



Process Mining values & success stories

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THE CHALLENGE

Processes run across a rigid and fragmented tech landscape

OUR SOLUTIONS

Process mining

DEMO

Celonis Process Mining

USE CASES/Stories

5 Process Mining use cases/success stories

Research support

Celonis Academic Alliance



“Digitalization is rapidly changing how organizations create value and how they compete.”

Gartner

Companies spend billions on enterprise software to digitize processes



508

enterprise applications on average per company

\$431B

total spend on enterprise software globally

2/3

of CEOs say digital strategy is a top priority

Mainframe

PC

ERP/CRM/Core

LoB Apps

Cloud /Mobile Apps



'70s

'80s

'90s

'00s

'10s

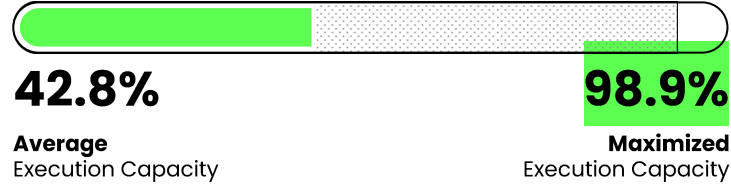
Source: Gartner

But companies are not executing at their full capacity



Supply & Delivery

On-time delivery



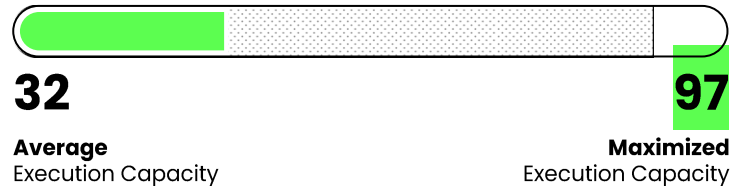
Finance & Administration

Touchless invoice rate



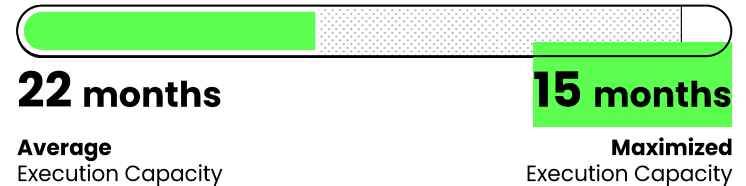
Customer Operations

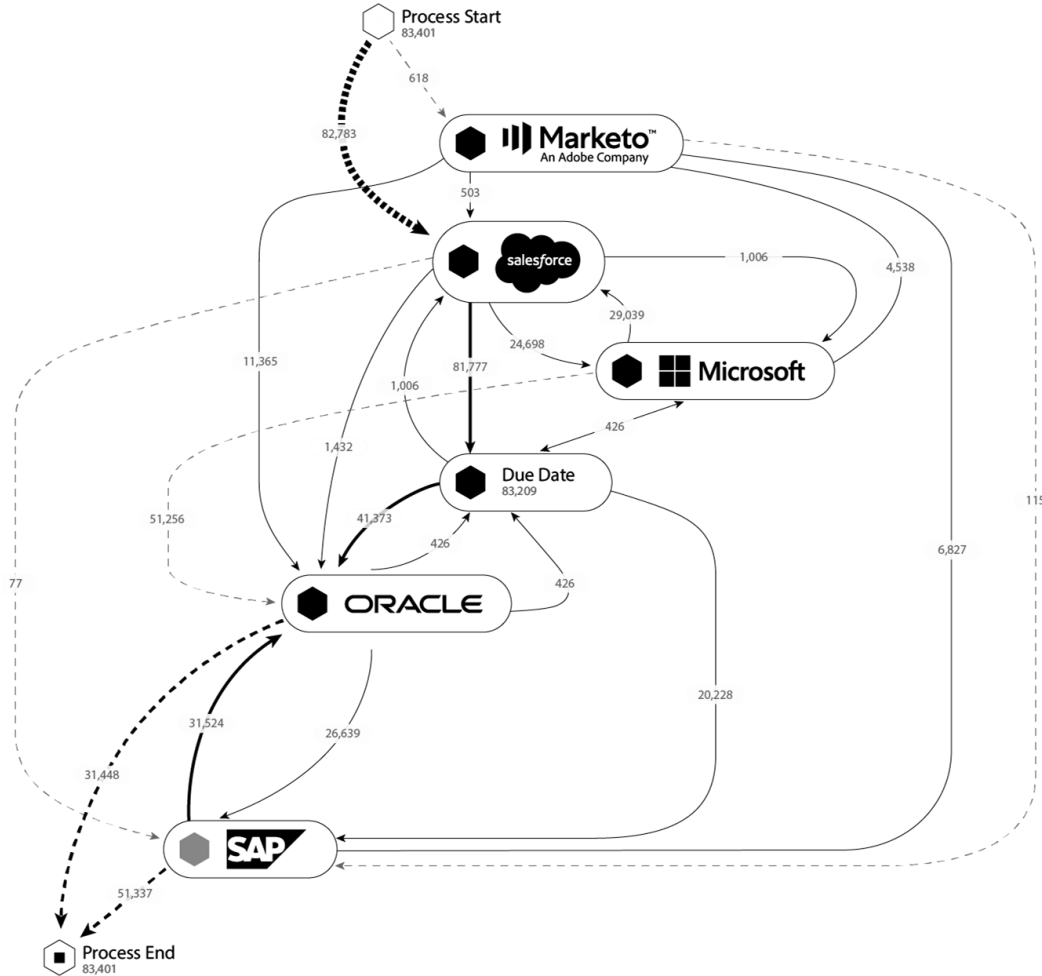
Net Promoter Score



Products & Services

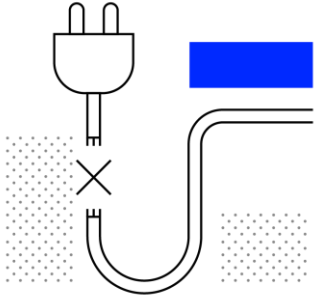
Time-to-market



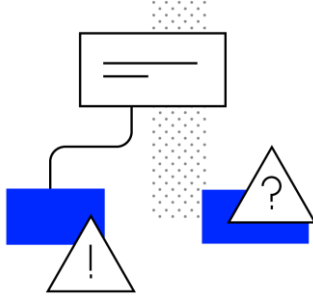


Processes are forced to run across a rigid and fragmented technology landscape resulting in execution gaps

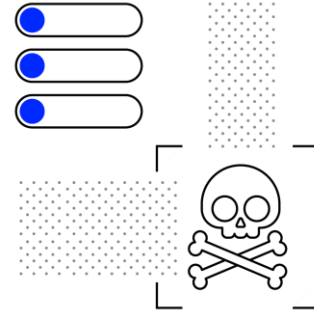
You know you have execution gaps when...



