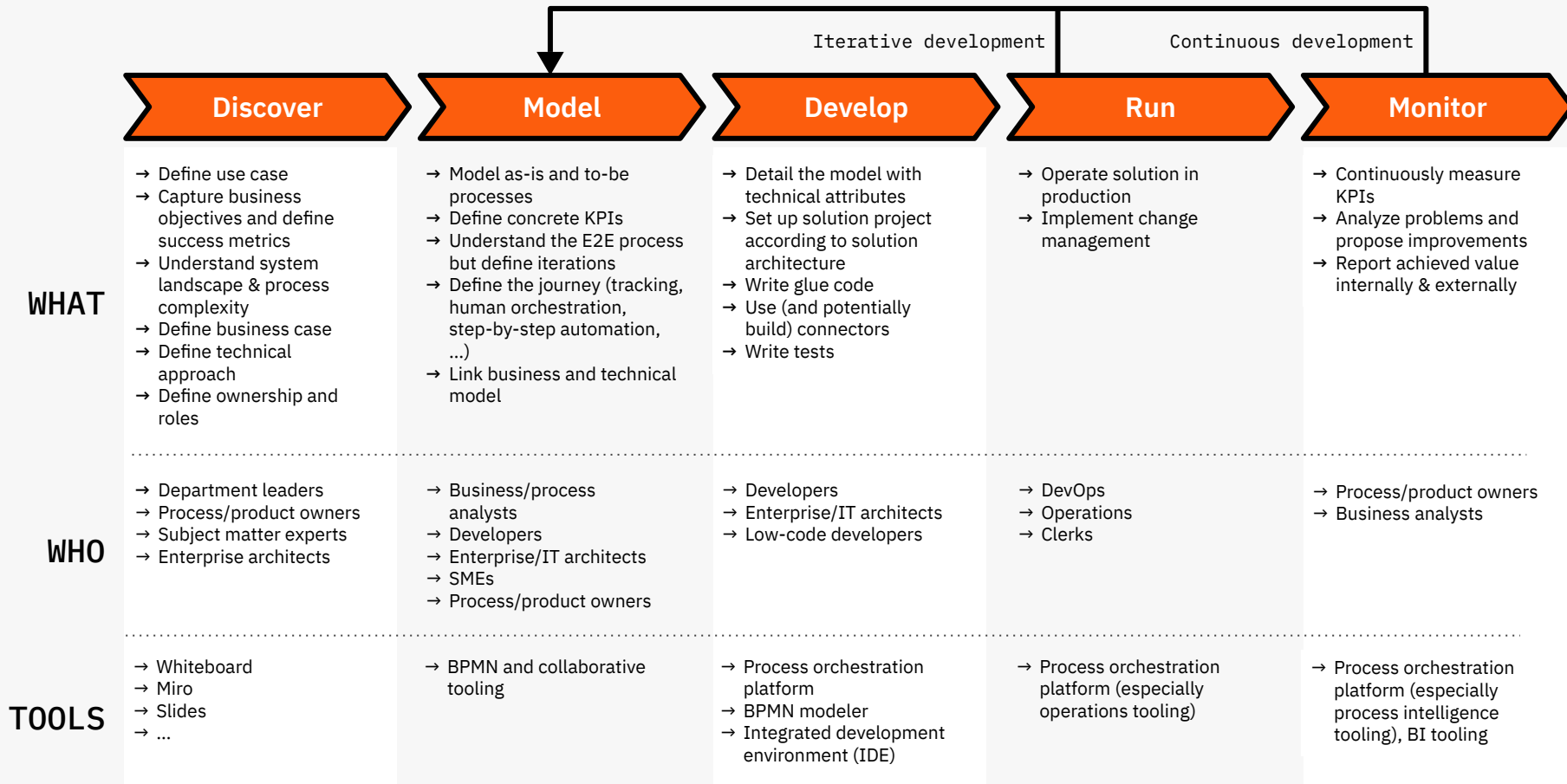
Enterprise Process Orchestration Platform



A centralized platform improves time to value for projects while maintaining agility



