

Camunda vs Flowable

Public go-to-market signals, as of 28 September 2026

Researched by Bob, Philipp Wenger Lebron's AI operating system, against a published method, and reviewed by Philipp Wenger Lebron, who is accountable for it. Public sources only; every figure links to its source and the date it refers to.

Camunda runs far more ads than Flowable, 163 to 36 on LinkedIn in the last 30 days ^{1,2}; both have taken paid prices off their pricing pages since September 2024 ^{3,4,5,6,7}; and Flowable's visible plays are banking and insurance messaging, US partner recruiting and a free migration and validation tool pitched at Camunda 7 and Activiti users since at least 2022 ^{2,8,9}.

The short version

- **Ad volume is lopsided.** In the last 30 days Camunda ran 163 LinkedIn ads to Flowable's 36 ^{1,2}, and Google's Ads Transparency Center shows about 200 ads pointing at camunda.com against 16 for flowable.com ^{10,11}. On Meta, Camunda's page has at least 59 active ads ¹²; we found none for Flowable ¹³.
- **The messages differ as well as the volumes.** Camunda's newest LinkedIn ads sell third-party validation (a Gartner Visionary placement, a Forrester Wave Leader position) and research statistics on failed AI initiatives, including their average cost ¹⁴. Flowable's newest ads concentrate on banking and insurance workflows and on recruiting US system integrators ².
- **Flowable targets Camunda's installed base by name in search results.** A landing page whose title includes 'Camunda Migration', and whose description asks 'Migrating from Camunda 7 or Activiti?', offers a free migration and validation tool ⁸; it has run since at least 2022, and its visible copy speaks only of legacy BPM products ^{9,8}. Camunda's sitemap addresses name Pega, IBM BPM, Activiti and others in migration tutorials, posts, a talk and event pages, but none names Flowable ¹⁵; the one Camunda page we found that names Flowable is a 2024 customer story listing it among five tools the customer evaluated before choosing Camunda ^{15,16}.
- **Both companies took paid prices off their pricing pages** ^{3,4,5,7}. Camunda's cheapest paid plan started at EUR 49 a month in 2023 (Professional) and at EUR 99 a month in 2024 (Starter, a different bundle that replaced it) ^{17,3}; by August 2025 the page showed no paid self-serve price ⁴.

Flowable listed its cloud from USD 99 per user a month in 2024 ⁵; its pricing page shows no price today ⁷.

- **Camunda has more open roles; the go-to-market shares are close.** Camunda's job board lists 38 open postings, 42% of them in go-to-market departments by its own labels: sales 10, marketing 3, customer success 2 and revenue operations 1 ¹⁸. Flowable's lists 14, 43% of them in sales, marketing and customer success by its own job categories ¹⁹.
- **Camunda lists more partners.** Its directory counts 206 partners of several types, filterable by type ²⁰; Flowable's Partner Finder names 44, led by services firms such as Accenture, EPAM and TCS ²¹, and Flowable is buying LinkedIn ads to recruit US integrators ².

At a glance

	CAMUNDA	FLOWABLE
LinkedIn ads, last 30 days	163 2026-09-27 ¹	36 2026-09-27 ²
Google ads, last 30 days	~200 2026-09-27 ¹⁰	16 2026-09-27 ¹¹
Active Meta ads	59 2026-09-27 ¹² Active Meta ads run by the Camunda page	none found 2026-09-27 ¹³ Meta ads found for Flowable
List price on the pricing page	no 2026-09-27 ⁶	no 2026-09-27 ⁷
Blog posts, last 90 days	35 2026-09-27 ²²	not captured
YouTube uploads, last 90 days	7 2026-09-27 ²³	15+ 2026-09-27 ²⁴
LinkedIn followers	97,760 ²⁵	16,235 ²⁶
Open roles	38 2026-09-27 ¹⁸	14 ¹⁹
PeerSpot rating (out of 5)	4.1 (83 reviews) 2026-09-27 ²⁷	3.5 (1 review) low confidence 2026-09-27 ²⁸

What we would do next

1. **Build a Camunda versus Flowable page from the evidence Camunda already has.** Flowable has pitched a free migration and validation tool at Camunda 7 and Activiti users since at least 2022 ^{8,9}. Camunda names Pega, IBM BPM and Activiti in the URLs of its own migration tutorials and guides, but no URL names Flowable ¹⁵; the one Camunda page we found that names it is a 2024 customer

story in which Vandebron evaluated Flowable among five tools and chose Camunda ¹⁶. Our recommendation: build a factual Camunda versus Flowable page, linked from the existing Camunda 7 migration page ²⁹, that cites the Vandebron evaluation as the post tells it (all five tools met Vandebron's hard requirements, and Camunda won on its SaaS offering, documentation, connectors, interface and support) ¹⁶, so that a Camunda 7 user comparing options meets Camunda's framing and a customer's verdict first.