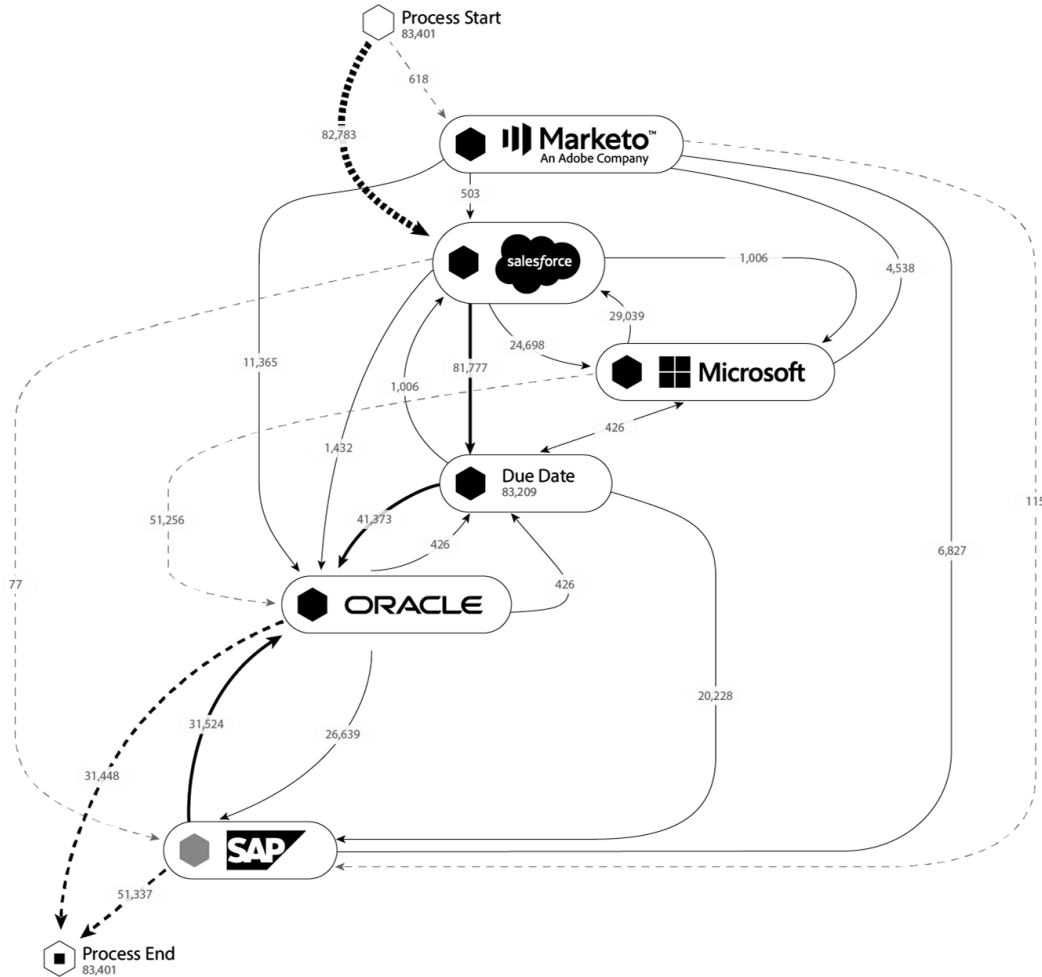
You can't **measure** how your processes really run



You don't **know** which gaps and root-causes have the biggest impact on your KPIs



You can't **act** quickly to close or prevent the gaps in underlying systems



It is crucial to gain process insights to detect and overcome the execution gaps

Process insights



Old Way Process Mapping

VS.