Typical project lifecycle



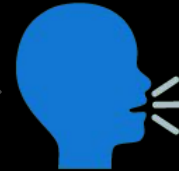
Claims Example



Architect



Developer



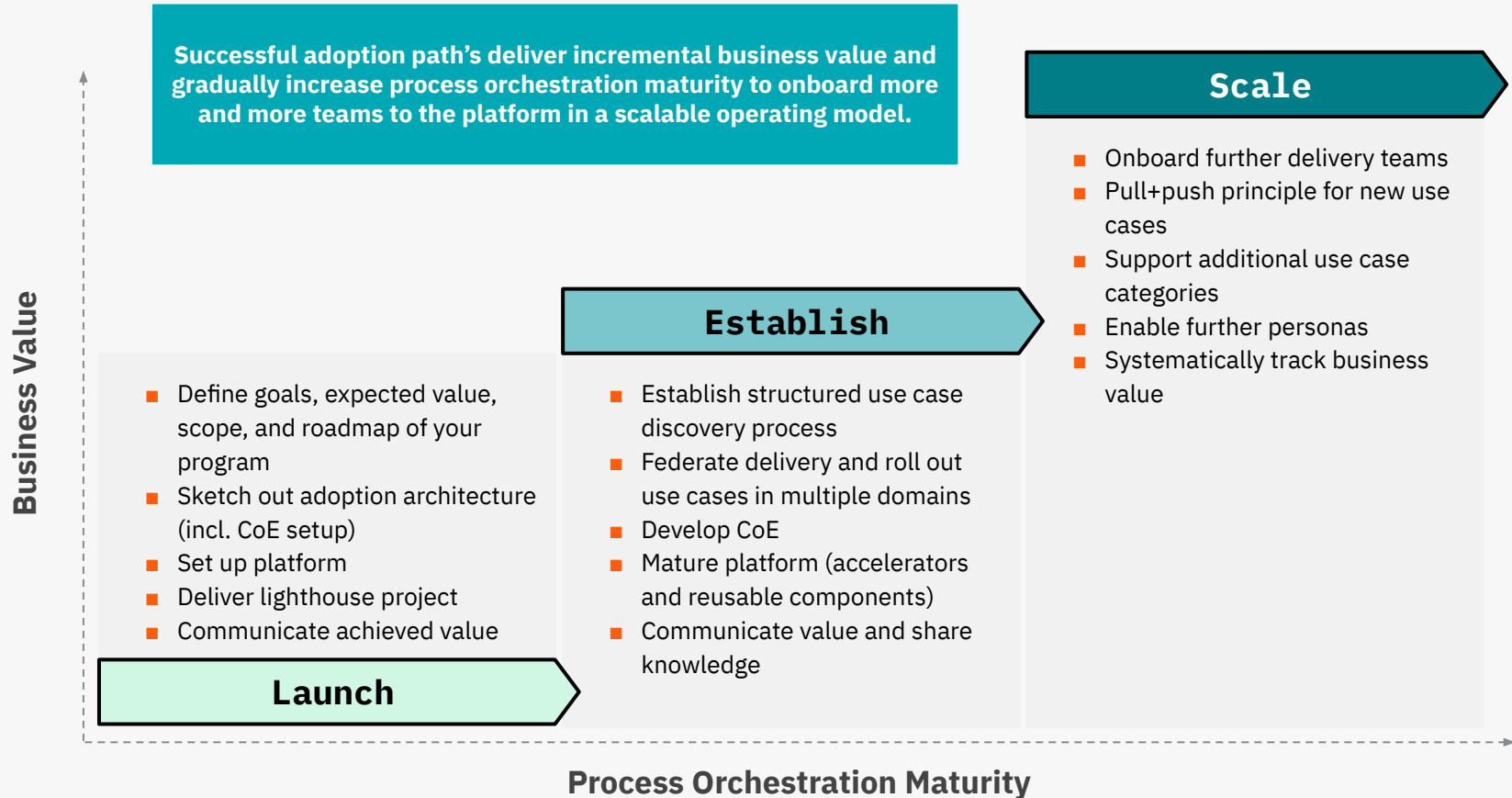
C Suite

COLLABORATION

FOR THE WIN



Enterprise Adoption Phases



Typical high-level adoption Roadmap



Vision & Motivation

Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4

- Strategy Alignment
- Develop roadmap

Structure

- Define operating model and team structure
- Build Center of Excellence

Delivery Focus

Enablement Focus

Technology

- Setup Camunda as integrated platform
- Design architecture and governance
- Build accelerators

Setup

Operations and Continuous Improvement

Refinement

Solution Delivery

- Domain A
- Use Case 1
- Use Case 2
- Use Case 3
- Domain B
- Use Case 1
- Use Case 2

Discovery

MVP

Live

Prod

Discovery

MVP

Live

Prod

Discovery

MVP

Live

Prod

Discovery

MVP

Live

Prod

Discovery

MVP

Live

Prod

Measurement

- Continuous Value Tracking & Reporting

Let's review

1

Visualize and Implement the Truth in Every Environment

Not just Whiteboarding anymore

2

Business/IT on the same Page

Speaking the same language via BPMN and Process Orchestration

3

Top Level Strategic Diagram first!

Then model the business process, then dive deeper as long as you still have a business outcome in mind



Let's review



1

Orchestration Hour and BPMN Battles!

[Twitch.tv/orchestrationhour](https://www.twitch.tv/orchestrationhour) and
<https://www.youtube.com/@CamundaTeam>

2

Camunda Academy

Certification Program too!

3

Community Forum!

Join the convo with Biz folks, Devs, and Enterprise Architects!



Visit the Camunda Booth!

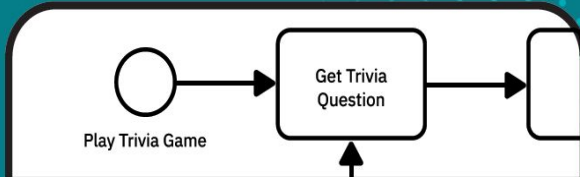


PLAY TRIVIA WITH US!

[powered by BPMN]



can YOU win?



For every participant, Camunda will donate \$3 to one of these charities:

Girls Who Code // Oceana
// World Food Programme



[Learn More](#)



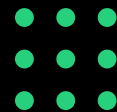
Booth #E343



Play trivia,
donate to charities



Ask questions



Thank You



samantha.holstine@camunda.com

jacob.plicque@camunda.com



<https://www.linkedin.com/in/samantha-holstine-77598916b/>

<https://www.linkedin.com/in/fanaticgamer1986/>



@SamanthaHolstine on GitHub

@DuvalKingJacob on all the Socials

