



G-Cloud 15 Service Definition Document

Aaseya Camunda Licence Reselling Services

1. Overview

Aaseya Camunda Licence Reselling Services provide a structured, compliant, and commercially optimised route for organisations to procure Camunda platform licences and subscriptions. The service is designed to simplify and de-risk Camunda licence procurement by combining licensing expertise with Aaseya's deep experience in workflow orchestration, BPMN/DMN implementation, and enterprise process automation.

Aaseya takes a delivery-led approach to Camunda licensing, ensuring commercial decisions are aligned with real-world implementation patterns, operating models, and architectural requirements. Licensing is treated as an integral part of the overall process orchestration and automation lifecycle rather than a standalone procurement activity. Customers benefit from licence sizing and structuring that reflects actual process volumes, workloads, environments, and scalability requirements—helping avoid over-licensing, under-licensing, and future commercial constraints.

As a **Camunda Platinum Partner and authorised reseller of Camunda licences**, Aaseya brings proven credibility in supporting enterprise, public sector, and regulated organisations adopting Camunda at scale. Aaseya's Camunda practice includes 50+ skilled professionals with relevant Camunda certifications, domain accelerators across lending, telecom order management, inspections, and investment management, and strong experience delivering mission-critical workflow orchestration solutions. This ensures Camunda licensing decisions are aligned not only with immediate platform needs, but also with long-term digital transformation strategies, cloud adoption, and operational resilience goals.



2. Scope of Services

Aaseya Camunda Licence Reselling Services cover the full lifecycle of Camunda platform licence and subscription management, including:

- Resale of Camunda platform licences (Camunda SaaS and self-managed deployments)
- Advisory on Camunda product selection, editions, and capability alignment
- Subscription and commercial structuring aligned to process automation roadmaps
- Licence sizing based on process volumes, workloads, environments, and scalability needs
- Support for new licence acquisition, renewals, amendments, and expansions
- Alignment of licensing with Camunda deployment models (SaaS, self-managed, Kubernetes-based)
- Compliance guidance aligned to Camunda licensing, usage, and entitlement policies
- Integration of licensing with Aaseya's Camunda implementation and managed services
- Ongoing commercial and licensing support across the subscription lifecycle

The service can be engaged as a standalone Camunda licensing service or combined with Aaseya's broader Camunda implementation, modernisation, and managed services offerings.



3. Approach and Differentiation

Aaseya's approach to Camunda licence reselling is grounded in **delivery-led commercial advisory**, ensuring licensing decisions are informed by real-world BPMN/DMN implementation, orchestration complexity, and operational execution requirements rather than isolated product assumptions.

Licensing engagements begin with a clear understanding of the customer's business objectives, process landscape, orchestration needs, and target operating model. Aaseya assesses planned use of Camunda capabilities such as workflow orchestration, decision automation, event-driven architectures, microservices integration, and Kubernetes-based deployments to ensure licences are appropriately structured and scalable. This reduces licensing risk while maintaining flexibility for future growth.

Differentiation is driven by the depth and maturity of Aaseya's Camunda practice, including:

- Camunda Platinum Partner status
- 50+ strong Camunda professionals with relevant certifications
- Proven delivery across public sector, financial services, manufacturing, and telecom
- Pre-built accelerators for microlending, order management, inspections, and investment workflows
- Strong expertise in Camunda SaaS, self-managed, Kubernetes, and cloud-native architectures
- Integrated delivery across QA, UI/UX, React, AI, and platform engineering

Aaseya acts as a **single, trusted commercial interface** between customers and Camunda, simplifying procurement, improving transparency, and ensuring licensing remains aligned with delivery realities over time—maximising value while maintaining governance and commercial control.



4. Expected Outcomes

By engaging Aaseya Camunda Licence Reselling Services, organisations achieve a simplified, compliant, and strategically aligned approach to procuring and managing Camunda platform licences and subscriptions.

Licensing decisions are informed by delivery context, process orchestration complexity, and actual workload patterns—ensuring procured capabilities directly support automation objectives and business outcomes.

Customers benefit from improved commercial clarity and cost efficiency through accurate licence sizing aligned to process volumes, environments, and scalability forecasts. This reduces the risk of over-licensing or under-licensing and enables predictable budgeting across the contract lifecycle.

Licensing is aligned with Camunda deployment models, cloud and Kubernetes strategies, and long-term automation roadmaps, enabling organisations to scale orchestration, adopt advanced Camunda capabilities, and evolve architectures without disruption.

For regulated and enterprise environments, the service delivers enhanced governance, transparency, and compliance with Camunda licensing and usage policies. Overall, organisations achieve faster access to Camunda capabilities, reduced administrative overhead, lower licensing risk, and stronger alignment between commercial agreements and delivery execution.



5. Company and Contact Information

Aaseya is a leading professional services company specialising in Low-Code, Digital Process Automation, and AI-driven transformation. With a team **of 600+ certified low-code and AI consultants**, Aaseya delivers rapid, high-quality implementations across leading platforms including Camunda, OutSystems and Pega. Our agile delivery frameworks and deep domain expertise enable organisations to accelerate time-to-value, modernise legacy estates, and transform critical business operations.

Operating across **13+ countries**, Aaseya partners with enterprises in Banking, Insurance, Manufacturing, Public Sector, and Government to deliver innovative solutions in Customer Experience, Case Management, CRM, Business Operations, and Workflow Automation. The organisation has successfully achieved 180+ go-lives in just seven years, backed by a strong governance-led delivery model and consistent 4.8+ CSAT across engagements.

Aaseya is a subsidiary of **YASH Technologies**, a global system integrator with **9,000+ employees**, serving 450+ global clients, including more than 100 Fortune 500 organisations. This combined capability enables Aaseya to deliver enterprise-grade transformation at scale, supported by strong security and compliance foundations.

Security Accreditations:

- ISO 27001
- Cyber Essentials
- Cyber Essentials Plus

Websites:

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