New Way Process Mining



**Subjective,
Partial**



**Lengthy,
Costly**



**One-Time
Understanding**



**Objective,
Complete**

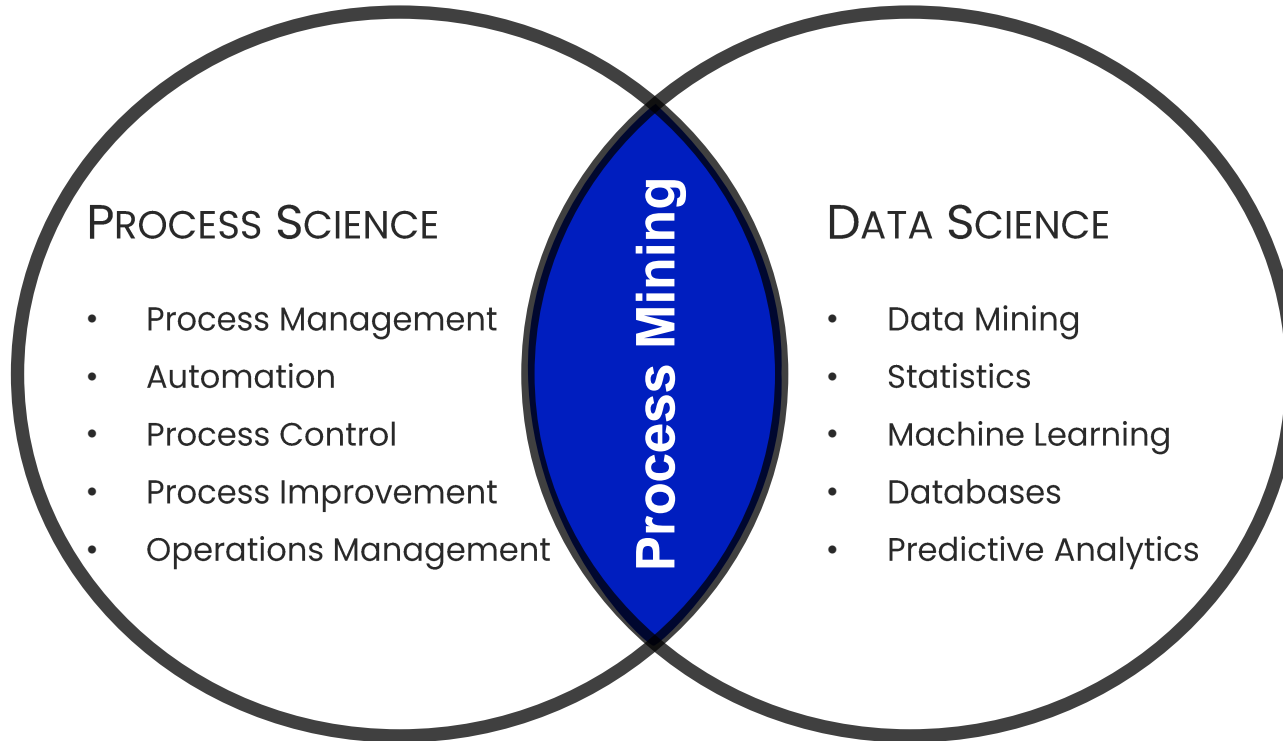


**Immediate,
Self-Service**



**Continuously
Enhancing**

Process Mining is An Interdisciplinary Approach



event data

010011010101010100

**process model or
information
system**

How to find out what really happens in business processes?



How do you **learn** about **harmful bottlenecks**, **inefficiencies** and **compliance issues**?



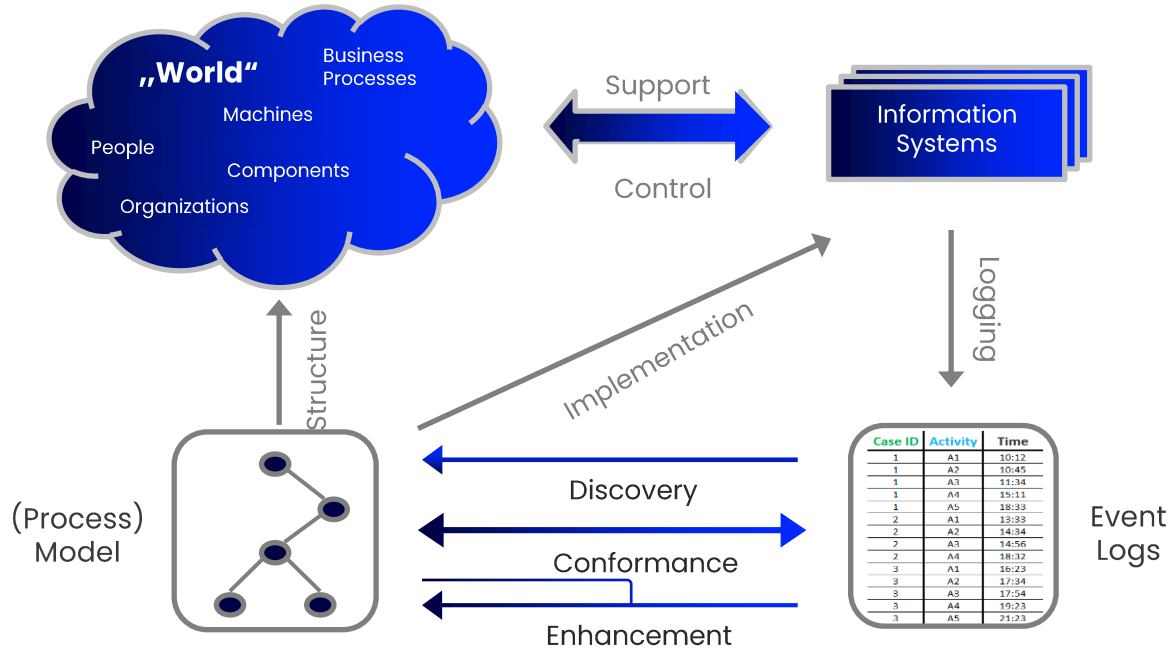
How **fast** can you get **insight** into your processes?