- 2. **Test a price anchor for the cloud trial.** Google's Ads Transparency Center shows about 200 ads pointing at camunda.com in the last 30 days ¹⁰, and Camunda still offers a 30-day SaaS trial ⁶; its pricing page names no amount ⁶. Our recommendation is a test, not a rollback: a 'starting at' line for the SaaS plan, shown to paid-search visitors only, measured on trial starts and sales-accepted opportunities.
- 3. **Turn the partner directory into proof.** Some of Flowable's partner-recruitment ads open with a new US partner's six-figure deal ². Camunda's directory lists 206 partners ²⁰, and its newest ads lean on analyst badges and AI-failure statistics instead ¹⁴. Our recommendation: rotate partner-sourced customer wins into the LinkedIn mix, which borrows the analysts' authority and the partners' reach at the same time.

Positioning

homepage promise, primary call to action, social-proof claims

Both companies now lead with agents. Camunda calls itself 'the open platform for agentic orchestration' ³⁰; Flowable's headline is 'The Agentic Case Platform' ³¹, while its page title still says business process and workflow automation ³¹. Camunda's homepage offers a demo, a contact option and a 'try free' link ³⁰; Flowable's offers a demo, a contact link and several sign-up and free-trial buttons ³¹.

	CAMUNDA	FLOWABLE
Customer-count claim on the pricing page	<i>not reported</i>	Trusted by over 600 enterprises worldwide 2026-09-27 ⁷ note 1
Homepage title	Agentic Orchestration Platform Camunda 2026-09-27 ³⁰	Flowable: Intelligent Business Process & Workflow Automation 2026-09-27 ³¹

	CAMUNDA	FLOWABLE
Meta description	Camunda is the open platform for agentic orchestration. Coordinate AI agents, people, and systems across end-to-end processes with governance and control. 2026-09-27 ³⁰	The Intelligent Business Process & Workflow Automation Platform. Automate your business end-to-end. Leverage AI agents and process orchestration. Build enterprise applications at speed & scale. 2026-09-27 ³¹
Main headline (H1)	The open platform for agentic orchestration 2026-09-27 ³⁰	The Agentic Case Platform 2026-09-27 ³¹
Calls to action found in the homepage HTML	contact us try free get a demo 2026-09-27 ³⁰ note 2	book a demo sign up free trial get started 2026-09-27 ³¹ note 3

1. Flowable, Customer-count claim on the pricing page: The company's own claim, not independently verified.
2. Camunda, Calls to action found in the homepage HTML: 'Try free' links to a getting-started page in the developer documentation, not directly to a sign-up form; that page offers a local install and a 'Create free account' link to the SaaS trial sign-up.
3. Flowable, Calls to action found in the homepage HTML: A 'Contact' link is also present. The sign-up, free-trial, get-started, 'Try Flowable Now' and 'Free Download' buttons all lead to the trial sign-up at trial.flowable.com/signup.

Pricing

public price points, trial and free-plan signals, sales-led or self-serve

Neither pricing page shows an amount today ^{6,7}. Camunda keeps a free self-managed development tier and a 30-day SaaS trial, after which a free account for modeling only remains, and routes production to sales ⁶. Flowable prices by users, case and process instances and agent packages, all through sales, with a free open-source community edition ⁷.

	CAMUNDA	FLOWABLE
Pricing model on the rendered pricing page	Development: free, self-managed, no licence. Production (self-managed): Enterprise licence via sales. Camunda SaaS: via sales or a 30-day free trial, after which a free account for BPMN/DMN modeling only remains. No price shown. 2026-09-27 ⁶ note 1	Agentic Case Platform and Case Platform: contact sales, priced by user, case/process-instance (RCPI) and agent packages, Silver/Gold/Platinum support. Community Edition: free open-source engines. No price shown. 2026-09-27 ⁷ note 2
Any list price shown on the pricing page	no 2026-09-27 ⁶ note 3	no 2026-09-27 ⁷ note 4
Pricing page offers a trial	yes 2026-09-27 ⁶ note 5	yes 2026-09-27 ⁷ note 6
Pricing page mentions a free plan or free tier (not necessarily for production use)	yes 2026-09-27 ⁶ note 7	yes 2026-09-27 ⁷ note 8
Pricing page routes buyers to sales	yes 2026-09-27 ⁶ note 9	yes 2026-09-27 ⁷ note 10

