

Transforming Subscription Management at Scale with Camunda and Agentic Orchestration



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NTConsult

With **over 22 years** of experience supporting enterprises across North and Latin America, NTConsult is a **Camunda Platinum Partner** with one of the largest pools of certified professionals in the market.

Our Services Hubs include Agentic AI and Data, Process Automation and Orchestration, Software Engineering, and Enterprise Platforms.

With a global reach, NTConsult delivers cutting-edge solutions that transform business operations, ensuring agility, scalability, governance, and real business value.

Our mission is to orchestrate technology to move businesses forward.

CAMUNDA

Platinum
Partner
CERTIFIED

20+ Years

Building tailored digital solutions across industries.

8 Countries

Where we have projects and business partners.

From live to play



Broadcast



Streaming and PayTV

globoplay

PREMIERE

COMBATE

Cartola

TELECINE



Publishing

globo.com

g1

receitas

ge

gshow

The Streaming Reality

globoplay

8.8B

hours watched in 2024

4.1B

of video views in 2024

25M

monthly unique users in 2024



2020

4.3B

Total votes

1.5B

Votes in a single voting



2021

64K

Peak votes by second

3.6M

Peak votes by minute



2025

1.7B

Votes in the season

THE SUCCESS THAT FORCED US TO RESPOND

When growth comes before
building the foundation



**SALES BOOMS | MASSIVE VOLUME
TRANSACTION**



ACCELERATED EXPANSION



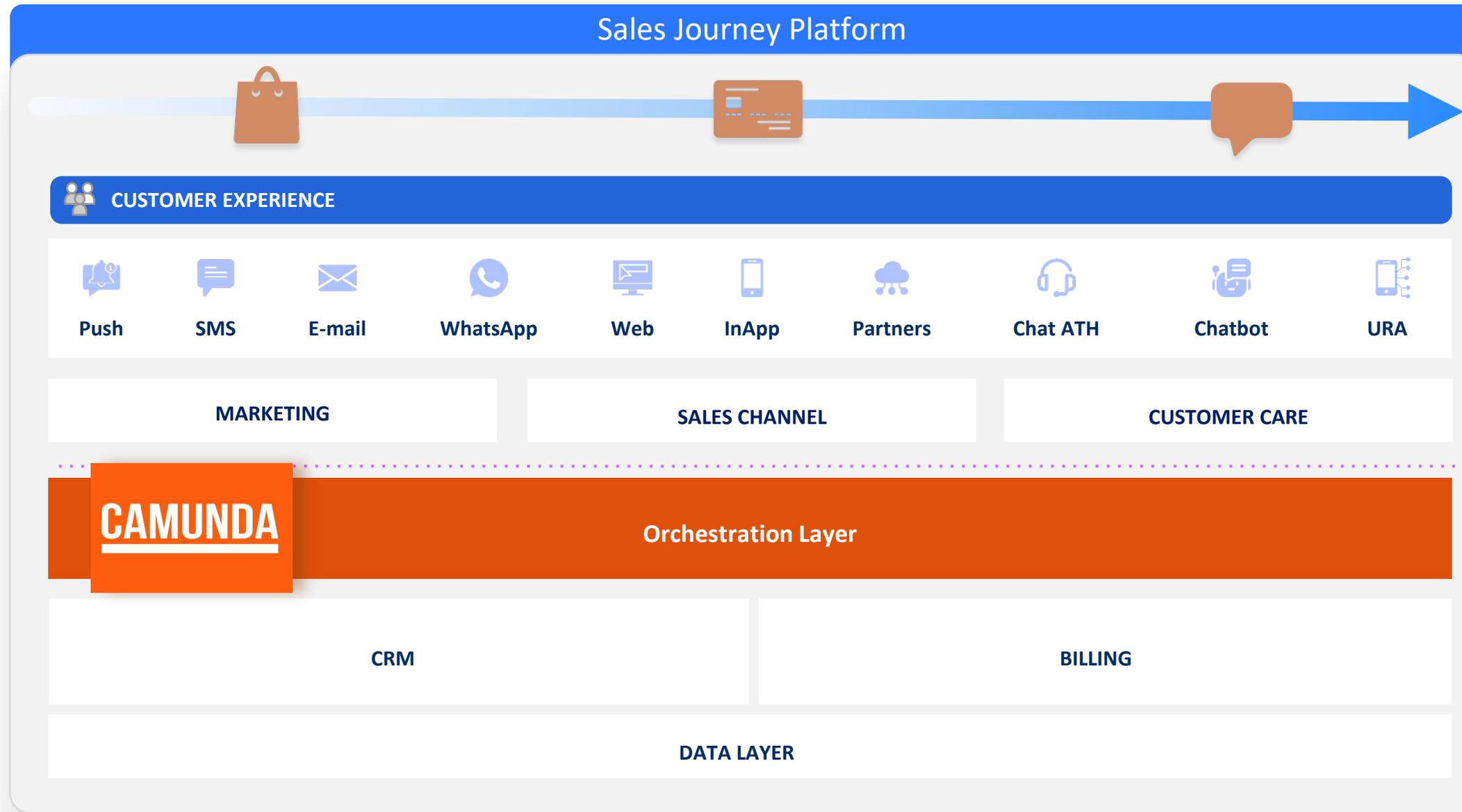
EXCELLENCE IN SERVICE



OPERATIONAL EFFICIENCY

Transformation starts with a strategic foundation

Technical strength and strategic vision to scale intelligently



ROBUST

SCALABLE

FLEXIBLE

At GLOBO,
people make
transformation
possible



It's not just about technology

At **Globo**, innovation is built on a solid foundation.
With vision. And with **people**.



THE TRANSFORMATION WITH CAMUNDA

The Turning Point: rethinking scale and structure

Sales and after-sales events



Orchestration layer



PAYMENT
TRANSACTIONS



GLOBO ID
SERVICES



ERP
SYSTEM



CRM
SYSTEM



- **Event handling and exception management gaps**
- **Limited observability and reuse**
- **Fragmented orchestration**

The Pillars of a Solid, Non-Negotiable Architecture



Governance

Ensures control, compliance, and alignment across all solution components



Flexibility

Seamless integration and adaptability across diverse technologies and AI models



Observability

Real-time visibility and proactive monitoring of every process instance.