How do you find out where to **improve** your **processes**?



Process Mining at a Glance



Based on van der Aalst (2016)

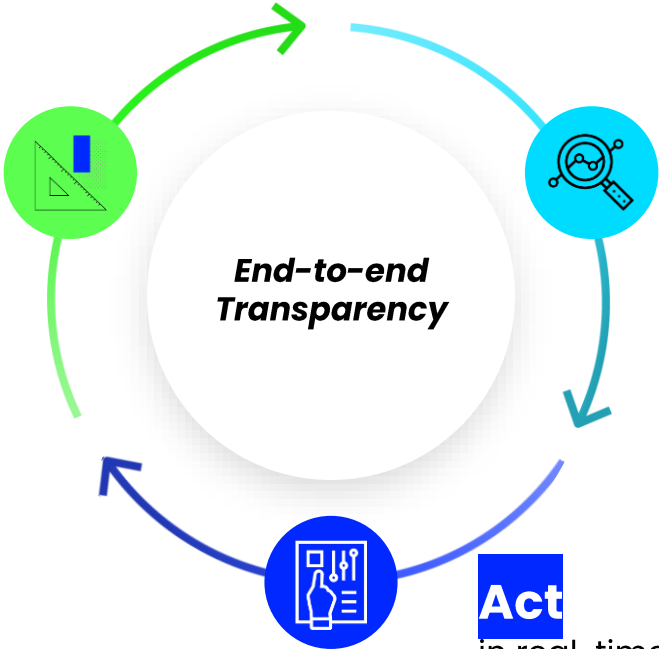
Process mining is a data analytics technology to **reconstruct, analyze, and improve** business processes based on **log data** from transactional IT systems. Process mining **bridges the gap** between model-based process analyses and data-centric analysis techniques.

