CAMUNDA CONNECT

Camunda Cloud Release 1.0 Partner-exclusive Q&A and Go-to-market

Your Questions Answered

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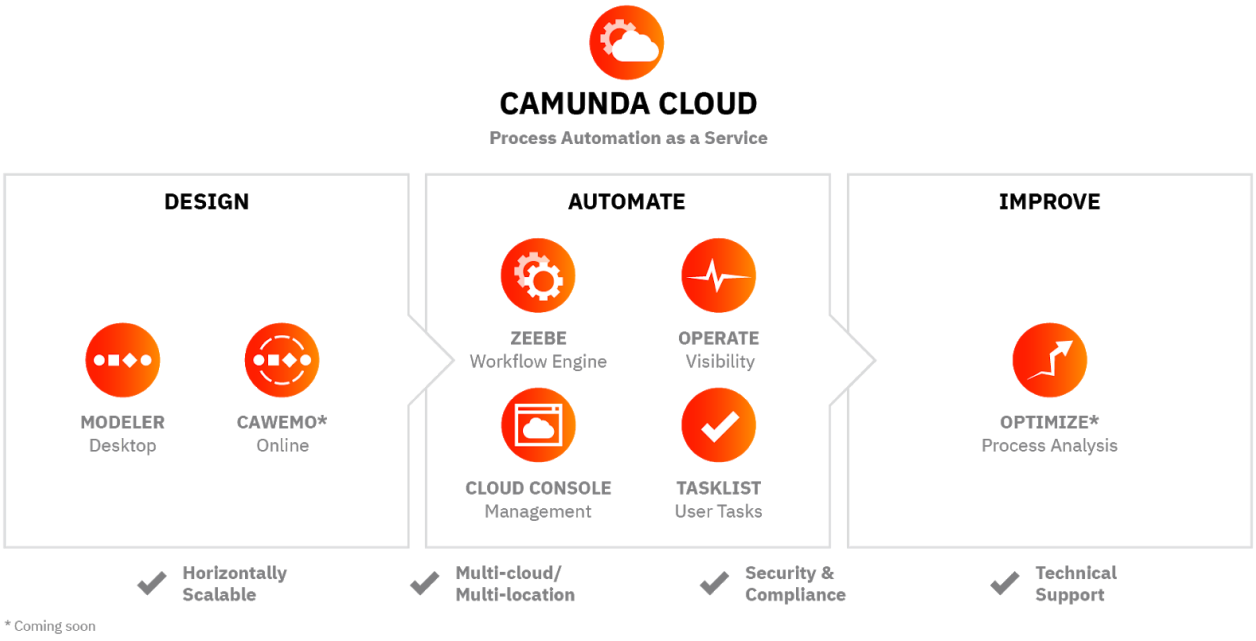
Product

What is Camunda Cloud?

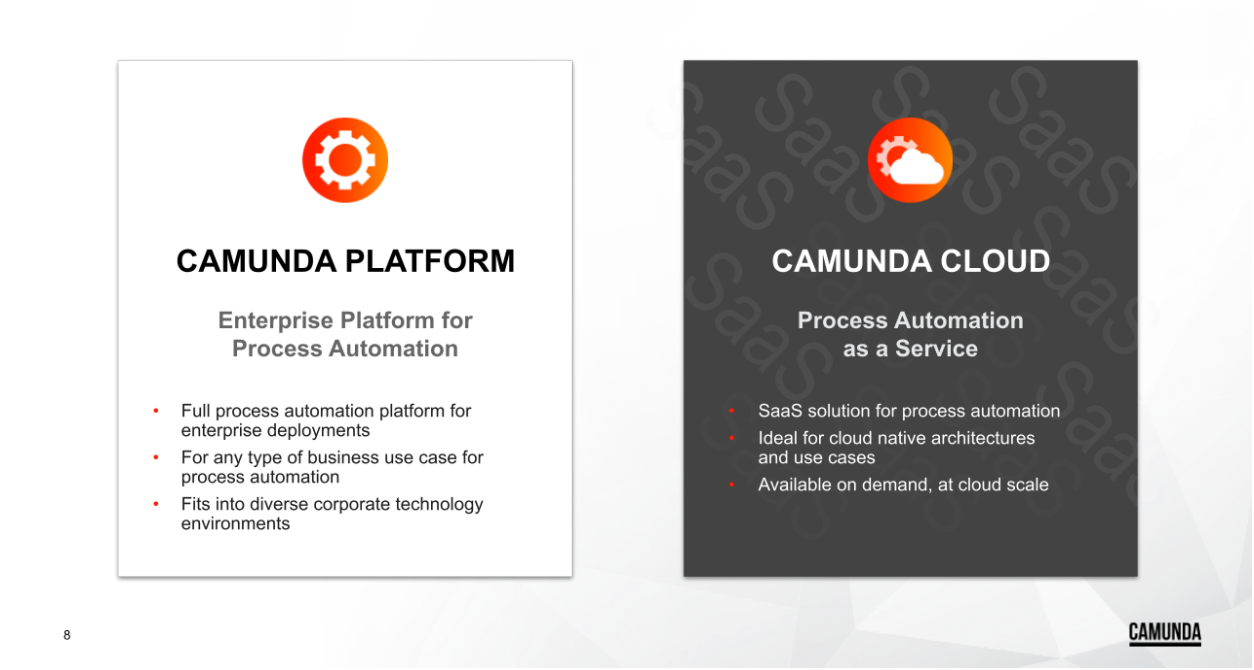
Camunda Cloud is our newest product - an enterprise SaaS solution for process automation (“Process Automation as a Service”). It brings together a horizontally scalable workflow engine with collaborative design, process analytics and operations as an on-demand cloud service.