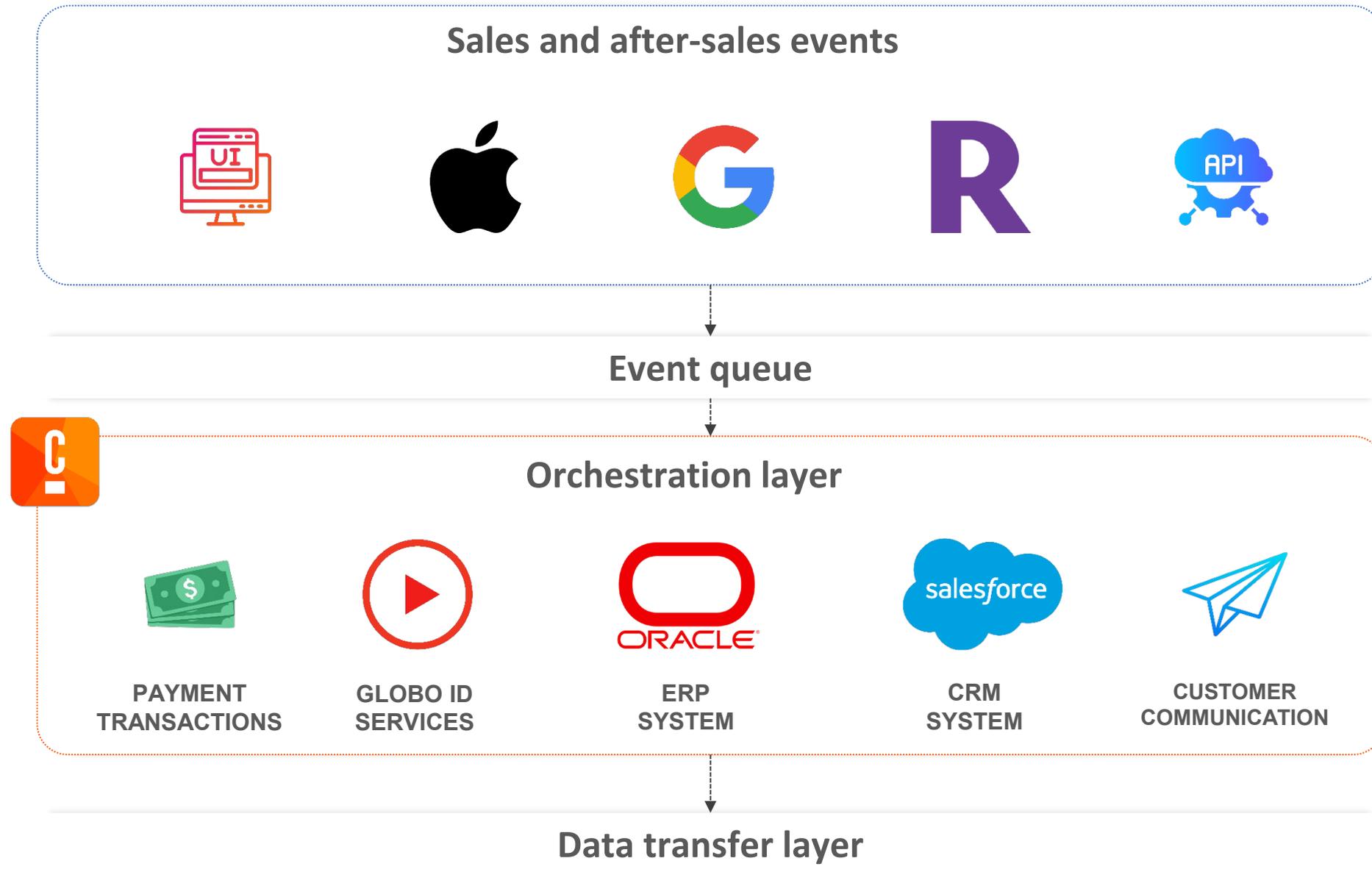


Scalability

An architecture designed to grow: horizontally, intelligently, and without friction

The Solid Architecture That Makes AI Possible

Our non-negotiable foundation built on governance, scalability, observability and flexibility



