



Atlassian: Maximizing the business impact of process orchestration:  
**What can a CoE do for you?**



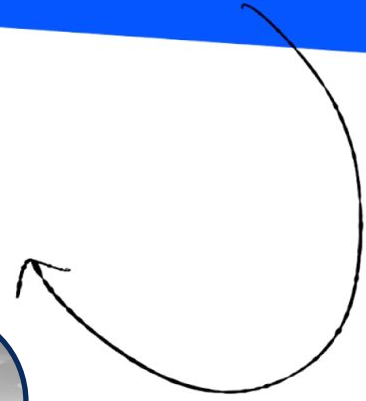
**Daivish Shah**

Intelligent Automation Platform Architect



**Sanjam Sarpal**

Finance Tech Lead



# Agenda



**Camunda Journey**



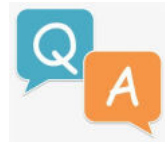
**Atlassian Center of  
Excellence (COE)**



**Finance Shopllassian  
Use Case**



**Business Outcome**



**Q & A**

# Atlassian Journey to Camunda

Camunda  
License Signed

**April 2020**

Camunda  
Training 2nd Round

**Nov 2020**

Camunda Training 4th  
Round

**May 2021**

**June 2020**

Camunda Training  
1st Round

**Feb 2021**

Camunda Training  