1. Camunda, Pricing model on the rendered pricing page: Read from the page as rendered in a browser; no currency amount appears anywhere on it. The free modeling account is from the page's FAQ ('When it ends you can keep a free account limited to BPMN/DMN modeling').
2. Flowable, Pricing model on the rendered pricing page: Read from the rendered page.
3. Camunda, Any list price shown on the pricing page: Rendered page text searched for currency amounts; none.
4. Flowable, Any list price shown on the pricing page: Rendered page text searched for currency amounts; none.
5. Camunda, Pricing page offers a trial: Phrase match on the static page text.
6. Flowable, Pricing page offers a trial: No trial phrase in the visible text; the first 'Try now' link on the page outside the site navigation and footer goes to a trial sign-up (<https://trial.flowable.com/signup?onboardingType=work>).
7. Camunda, Pricing page mentions a free plan or free tier (not necessarily for production use): The page shows two free offers: a self-managed Development tier without a production licence and, in its FAQ, a Camunda SaaS account that runs processes during a 30-day trial and afterwards stays free for BPMN/DMN modeling only.
8. Flowable, Pricing page mentions a free plan or free tier (not necessarily for production use): The free offer is the Community Edition, Flowable's open-source engines, which the page labels 'for evaluation and developer learning'; the Agentic Case Platform and Case Platform are sold through sales.
9. Camunda, Pricing page routes buyers to sales: Phrase match on the static page text.
10. Flowable, Pricing page routes buyers to sales: Phrase match on the static page text.

Pricing history

yearly snapshots of the pricing page from the Wayback Machine

The Wayback Machine shows Camunda walking away from self-serve pricing. In 2022 the cheapest paid plan, Professional, started at USD 49 a month with quotas included (10 users, 1 deployed model) and usage above them billed per unit, for example USD 80 per extra user ³²; in 2023 it started at EUR 49 a month ¹⁷; by 2024 a Starter plan had replaced it, starting at EUR 99 a month, paid by card ³. By August 2025 no paid self-serve price remained ⁴. In our yearly Wayback samples, Flowable's only list price is from September 2024: its cloud started at USD 99 per user a month ⁵.

	CAMUNDA	FLOWABLE
Self-serve paid plan on the archived pricing page (2022)	Professional: starting at USD 49/month including 10 users, 1 deployed model and monthly process and decision instance quotas; usage above the quotas billed per unit (for example USD 80 per extra user) 2022-10-03 ³² note 1	<i>not reported</i>
Self-serve paid plan on the archived pricing page (2023)	Professional: starts at EUR 49/month, paid monthly by credit card 2023-09-24 ¹⁷ note 2	<i>not reported</i>
Self-serve paid plan on the archived pricing page (2024)	Starter: starts at EUR 99/month, paid monthly by credit card 2024-09-15 ³ note 3	Flowable Cloud: starting at USD 99 per user per month; on-premises: custom 2024-09-20 ⁵ Cloud list price on the archived pricing page (2024) note 4
Self-serve paid plan on the archived pricing page (2025)	No paid self-serve price: a free plan (EUR 0) and sales-led tiers only 2025-08-01 ⁴ note 5	<i>not reported</i>

- 1. Camunda, Self-serve paid plan on the archived pricing page (2022): Read in context from the snapshot; the cheapest paid plan (a free plan also existed).
- 2. Camunda, Self-serve paid plan on the archived pricing page (2023): Read in context; the cheapest paid plan (a free plan also existed).
- 3. Camunda, Self-serve paid plan on the archived pricing page (2024): Read in context; Professional no longer appears and Starter is the cheapest paid plan, at 99 per month against Professional's 49 in 2023. A free plan also existed, and what the plans include differs between the years.

4. Flowable, Cloud list price on the archived pricing page (2024): Read in context. The 2025 snapshot is an empty capture; the live page shows no price as of 2026-09-27.
5. Camunda, Self-serve paid plan on the archived pricing page (2025): Read in context from the snapshot text.