AT PEAK:
10k
process instances
PER MINUTE

1 M
process instances
PER DAY

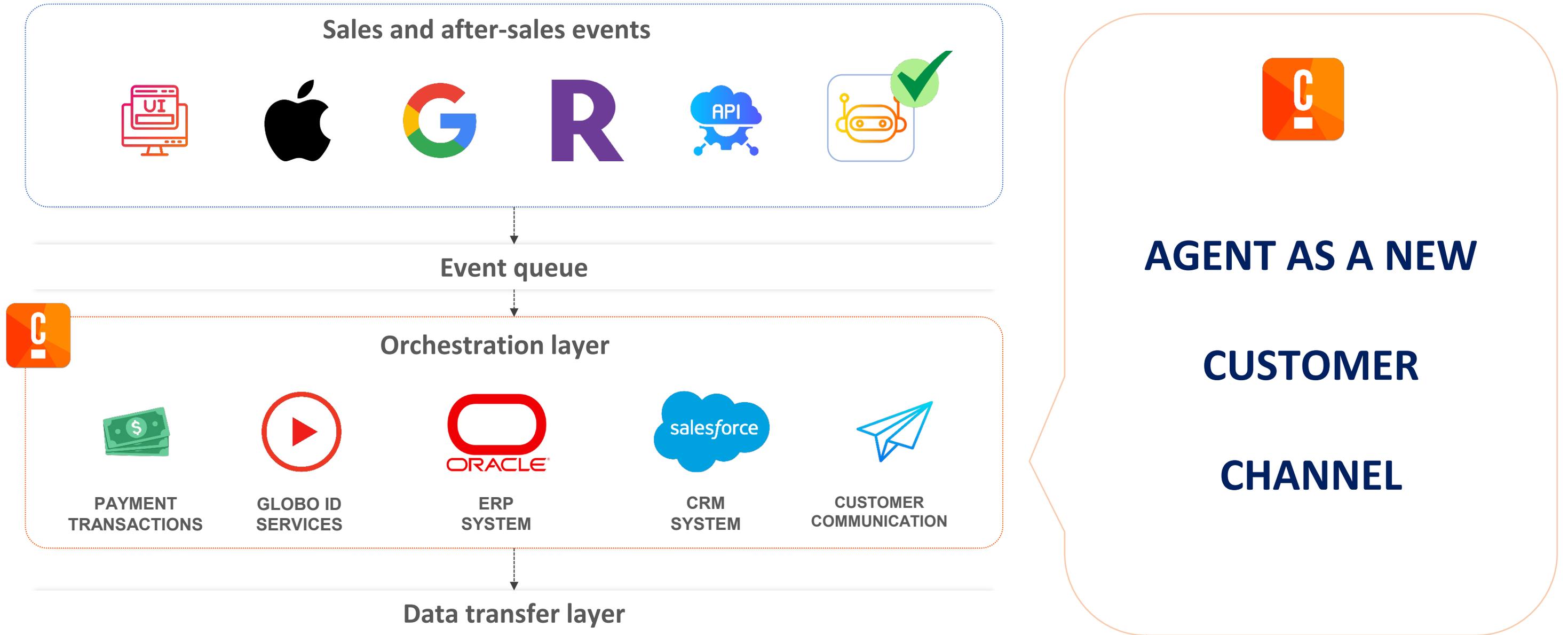
30 M
process instances
PER MONTH