3rd Round

**Nov 2021**

First High Transaction  
Volume App go-live



# Camunda Footprint in Atlassian

 ATLASSIAN

 CAMUNDA

**16+**

**Number of  
Apps**

**100M+**

**Decision  
Instances**

**65M+**

**Process  
Instances**

# Curriculum Features

**BPMN**

**Workflow**

**Modelers**

**Connectors & API**

**Optimizer**

# Business Value Impact

**Explicit Business Process**

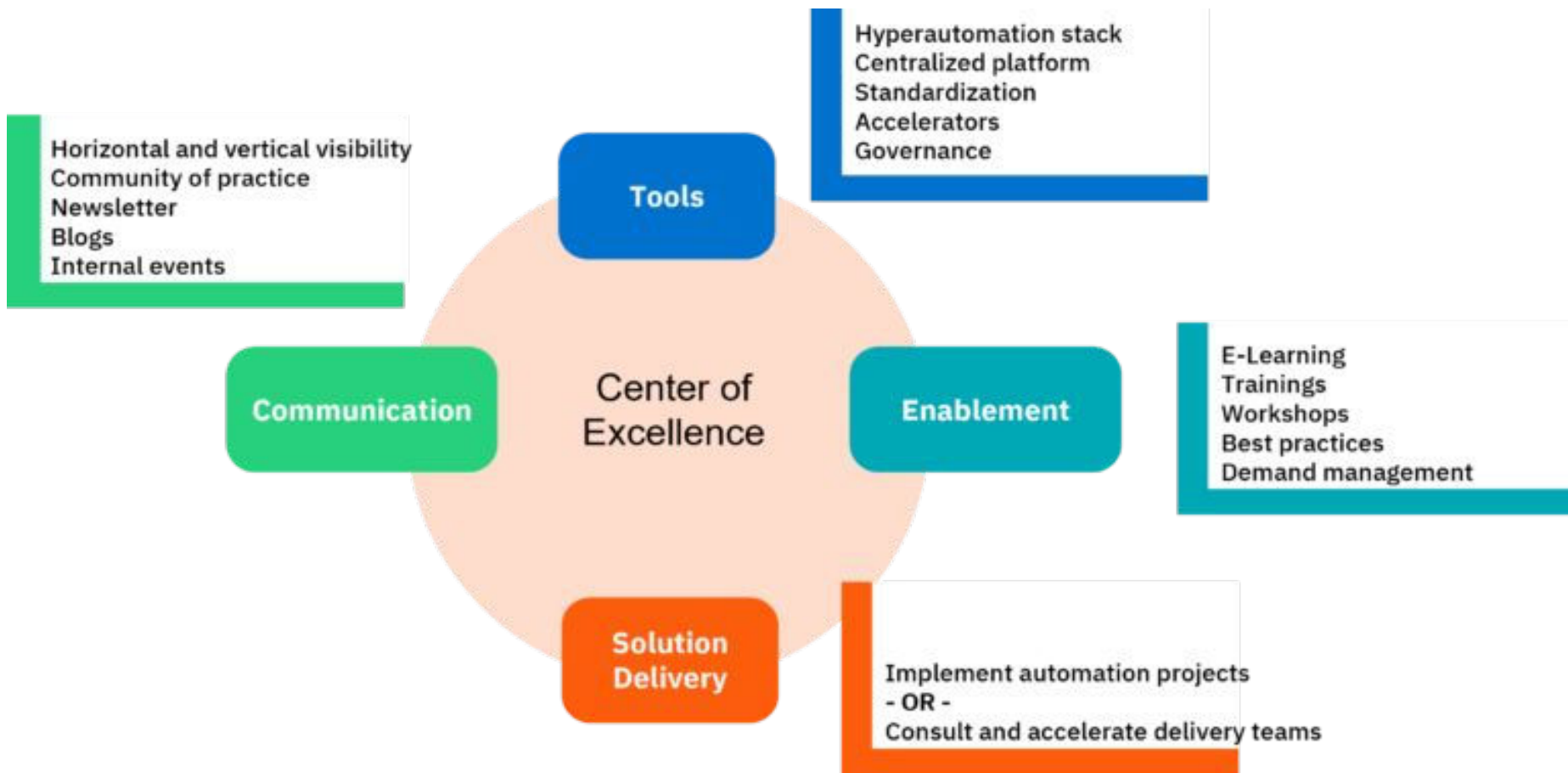
**Real-time processing**

**Automation & Scalability**

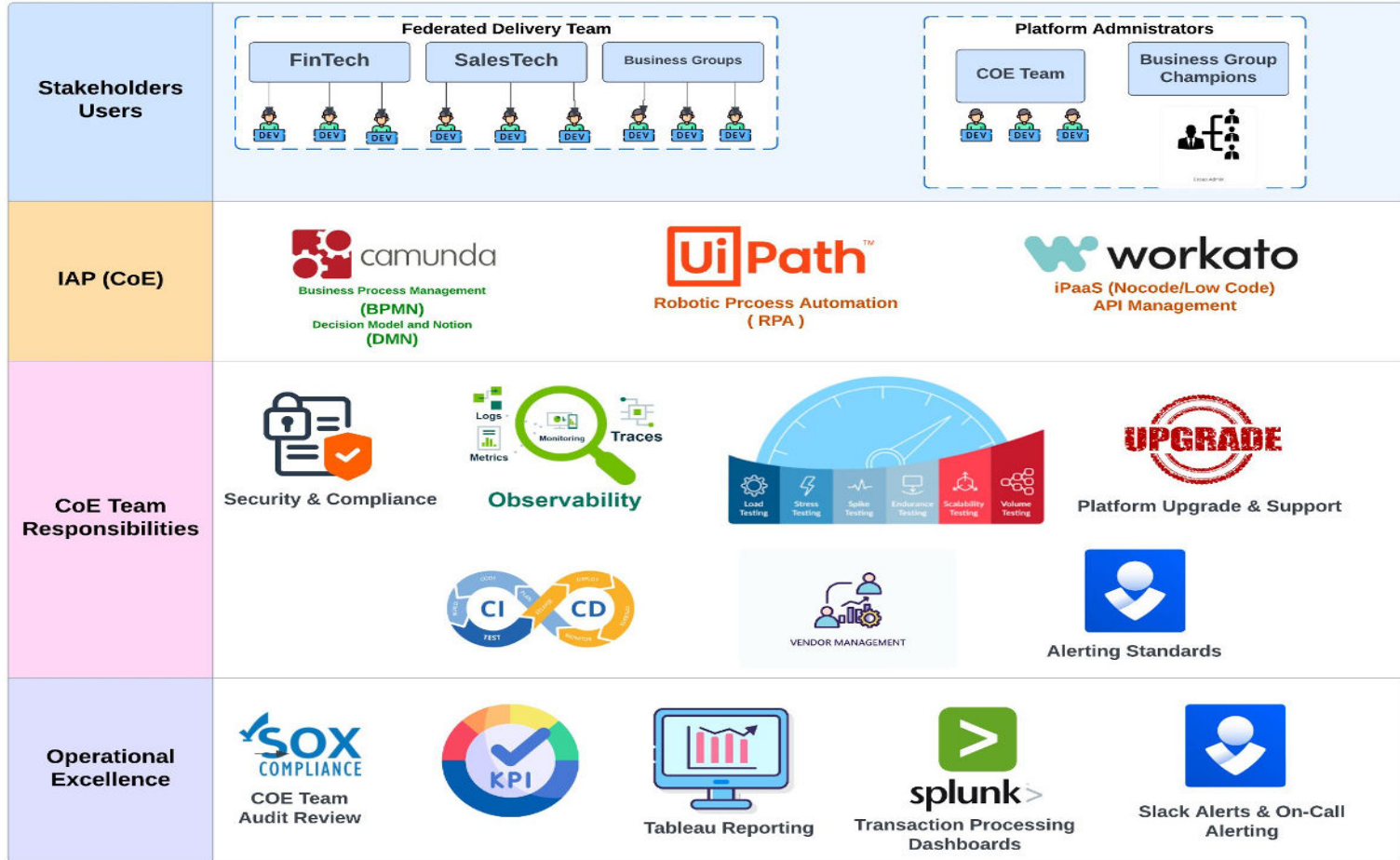
**Integration & Agility**

**Business Insights & Optimization**

# How the Center of Excellence (COE) Simplifies Processes



# Atlassian