Process Mining for better business execution



Measure

capacity, see how processes really run, and identify gaps



*End-to-end
Transparency*

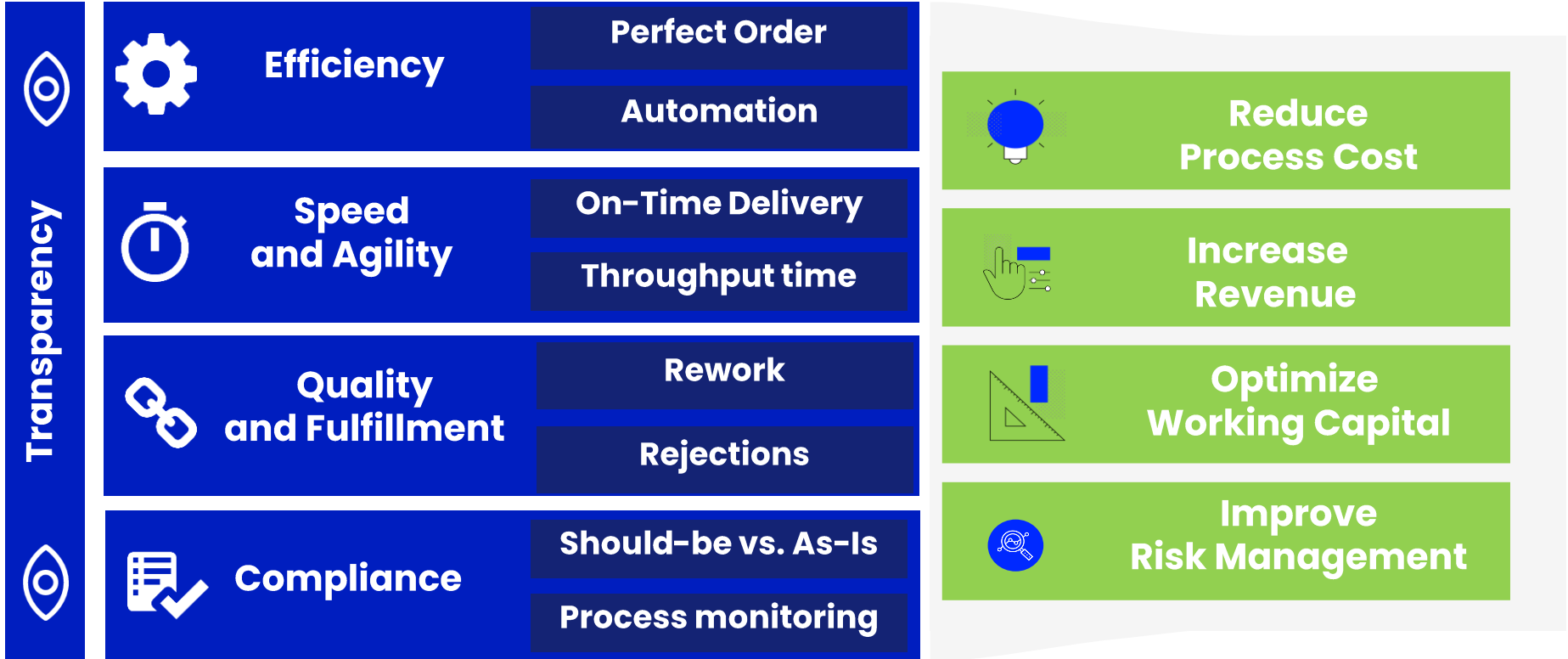
Know

which gaps have the greatest impact and the right course of action to close them

Act

in real-time to close gaps and increase capacity, with automation and recommendations

Business Impacts of Process Mining





Demo

Celonis Process Mining



Q&A – 5 minutes

Celonis Cross-Industry Customer Success

C

Manufacturing



High Tech



Telco



Oil, Gas, & Energy



Consumer, Retail, Wholesale



Pharma & Chemicals



Financial Services & Insurance



Aerospace & Defense





\$74M

Saved in the Procure-to-Pay process by optimizing duplicate payments and cash discounts

Challenges

- High losses due to **duplicate payments**
- **Lost cash discount** due to payment blocks
- **Contract penalties** due to low delivery date accuracy

Key Business Outcomes

- **\$45M in cash discounts** by prioritization of blocked invoices
- **\$3.4M worth of duplicates identified** by the Action Engine
- **\$13M efficiency savings** by increasing the no-touch rate
- **\$13M less in penalties in 2019** by analyzing contracts for penalty options



Employees	Revenue	Industry
216,000+	\$90.7B	Telco

Regions	Users
Europe	1,500

Source Systems	Objectives
SAP Ariba	Reduce duplicate payments
SAP ERP	Maximize discounts
Salesforce	Increase productivity
+20 more	

Processes & Initiatives

Procurement, Order Management, Accounts Payable, and more

Departments

Shared Services (Finance, Procurement, HR)

L'ORÉAL

Challenges

- L'Oreal manages millions of orders annually –the friction of blocked orders inefficiency can have a significant impact on the order to cash process
- Visibility to high level blocks in our ERP existed however, insights to root causes and the speed at which to see them was a challenge.

Solution & Outcomes

Leveraging the process mining and data visualization capability of Celonis as part of our supply chain transformation journey to the perfect order, we were able to:

- Reduced order blocks from 65% to 40%, improving on-time delivery and customer satisfaction
- Increased touchless order rate from 3% to 16%, on track to reach 30% in just 12 months.
- Gained 20% in productivity partnering with other initiatives, freeing up close to 11,900 man hours to higher-value work



L'Oreal wins its war on blocked orders

25%

Reduction in
Blocked Orders

800%

Increase in
Touchless
Orders

20%

Increase in FTE
Productivity

How L'Oreal increased their productivity by 20%

“When we started leveraging our data in Celonis, we confirmed that only 2% of POs were touchless. We've been able to improve that metric to 16% with the ambition of 30% in the next year.”