The future arrives - AI everywhere

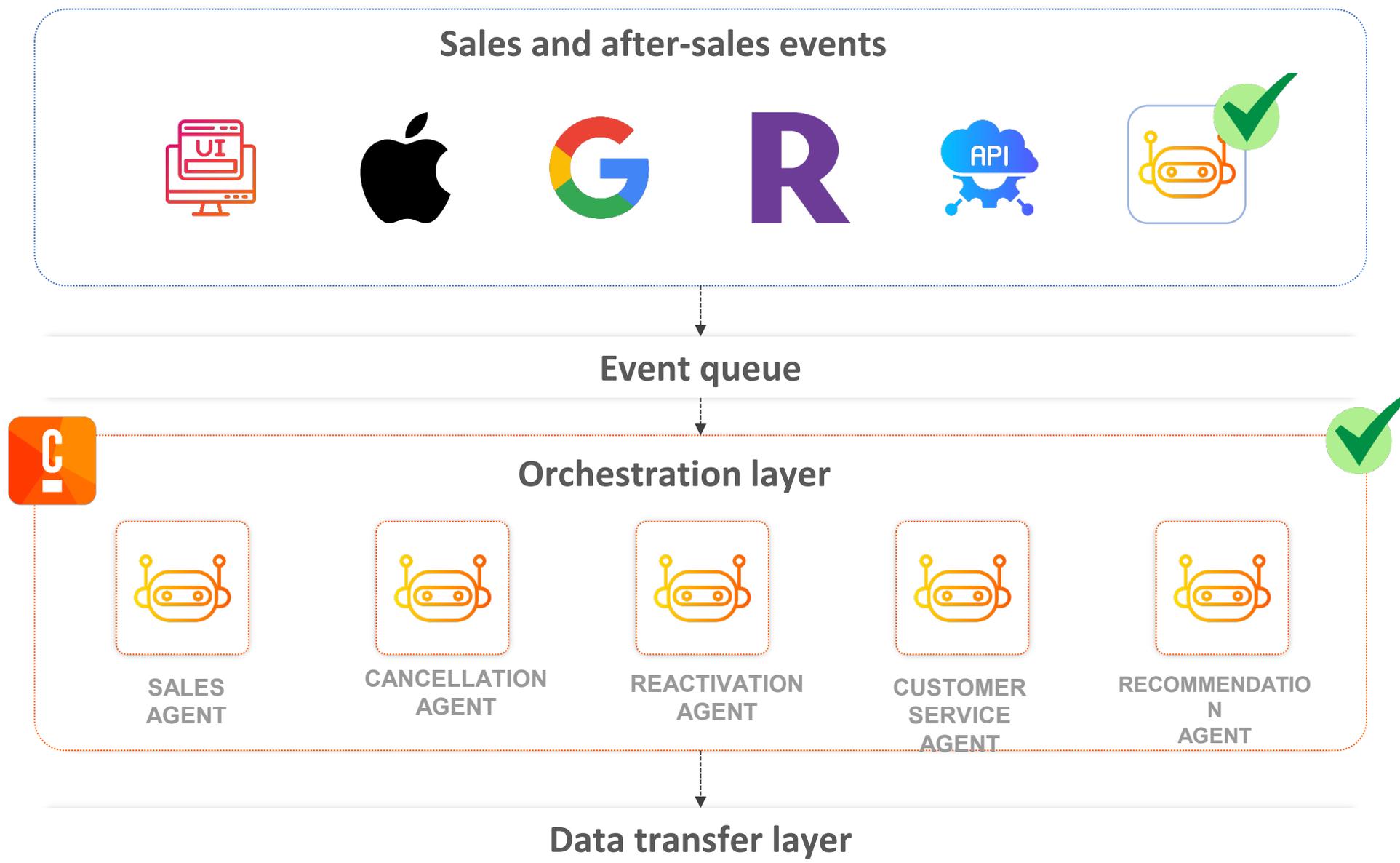
Intelligence as a native capability of the Subscription Platform