CoE Setup for Intelligent Automation Platform (IAP)



# Camunda Use Cases @Atlassian



## Finance Technology

- Loom, Halp, Trello **Shoplassian** M&A Billing Engine Workflow
- Month end & GL
- PSI Exam Voucher Creation
- Billing Engine Workflows ( Invoice, Credit Memo, Avalara TAX )



## Intelligent Automation Platform

- Automation Platform Roles, Project, Access Management workflow



## People Technology

- M&A Offer Letter



## Sales, Customer Support & Marketing

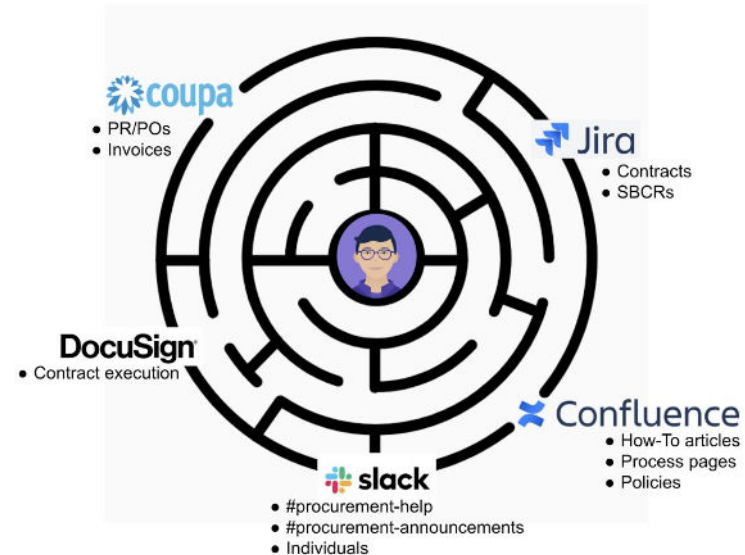
- Lead Junk Rules
- Price Configurator Service Workflow
- Customer Advocate Ticketing Workflow (suzie-q)
- Customer Support Workflow
- Lead Junk Rules