Paid ads

Meta Ad Library, Google Ads Transparency Center, LinkedIn Ad Library

Camunda runs the heavier programme on all three platforms we checked: 163 LinkedIn ads in the last 30 days ¹, about 200 Google ads pointing at camunda.com in the same window ¹⁰ and at least 59 active Meta ads from its own page, the earliest of those we loaded started on 21 June 2026 ¹². Flowable ran 36 LinkedIn ads and 16 Google ads in the same window ^{2, 11}, and we found no Meta ads for it ¹³. Google's 'about 200' is the Transparency Center's rounded display, covers every advertiser pointing at the domain, and may understate the count ¹⁰.

	CAMUNDA	FLOWABLE
Active Meta ads run by the company's page	59 2026-09-27 ¹² note 1	none found 2026-09-27 ¹³ Meta ads found for Flowable note 2
Earliest start date among Camunda's active Meta ads	2026-06-21 2026-09-27 ¹² note 3	n/a
Google ads pointing to the company's domain, last 30 days	~200 2026-09-27 ¹⁰ note 4	16 2026-09-27 ¹¹ note 5
LinkedIn ads by the company, last 30 days	163 2026-09-27 ¹ note 6	36 2026-09-27 ² note 7
LinkedIn ads by Camunda in the Ad Library, all dates	476 2026-09-27 ¹⁴	n/a
Themes of the company's newest LinkedIn ads	Analyst validation (Gartner 2026 Magic Quadrant Visionary; Forrester Wave Leader, Q3 2026) and AI-failure research statistics (82% of leaders, 72% of organisations, USD 1.55 million average cost of a failed AI initiative) 2026-09-27 ¹⁴ note 8	Vertical use cases in banking and insurance (claims, underwriting, lending, cross-department client journeys) and recruiting US system-integrator partners ('one of our newest US partners closed a six-figure deal within months of certifying') 2026-09-27 ² note 9

1. Camunda, Active Meta ads run by the Camunda page: Keyword search 'Camunda' shows about 71 results; 65 loaded, of which 59 are run by the Camunda page (the rest are other advertisers mentioning the name). A floor, not an exact

- count; Meta also groups several versions under one card.
- 2. Flowable, Meta ads found for Flowable: Exact-phrase searches for 'flowable.com' and 'Agentic Case Platform' across all statuses returned no ads; the plain keyword 'Flowable' returns about 230 unrelated dental-material ads. No Facebook page is linked from flowable.com. Absence of evidence in the library, not proof that no ad ever ran.
 - 3. Camunda, Earliest start date among Camunda's active Meta ads: Among the 59 loaded Camunda cards; newer ads started as late as 2026-09-26.
 - 4. Camunda, Google ads pointing to camunda.com, last 30 days: The Transparency Center shows a rounded '~200 ads'; it also shows ~200 for all time, so 200 is likely a display ceiling and the real count may be higher. Advertiser shown: Camunda Services GmbH (verified); the domain view can include other accounts linking to the domain.
 - 5. Flowable, Google ads pointing to flowable.com, last 30 days: Advertiser shown: Flowable AG. All-time view shows ~200.
 - 6. Camunda, LinkedIn ads by Camunda, last 30 days: LinkedIn Ad Library, advertiser filter. All-time view in the library: 476.
 - 7. Flowable, LinkedIn ads by Flowable, last 30 days: LinkedIn Ad Library, advertiser filter.
 - 8. Camunda, Themes of Camunda's newest LinkedIn ads: First 14 ads, newest first, headlines read verbatim. The statistics are Camunda's own ad claims, not verified here.
 - 9. Flowable, Themes of Flowable's newest LinkedIn ads: First 10 ads, newest first, read verbatim.

Content engine

sitemap census, publishing velocity from the blog feed, pages that name rivals

In captures taken on 27 September 2026, Camunda's blog feed shows 35 distinct posts dated 90 days or less before that date, the latest on 25 September 2026²², and its sitemap lists 3,438 distinct URLs, 1,436 of them under /blog¹⁵. On 28 September 2026, 386 of the 489 /resource/ addresses in that sitemap returned an error page (HTTP 404)³³. Flowable's main sitemap, the one its robots.txt names, is smaller, 464 URLs, and also blog-led³⁴. We found no blog feed for Flowable, so its publishing pace is not measured here³⁵. A search of the addresses of all Camunda sitemap pages for rival names finds migration tutorials, posts, a talk and event pages naming Pega, IBM BPM, Activiti, jBPM, Oracle and AWS Step Functions, and no address naming Flowable¹⁵; a site search found Flowable named in the text of one customer story¹⁶. Flowable, for its part, has run a landing page titled for Camunda and Activiti migrations since at least 2022^{8,9}. Camunda's 'compared to alternatives' landing page names no rival on the page³⁶; the whitepaper behind its form was not read.