Bringing Intelligence into Architecture



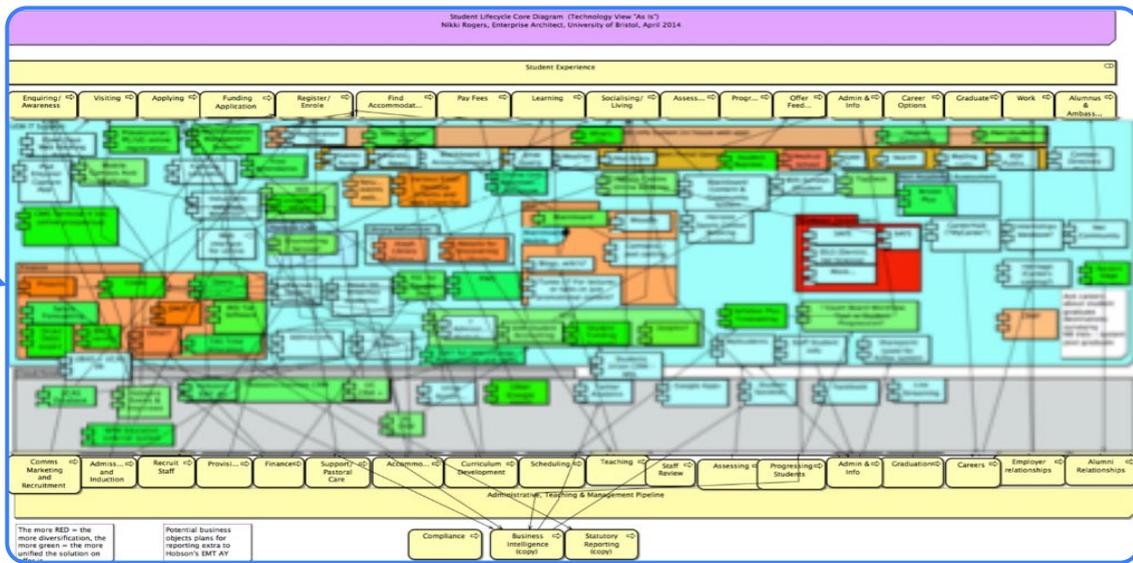
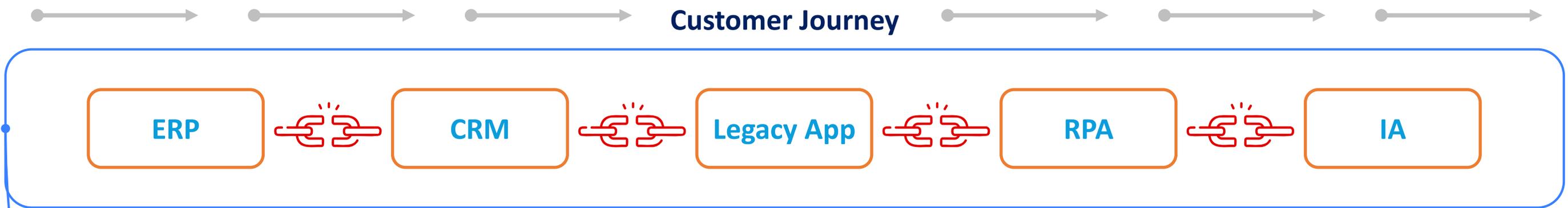
Bringing Intelligence into Architecture