Megan Guzauskas

Director of Customer Care, Central Operations at L'Oreal



Challenges

- It took days, sometimes weeks, to collect detailed process data, and points of friction were not clearly visible
- Embarking on an S/4 migration and needed additional visibility into their processes in order to effectively define requirements
- Reduce the amount of time spent on generating reports for executive management, e.g., developed government past due A/R report resulting in 100k annual savings

Solution & Outcomes

- Revamped their credit management process after discovering unnecessary credit holds on some of their biggest customers – speeding up on-time delivery, time-to-cash, and increasing customer satisfaction
- Identified overdue service contracts, which they now track in the Transformation Center, giving every individual analyst ownership over their share
- Used Celonis to make sure all requirements for their S/4 migration are accounted for, achieving additional opportunities beyond those discovered in previous consultant-led workshops



Systemx Optimizes cash flow across AR and AP

60%

Reduction in past-due receivables in 9 months – despite COVID impacts

\$3.4M

recovered in service warranty contracts

17%

Reduction in late payment rate

Following successes in North America, Sysmex is planning to roll out Celonis to its LATAM team

“Celonis provides data in real time that used to take days, sometimes weeks, to obtain. Having this information at our fingertips is very powerful.”

–**Alex Garini, CFO**



Challenges

- Zalando as Europe's leading online fashion platform needs to act on rapidly evolving trends and customer demands
- To drive fast decision making, Zalando needs to digest and interpret large data sets ranging from customers to operations
- Operating across 17 European countries, Zalando's operations require close strategic alignment and synched execution

Solution & Outcomes

- Celonis enables Zalando's teams to achieve value creation rather than completing operational tasks
- Zalando as a digital native company is transitioning to becoming data-driven organization
- With the help of Celonis, Zalando identified inefficiencies, accelerated digitization, and adopted automation to drive operational excellence
- Leveraging Celonis Zalando was improve cash flow conversion by utilizing optimal payment terms



Zalando drives digitization across the whole company

75%

reduction in
Maverick
Buying

50%

more electronic
invoicing
over two years

2x

Purchasing catalog
utilization with
Action Engine

With Celonis Zalando runs its business on data, not spreadsheets

"We love data, and we collect a lot of it. Celonis fills in the gap of what we can actually do with that data"

Laura Henkel,
Process Mining Lead, Zalando



Challenges

- To support rapid growth, Uber promoted regional autonomy over standardization, leaving high levels of process variations across the global business
- Needed to standardize, not only to find efficiencies at scale, but also to ensure that all customers and drivers were experiencing the same excellent standard of customer service
- Global Shared Services increased resources (BPO) and manual work to cover the gaps of complex processes spread across multiple systems and tools
- Extremely high levels of data with 52M customer tickets and 1.5B rides to analyze quarterly

Solution & Outcomes

- 72M datasets reloaded daily in Celonis provides comprehensive view of customer operations
- Insights led to elimination of expensive investigations of cancellation refund requests
- Increased CSAT from decreasing ticket resolution times and benchmarking best practices
- Productivity gains in Shared Services teams by automatically monitoring BPO performance and identifying inefficiencies in P2P



Uber improves customer sat while improving productivity in service centers

29%

reduction in Average Handling Time for rider authorization holds

60%

increase in Automation of SLA management to drive BPO compliance

\$20M

in productivity savings across customer service departments

Uber Maximizes Execution in Front- and Back-Office Operations

“We look at where we create moments that excite the customer, and how we can then replicate those across different processes and locations.”

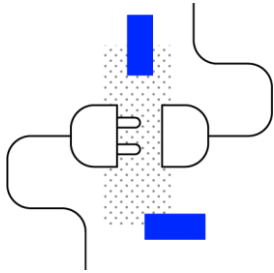
Martin Rowson

Global Head of Process Excellence
Uber



Academic Alliance.

Our education and research program

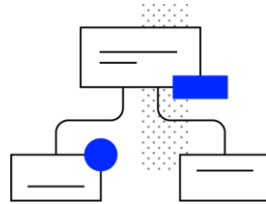


Technology Access

Celonis Execution Management –
Academic Edition

***The all-in-one Execution
Management platform with
preloaded datasets and
ready-to-use analyses***

» Free sign-up [here](#)

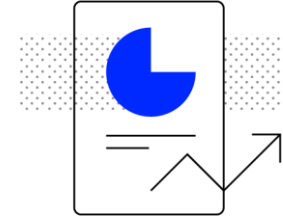


Training & Certification

Online learning and
certification platform

***Includes the Educator Resource
Hub, Process Mining Fundamentals
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for Celonis Analyst or Data Engineer***

» Free sign-up [here](#)



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Thank you

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