What are the differences between Camunda Cloud and Camunda Platform?

Simply put:

- Camunda Platform is the full process automation platform for enterprise deployments across a wide variety of use cases and technologies
- Camunda Cloud is our SaaS solution for Process Automation



BPMN / DMN Support and functional differences

Camunda Cloud and Camunda Platform offer different breadth and depth of functionality across all components. E.g. compared to Camunda Platform, Camunda Cloud supports fewer BPMN symbols and does not support DMN yet. Over time additional functionality will be added. Details can be found here.

Why are we launching Camunda Cloud?

Problem	Camunda Cloud Solution	Business Value
As more and more enterprise applications are built entirely in the cloud, developers need cloud-based process automation solutions that are available on demand and can work with modern microservices and serverless architectures as well as distributed and high-throughput applications. Building their own process automation platform adds significant complexity, cost and delays to application development projects.	Camunda Cloud delivers an enterprise SaaS solution for process automation that has been engineered from the ground up for the cloud. It is based on the ISO standard BPMN 2.0, and brings together a horizontally scalable workflow engine with collaborative design, process analytics and operations as an on-demand cloud service. This saves significant time and resources and puts the power of enterprise-class process automation into the hands of cloud application development teams at the click of a button so that they can focus on building and improving applications instead of the complexities of managing a distributed system at scale.	• faster time-to-value • higher business agility • increased operational efficiency
Underlying architectural characteristics make it difficult for traditional workflow engines to provide horizontal scalability and throughput needed for supporting cloud-scale process automation requirements.	Camunda Cloud overcomes this problem by using a unique scaling mechanism which can scale to support many thousands of workflow instances per second.	• better customer experiences • faster time-to-value • higher business agility

What is the ideal customer profile (ICP) for Camunda Cloud?

Our ideal customer profile (ICP) are large enterprises and public sector organizations (rule of thumb: more than 1,000 employees)

How do we package and sell Camunda Cloud?

Camunda Cloud is available in the following tiers:

- Camunda Cloud Free trial (30 days)
- Camunda Cloud Professional
- Camunda Cloud Enterprise
    - Customers who have an Enterprise subscription have the option to use Camunda Cloud as a SaaS or deploy Camunda Cloud Self-Managed themselves on-premises or in a private cloud environment

Camunda Cloud Free Trial *Test drive Camunda Cloud for free*	**Camunda Cloud Professional** *Get started quickly and pay as you go*	**Camunda Cloud Enterprise** *Scale up an automation platform to power all your mission-critical business processes*
SaaS	*SaaS*	*SaaS or Self-Managed* *(on-premises and private cloud)*
• Full Camunda Cloud Feature Set • Single Development Cluster • Community Support	• Full Camunda Cloud Feature Set • Pay for What You Use • 8x5 Support • Standard Legal Terms	• Full Camunda Cloud Feature Set • Define Your Enterprise Usage Plan • Enterprise SLA • 8x5 or 24x7 Support • Enterprise Legal Terms

Learn more on the website.

What is the difference between Camunda Cloud SaaS and Camunda Cloud Self-Managed (CCSM)?

Camunda Cloud (SaaS) is a fully managed process automation as a service. It is available on demand and provides push button deployment for process automation. It removes all of the deployment, configuration, and server-side performance tuning considerations, allowing customers to focus on their business domain logic.

Camunda Cloud Self-Managed requires customers to deploy, configure and manage an on-premises/private cloud deployment which includes the Camunda Cloud workflow engine (Zeebe), Operate, and ElasticSearch.

If customers have data sovereignty or security constraints that means they cannot allow data to leave their network, then running Camunda Cloud Self-Managed deployment allows them to run the solution in their network.

In addition there are technical differences as listed below:

Component	***Camunda Cloud SaaS***	***Camunda Cloud Self Managed***
Underlying infrastructure	Camunda Cloud	Private cloud/on-premises
Zeebe	Yes	Yes
Camunda Modeler	Yes	Yes
Operate	Yes	Yes
Tasklist	Yes	Yes
Console	Yes	Future roadmap
Kubernetes Operators	Yes	Future roadmap
Cloud Modeler	Yes	Future roadmap
Cawemo	Future roadmap	Future roadmap
Optimize	Future roadmap	Future roadmap

Will Camunda Cloud replace Camunda Platform?