Agent as part of the process and camunda as orchestrator

Why AI Needs Orchestration

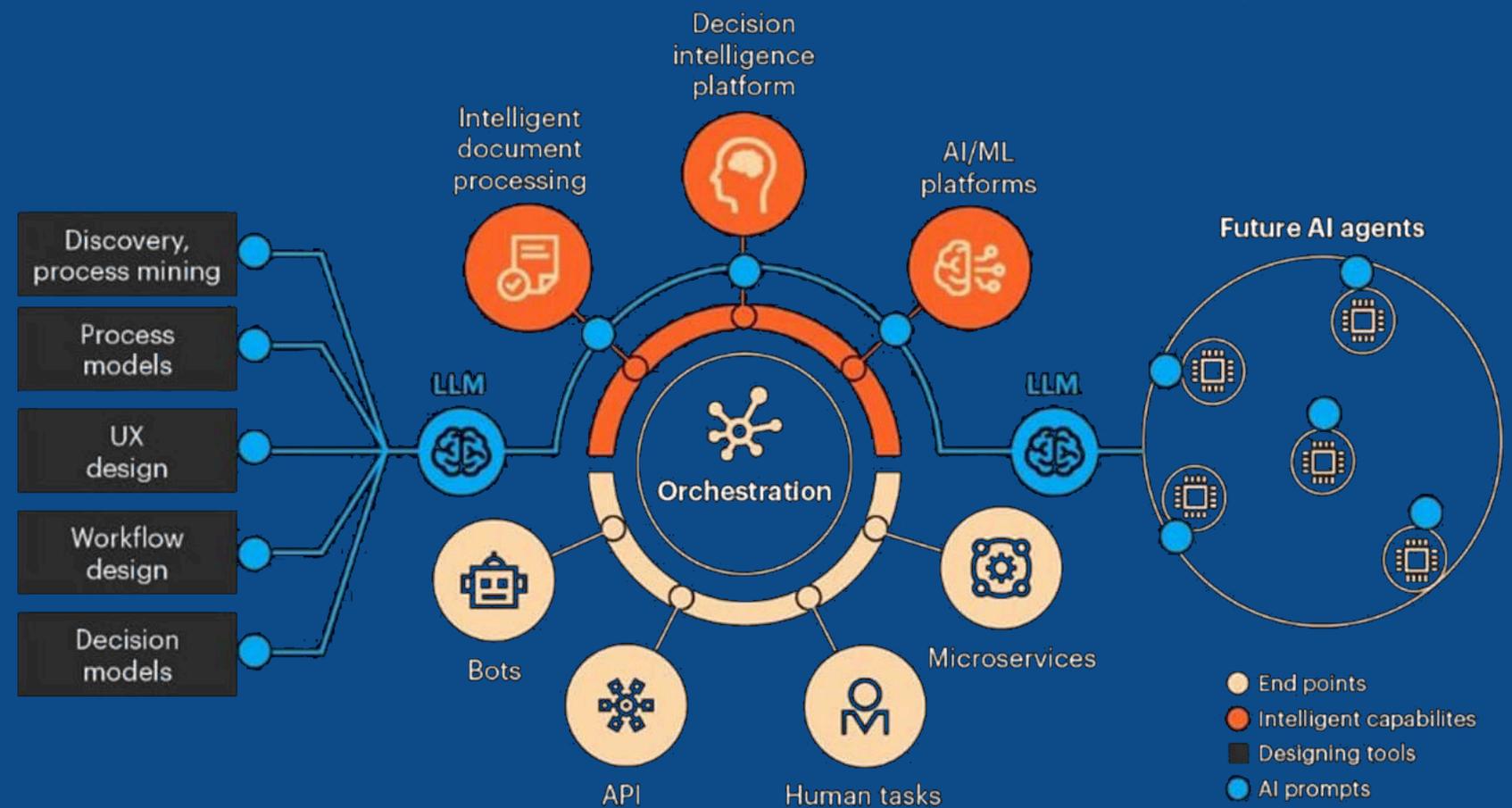
Quick wins in AI and automation often result in fragmented solutions that lack scalability and long-term value.