	CAMUNDA	FLOWABLE
Distinct URLs listed in the sitemap	3,438 2026-09-27 ¹⁵ note 1	464 2026-09-27 ³⁴ note 2
Largest sitemap sections (URL count)	/blog 1436, /events 646, /resource 488, /about 265, /partners 208, /press-releases 104 2026-09-27 ¹⁵	/blog 331, /events 28, /success-stories 21, /jobs 13, /solutions 11, /resources 7 2026-09-27 ³⁴

	CAMUNDA	FLOWABLE
Posts published in the last 90 days (blog feed)	35 2026-09-27 ²² note 3	<i>not captured</i>
Latest blog post (feed)	2026-09-25 2026-09-27 ²²	<i>not captured</i>
Blog feed: capture status	<i>captured</i>	<i>not captured</i> ³⁵ note 4
Page targeting the rival by name	<i>not reported</i>	'Free Live Migration of Legacy BPMN Camunda Migration Activiti Migration Flowable'; meta description: 'Migrating from Camunda 7 or Activiti? Flowable makes it easy.' ⁸ note 5
Rivals named on the 'compared to alternatives' landing page	no rival named on the page; the comparison itself is a gated whitepaper, not read ³⁶ note 6	<i>not reported</i>
Sitemap pages naming a rival in the URL	Pega (2 migration tutorials), IBM BPM (1 migration tutorial; 1 event with an IBM BAW migration session), Activiti (3 posts including a migration guide), jBPM (1 talk), Oracle (1 post), AWS Step Functions (1 meetup); no URL names Flowable ¹⁵ note 7	<i>not reported</i>
Own migration page for the previous product generation	'Migrate from Camunda 7 to Camunda 8 Camunda' ²⁹ note 8	<i>not reported</i>
First Wayback Machine capture of the Camunda-migration landing page	<i>n/a</i>	2022-09-07 2022-09-07 ⁹ note 9

	CAMUNDA	FLOWABLE
Camunda page naming Flowable	Customer story 'Why Vandebron Migrated to Camunda for Process Orchestration' lists Flowable among five tools Vandebron evaluated (with Camunda 8, IBM BAW, Bonita and Kogito) before choosing Camunda 2024-09 ¹⁶ note 10	n/a
Sitemap /resource/ addresses returning HTTP 404	386 of 489 listed addresses ³³ note 11	0 of 1 listed address ³⁴ note 12

1. Camunda, Distinct URLs listed in the sitemap: Capped at 40 files and 30,000 URLs. Read from 10 sitemap file(s) reachable from robots.txt, starting at <https://camunda.com/sitemap.xml>; sitemaps not linked from there (for example separate docs sitemaps) are not included.
2. Flowable, Distinct URLs listed in the sitemap: The one sitemap Flowable's robots.txt names, covering the main site. The sitemap index at flowable.com/sitemap.xml also lists an open-source docs sitemap (43 URLs), documentation.flowable.com (730) and a FlowFest site (2), 1,239 URLs in all; they are left out, which keeps the count on the same basis as Camunda's, whose sitemap index lists no documentation.
3. Camunda, Posts published in the last 90 days (blog feed): Distinct posts (feed items deduplicated by link); the feed lists 50 items, 39 of them distinct. The window is counted by date: a post counts if it is dated no more than 90 days before the capture date. The oldest of the 39 (2026-06-24) predates the 90-day window, so the window is fully covered and 35 is the complete count.
4. Flowable, Blog feed: capture status: No RSS or Atom feed found at 5 candidate URLs.
5. Flowable, Page targeting the rival by name: The visible text speaks of 'legacy BPM products'; Camunda is named only in the title and meta description, and the page also targets Activiti users. The Wayback Machine has captures since 2022-09-07, so this is a standing page, not a new campaign.
6. Camunda, Rivals named on the 'compared to alternatives' landing page: The landing page text (919 characters) was checked for 18 rival names including Flowable; none appear. The whitepaper sits behind a form.
7. Camunda, Sitemap pages naming a rival in the URL: Search of the addresses of all 3,438 distinct sitemap URLs for 14 names: Flowable, Pega, IBM, Activiti, jBPM, Appian, Bizagi, Temporal, Signavio, Oracle, Step Functions, Nintex, Kissflow, ServiceNow (ServiceNow and IBM also appear in partner and integration pages and posts, not counted here). 52 more URLs contain 'migrat' but no rival name, many of them about moving from Camunda 7 to Camunda 8. All 52 were opened on 2026-09-28: 40 load, and only one, the Vandebron customer story, names Flowable (see target-content-flowable-mention); 12 return 404 although the sitemap still lists them. The jBPM talk's address also returns 404; the other rival pages load. The Pega, IBM BPM and Activiti tutorials do not name Flowable either. One of the Activiti posts (2016) compares Camunda's engine with Activiti's head to head. A second search of the same URLs for about 50 vendor and framework names found two more pages arguing against a named alternative, both about agent frameworks: a 2026 post on LangChain and a cancelled event on LangGraph.
8. Camunda, Own migration page for the previous product generation: Page title as fetched; the page does not mention Flowable.
9. Flowable, First Wayback Machine capture of the Camunda-migration landing page: CDX lists 20220907134848 as the earliest 200 capture; the page may be older than its first capture.
10. Camunda, Camunda page naming Flowable: Found by a site search, not by the URL search; body text read on 2026-09-28. The post was written by Vandebron's team and republished on Camunda's blog; Vandebron was moving off Salesforce and a home-built tool (FlowRunner), not Camunda 7. It says all five tools met Vandebron's hard requirements