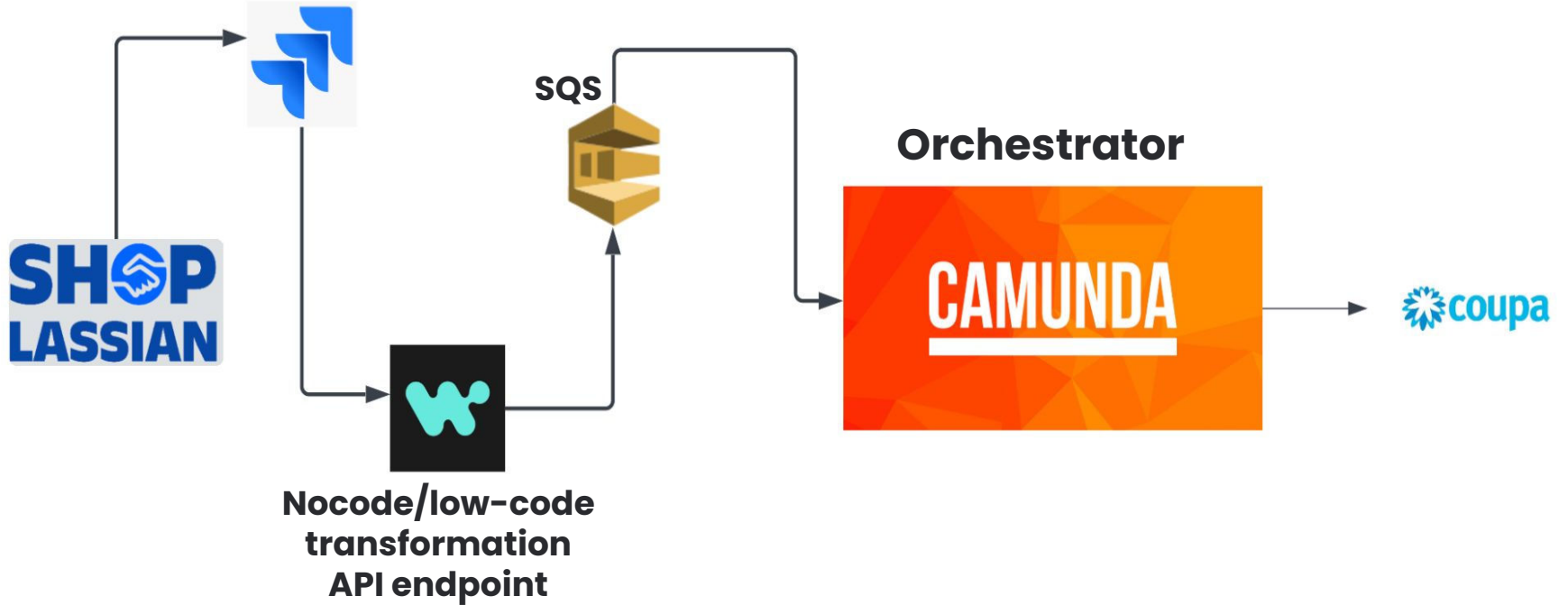
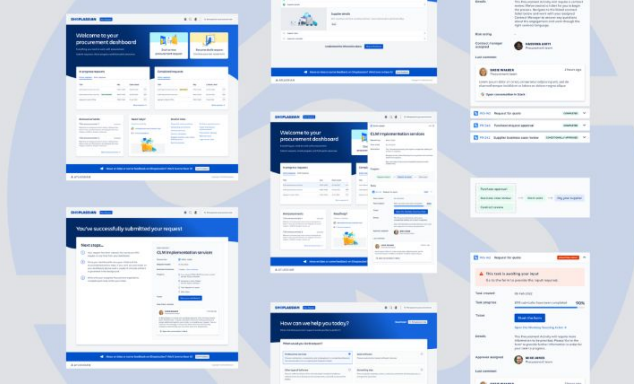
# Problem statement

- **Complicated Processes**
- **Multiple siloed systems** - Coupa, JIRA, Workday Sourcing
- **Lengthy cycle times** - Process cycle times can range from 2 to 12+ weeks depending on complexity.
- **Duplicate and lengthy request intake forms** - The intake forms are complicated, collecting information for each sub-process that leads to multiple ticket types, too many questions, validation errors, and form timeouts.
- **Suboptimal user experience** - The combination of the above results in a disconnected experience with users struggling to understand what each systems does and the steps required to complete their purchase.



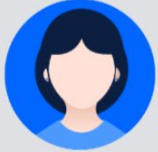
Introducing...

# SHOP LASSIAN



## USER EXPERIENCE FRONT-END

Shoplassian user



Dashboard (action page)



Single questionnaire



## SHOPLASSIAN IS THE DIGITAL GUIDE

DocuSign

- Contract execution

coupa

- POs/PRs
- Invoices

slack

- #procurement-help
- #procurement-announcements
- Individuals

Jira

- Contracts

Jira

- Risk review

workday.

- Strategic sourcing



# Outcomes



**Camunda Journey**



**Atlassian Center of  
Excellence (COE)**



**Finance Shopllassian  
Use Case**

 ATlassian

**Thank you!** 