- Limited process visibility
- Disconnect between business and IT
- Rising technical debt
- Reduction of ROI
- Compliance Challenges

Role of the Camunda Platform

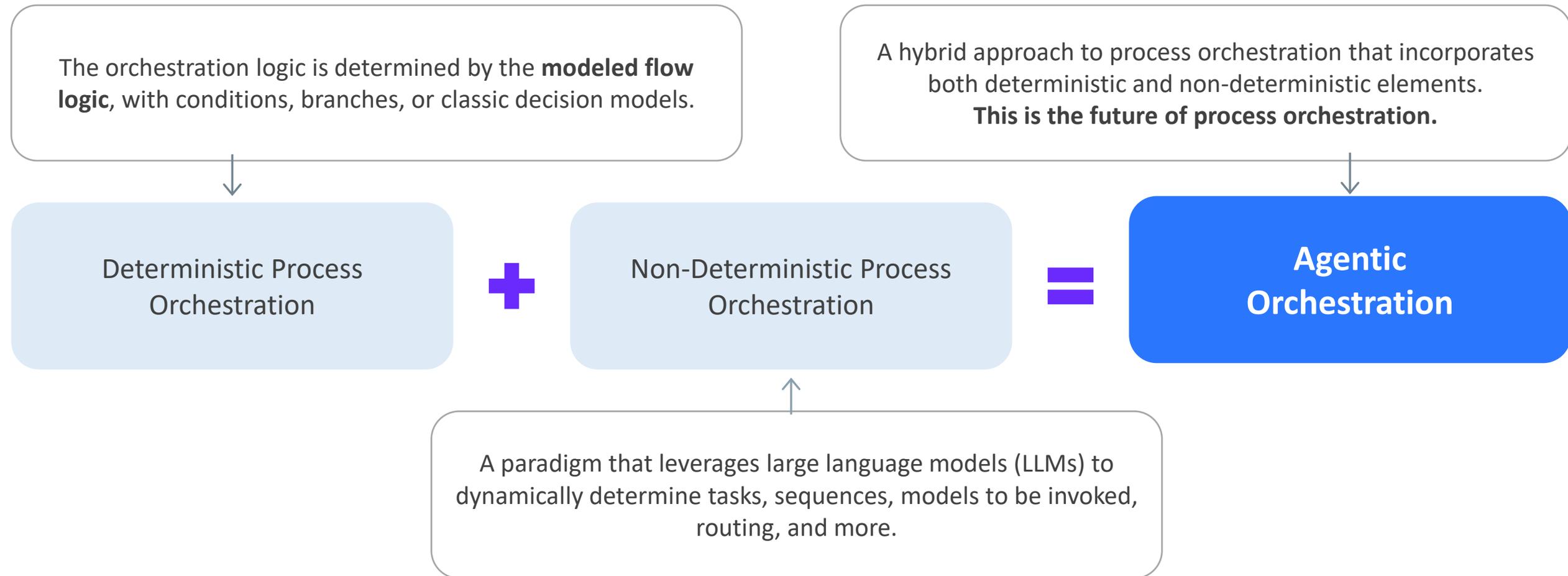
According to Gartner, Business Orchestration and Automation Technologies (BOAT) “enable enterprises to automate and orchestrate end-to-end business processes by connecting multiple systems of record through any applicable integration method.”



Source: Gartner
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Gartner

What is Agentic Orchestration?



RESULTS



Reduction and Improvement in Incident Management

Reduced mean time to detect and resolve (MTTR)

Proactive failure prevention through intelligent monitoring

Clear traceability for root cause analysis and corrective actions



Performance, Scalability, and Availability

Efficient support for high transaction volumes

Scalability to handle demand peaks

High availability with redundancy and fault tolerance



Omnichannel & Customer XP

Integrated customer experience across all service channels.

Consistent information at every touchpoint.

Expansion to new digital channels with a seamless journey.

TAKE AWAYS



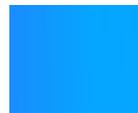
Camunda as the engine of processes

The platform remains the foundation for governance and integration



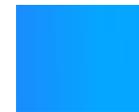
AI as the copilot

Intelligent agents complement the process



A Solid, non-negotiable foundation

Only with strength at the core can processes become adaptive, autonomous, and resilient



People at the center - always

it's people who make transformation real

**THE FUTURE ISN'T COMING
IT'S ALREADY HERE**

Thanks ;)