and credits Camunda's SaaS offering, documentation, connectors, interface and support; it gives no Flowable-specific findings. Camunda's own Vandebron case study (/case-studies/vandebron/) does not name Flowable.

11. Camunda, Sitemap /resource/ addresses returning HTTP 404: Every /resource/ address in Camunda's sitemap was requested on 2026-09-28: the 488 under /resource/ and one Dutch page under /nl/resource/. 386 returned HTTP 404: 379 redirect (301) to the same address under /resources/, which does not exist; 6 first redirect to a renamed /resource/ address and end the same way; the Dutch page returns 404 directly. The sitemap still lists all 386. In the same check 1,435 of the 1,436 /blog/ addresses and all 20 /resources/ addresses loaded.
12. Flowable, Sitemap /resource/ addresses returning HTTP 404: Flowable's sitemap lists one /resource/ address, the /resource index page, and it loads. The row is not like for like: Flowable's /resources/ section (7 listed) holds individual resource pages, the kind of page Camunda mostly keeps under /resource/. All 339 of Flowable's addresses under /blog/, /resources/ and /resource (331, 7 and the index page) were requested on 2026-09-28, and all loaded.

Partner and marketplace footprint

programmes, integration claims, marketplace listings

Camunda publishes a directory of 206 partners, filterable by certification, tier, region and partner type ²⁰. Flowable's partner page carries a Partner Finder naming 44 partners ²¹ and describes four ways to partner: implement, integrate with rebates, resell or refer, and OEM ²¹. Flowable's partner pages mention rebates and referral fees ²¹.

	CAMUNDA	FLOWABLE
Public partner directory with a partner count	206 partners in a filterable directory (by certification, tier, region, type) 2026-09-27 ²⁰ note 1	Partner Finder section naming 44 partners; no count stated on the page 2026-09-27 ²¹ note 2
Ways to partner named on the partner page	<i>not reported</i>	Implement (system integrator or managed service provider), Integrate (with rebates), Resell or Refer, OEM 2026-09-27 ²¹
Partner and integration pages found	https://camunda.com/partners/ https://camunda.com/partners/aws/ https://camunda.com/partners/bp3/ https://camunda.com/platform/integrations/nice/ https://camunda.com/platform/integrations/camunda-servicenow-integration/ 2026-09-27 ²⁰	https://www.flowable.com/company/partners https://www.flowable.com/partners/pulseminds https://www.flowable.com/partners/oem-partner 2026-09-27 ²¹

	CAMUNDA	FLOWABLE
Commission, rebate or referral-fee language on partner pages	<i>not reported</i>	yes 2026-09-27 ²¹ note 3

1. Camunda, Public partner directory with a partner count: Page text: 'Showing 24 of 206 partners'.
2. Flowable, Public partner directory with a partner count: Counted the 44 partner headings in the Partner Finder section of the captured page (Accenture, adesso, EPAM, TCS, NTT Data, CGI, GFT, Perficient and others).
3. Flowable, Commission, rebate or referral-fee language on partner pages: Word match on the page text; read the page before quoting the terms.