Our honest answer is, we don't know. At Camunda, we are committed to innovation, and Camunda Cloud constitutes a fundamental innovation in process automation. We continue to heavily invest in the further development of Camunda Platform, hence currently there are no plans to replace Camunda Platform with Camunda Cloud, but in the end market demand and user adoption will determine the future of either product.

Can Camunda Cloud and Camunda Platform work together?

While technically a very different architecture "under the hood", Camunda Cloud can be used right next to Camunda Platform. A customer can use Camunda Platform for one project and Camunda Cloud for another.

Where is Camunda Cloud hosted?

Camunda Cloud is hosted on Google Cloud in Belgium. In the future, we plan to make hosting in the US an option.

Is Camunda Cloud a multi-cloud platform (AWS, GCP, Azure, private cloud, etc)?

At GA, Camunda Cloud is only available on GCP, hosted in Europe West (Belgium) with US East soon to follow. AWS and Azure are on the roadmap.

Enterprise tier customers can use Camunda Cloud Self-Managed for private cloud and on-premises implementations.

Partner Go-to-Market

How do Camunda partners get involved in Camunda Cloud sales and services?

As we make Camunda Cloud generally available (GA), our key goal is to demonstrate market potential and validate product market fit. To drive this goal, we have established a Camunda Cloud Tiger Team which is the designated go-to team for any Camunda Cloud opportunities.

The goal is to collect enough go-to-market and production customer experience so that we can appropriately educate and enable our partner channel. When ready, we will roll out a full partner enablement program - we are tentatively planning this for Q4 2021

After Camunda Cloud will be a part of our general product offering and available to our partner network.

The Camunda Cloud opportunity for partners - how Camunda Cloud helps partners with their goals?

The demand for Cloud based services has skyrocketed over the last few years. Process Automation as a SaaS solution has high-growth market potential, and we expect an increasing demand over the next few years. With Camunda Cloud, Partners can confidently deliver on customer expectations for an enterprise level, on-demand Process Automation solution.

Additionally, with Camunda Cloud Partners can now:

- Help customers **offload operational costs and risks** associated with implementing a process automation solution, especially when it comes to the need for a certain level of throughput, high availability, and regular updates to new versions as well as applying patches.
- Provide a **faster trial and evaluation** process with Camunda Cloud's on-demand and push-button deployment which does not require any setup and allows Partners and their customers to focus solely on trying out the actual functionality. This same functionality also **reduces time to solution** by eliminating the time needed to build and implement a process automation solution.

What do Partners do if they have a Camunda Cloud opportunity?

Partners should contact their respective Camunda Partner Manager. The Partner Manager will then engage the Camunda Cloud Tiger Team to support any Cloud opportunities.

Should Partners actively position Camunda Cloud?

Partners should position Camunda Cloud based on the challenges their customers and prospects are aiming to solve. Challenges that Camunda Cloud addresses.

Additionally, Partners should ensure they have support from the Camunda Cloud Tiger Team once they identify a potential Camunda Cloud opportunity.

What will the referral fee structure for Cloud opportunities look like?

Camunda Cloud Enterprise opportunities: the same referral fee structure as Camunda Platform

Camunda Cloud Professional opportunities: no referral fees

Can partners deploy Camunda Cloud?

Camunda Cloud Enterprise has two deployment options:

SaaS: which is a push-button deployment and does not require traditional “deployment” services

Self-Managed: which is an on-premise deployment. At this stage Camunda is focusing on on-boarding a number of customers from whom we can learn and then provide in-depth training for our Partners. Short answers, Partners can’t deploy CCSM at GA.

Can partners sell Camunda Cloud?

In an effort to help us stay focussed, we have established the Camunda Cloud Tiger Team. As of the GA date, only the Camunda Cloud Tiger Team can sell Camunda Cloud. We will expand the ability to sell Camunda Cloud to Partners at a later stage. This will be accompanied with in depth enablement and product training for Partners.

Partner-exclusive Webinar Q&A

Will the enablement information contain a more detailed set of criteria to choose Camunda Platform or Camunda Cloud? Basically, more background to "it depends"

We will do our best to help partners identify the correct customer criteria for Camunda Platform and Camunda Cloud. That said, we believe the answer is straightforward, Camunda Cloud is built for:

- Customers are looking for the simplicity and immediate availability of a SaaS solution. To benefit from an on-demand and fully managed service which eliminates the operational costs and risks associated with building and maintaining a process automation environment
- It is ideal for cloud native architectures and for customers looking to automate cloud-based service orchestration

Camunda Platform is actively promoted with release webinars, blog posts, etc for people to keep up to date. Will that also apply for the SAAS offering?

Yes, you will see more and more content being created for Camunda Cloud. We will be conducting regular webinars, starting with the launch webinar scheduled for later this month. We will also be publishing additional blog posts, reference architecture and customer success stories as we move forward.

How are organization accounts managed vs personal accounts?

A user can be part of multiple organisations and also invite other users to their organisation.

If this CMMN is part of Camunda cloud now? If not, what would be the roadmap for CMMN and DMN.

Currently we do not expect CMMN coming to Camunda Cloud. DMN will come to Camunda Cloud. It can be used already with custom workers.