Review-portal standing

ratings and review counts on the portals that matter for the category

Of the portals tried, only PeerSpot could be read automatically. Camunda holds a 4.1 out of 5 average from 83 reviews on PeerSpot ²⁷; Flowable has a single PeerSpot review ²⁸, too few to compare. Capterra blocked automated reading for both, and G2 for Flowable; G2 was not tried for Camunda ^{37,38,39}.

	CAMUNDA	FLOWABLE
PeerSpot average rating (out of 5)	4.1 2026-09-27 ²⁷ note 1	3.5 2026-09-27 ²⁸ low confidence note 2
PeerSpot review count	83 2026-09-27 ²⁷	1 2026-09-27 ²⁸
Capterra rating: capture status	<i>not captured</i> ³⁷ note 3	<i>not captured</i> ³⁸ note 4
G2 rating: capture status	<i>not tried</i>	<i>not captured</i> ³⁹ note 5

1. Camunda, PeerSpot average rating (out of 5): Shown on the page as '4.1 out of 5'; the schema.org aggregateRating in the markup gives the same figure. The page's summary text states the same average as 8.2 out of 10.
2. Flowable, PeerSpot average rating (out of 5): Shown on the page as '3.5 out of 5'; the schema.org aggregateRating in the markup gives the same figure. The page's summary text states the same average as 7.0 out of 10. Based on a single review: too few to compare.
3. Camunda, Capterra rating: capture status: HTTP 403
4. Flowable, Capterra rating: capture status: HTTP 403
5. Flowable, G2 rating: capture status: HTTP 403

Social and video

LinkedIn followers, YouTube channel and upload cadence

Camunda's LinkedIn page has 97,760 followers against 16,235 for Flowable ^{25,26}. On YouTube the pattern flips: Flowable uploaded at least 15 videos in the last 90 days, 5 of them Shorts ²⁴, to Camunda's 7 ²³, though Camunda's channel is far larger ^{40,41}.

	CAMUNDA	FLOWABLE
YouTube Shorts among uploads in the last 90 days	0 2026-09-27 ²³ note 1	5 2026-09-27 ²⁴ note 2
LinkedIn company page followers	97,760 ²⁵	16,235 ²⁶
YouTube subscribers (as YouTube displays it, rounded)	18.5K subscribers 2026-09-27 ⁴⁰	2.56K subscribers 2026-09-27 ⁴¹
Latest YouTube upload	2026-09-25 2026-09-27 ²³	2026-09-21 2026-09-27 ²⁴
YouTube uploads in the last 90 days	7 2026-09-27 ²³ note 3	15+ 2026-09-27 ²⁴ note 4

1. Camunda, YouTube Shorts among uploads in the last 90 days: None of the 7 feed entries in the window links to /shorts/; none of the feed's 15 entries does.
2. Flowable, YouTube Shorts among uploads in the last 90 days: 5 of the 15 feed entries link to /shorts/; the feed lists the latest 15 uploads only.
3. Camunda, YouTube uploads in the last 90 days: The feed's oldest entry (2026-03-07) predates the 90-day window, so the count is complete.
4. Flowable, YouTube uploads in the last 90 days: The public feed lists the latest 15 uploads only; 15 means 15 or more.

Hiring signals

open roles by function from the public job board

Camunda's public job board lists 38 open postings after excluding a talent-pool listing ¹⁸. By Camunda's own department labels, products has 18, sales 10, marketing 3, customer success 2 and revenue operations 1 ¹⁸, so 42% of postings sit in go-to-market departments ¹⁸. Flowable's public job board, on Workday, lists 14 open postings ¹⁹. By Flowable's own job categories, sales has 4, architecture 2, and marketing, customer success management, delivery consulting, product engineering, product management, design, finance and legal 1 each ¹⁹, so 43% of postings sit in sales, marketing or customer success, the rule used for Camunda ¹⁹. The rule reads labels, not duties:

postings under other labels, such as Flowable's 2 in architecture and 1 in delivery consulting and Camunda's 1 in special processes, fall outside it, whatever the work involves ^{19,18}.

	CAMUNDA	FLOWABLE
Open roles on the public job board	38 2026-09-27 ¹⁸ note 1	14 ¹⁹ note 2
Most senior go-to-market role open	Director, Solutions and Product Marketing 2026-09-27 ¹⁸ note 3	Head of Revenue Development ¹⁹ note 4
Open postings by the company's own department labels	Products 18, Sales 10, Marketing 3, Customer Success 2, Talent Pool 1, Special Processes 1, Executive 1, Revenue Operations 1, Finance 1, People 1 2026-09-27 ¹⁸ note 5	Sales 4, Architecture 2, Marketing 1, Product Engineering 1, Finance 1, Legal 1, Product Management 1, Delivery Consulting 1, Customer Success Management 1, Design 1 ¹⁹ note 6
Share of open roles in go-to-market departments (company's own labels)	42% 2026-09-27 ¹⁸ note 7	43% ¹⁹ note 8

1. Camunda, Open roles on the public job board: ashby public postings endpoint, found via <https://camunda.com/careers/all-jobs/>. Excluded 1 talent-pool or general-application posting(s): Account Development Representative - Future Openings Talent Pool.
2. Flowable, Open roles on the public job board: Workday public postings endpoint, found via the Apply link on <https://www.flowable.com/jobs/legal-advisor>. Flowable's sitemap lists 13 job pages, each linking a Workday requisition: 8 link to open postings, and a ninth, at /jobs/core-accountant, links an older requisition for a role the board lists under a newer one. The other 4 (Full-Stack Developer, IT Support Specialist and two older Solutions Architect pages) link to requisitions the board no longer lists. Five open postings have no page on flowable.com: two Senior Account Executives (Atlanta), a Head of Revenue Development (London), a Customer Success Manager (Atlanta) and a UX Designer.
3. Camunda, Most senior go-to-market role open: The board also lists 8 Senior Sales Engineer postings, a Manager ADR EMEA, an Enterprise Account Executive III (North America) and a Senior GTM Systems AI and Automation Engineer.
4. Flowable, Most senior go-to-market role open: Chosen by title among postings in go-to-market job categories (Sales, Marketing, Customer Success Management). The board's other 'Head of' posting, Head of Professional Services, North America, is filed under Delivery Consulting; its job page calls the role 'first and foremost a commercial leader' carrying revenue targets for strategic US accounts.
5. Camunda, Open postings by the company's own department labels: Department field of each posting as published; more reliable than title keywords.
6. Flowable, Open postings by the company's own department labels: Job category of each posting as published on the Workday board; more reliable than title keywords.
7. Camunda, Share of open roles in go-to-market departments (company's own labels): 16 of 38 postings whose department label names sales, marketing, customer, revenue or partners; talent pools excluded.
8. Flowable, Share of open roles in go-to-market departments (company's own labels): 6 of 14 postings whose job category names sales, marketing, customer, revenue or partners: Sales 4, Marketing 1, Customer Success Management 1. The board lists no talent-pool posting, so none was excluded.

Method and limits

Every item on the published checklist, and whether it could be captured from public sources for each company.

	CAMUNDA	FLOWABLE
Positioning	captured	captured
Pricing	captured	captured
Pricing history	captured	captured
Paid ads	captured	captured
Content engine	captured	partial
Partner and marketplace footprint	captured	captured
Review-portal standing	partial	partial
Social and video	captured	captured
Hiring signals	captured	captured

Before Philipp's review, every sentence with a figure and every table row went through 16 rounds of independent review: separate Claude instances, each started fresh and instructed to refute, working from the evidence and the live web. No reviewer from another model family was used.

- Reviews: Capterra returned bot challenges for both companies and G2 for Flowable; G2 was not tried for Camunda, so ratings come from PeerSpot only.
- Content: Flowable exposes no blog feed we could find, so its publishing pace is not measured. Sitemap update dates are not used for either company: they record the last edit, not publication, and both sitemaps carry dates stamped in bulk. Sitemap counts are of listed addresses, not live pages.
- Ads: counts are what each library displayed when captured on 27 September 2026 ¹. Google rounds large counts, Meta groups ad versions, and a keyword search can miss ads that never name the brand.
- Hiring: both counts come from the companies' public job boards (Ashby for Camunda, Workday for Flowable). The two use different department labels, so the go-to-market shares apply one rule, labels naming sales, marketing, customer, revenue or partners, rather than identical categories.
- Competitor pages: rival names were searched in Camunda's sitemap URLs and with a site search; beyond the migration pages and the rival-named pages, page bodies were not scanned

one by one, and gated whitepapers were not read. We do not report a count of comparison pages: every review pass found another one, and no recommendation depends on the number.

- Everything here is public information read on the dates shown; nothing comes from either company's internal data.

Sources

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Researched by Bob, Philipp Wenger Lebron's AI operating system, against a published method, and reviewed by Philipp Wenger Lebron, who is accountable for it. Public sources only; every figure links to its source and the date it refers to. Prepared by Philipp Wenger Lebron, Berlin, wengerlebron.com/teardown.