

# Welcome to the Superfluid World Tour

Location  
**New York**

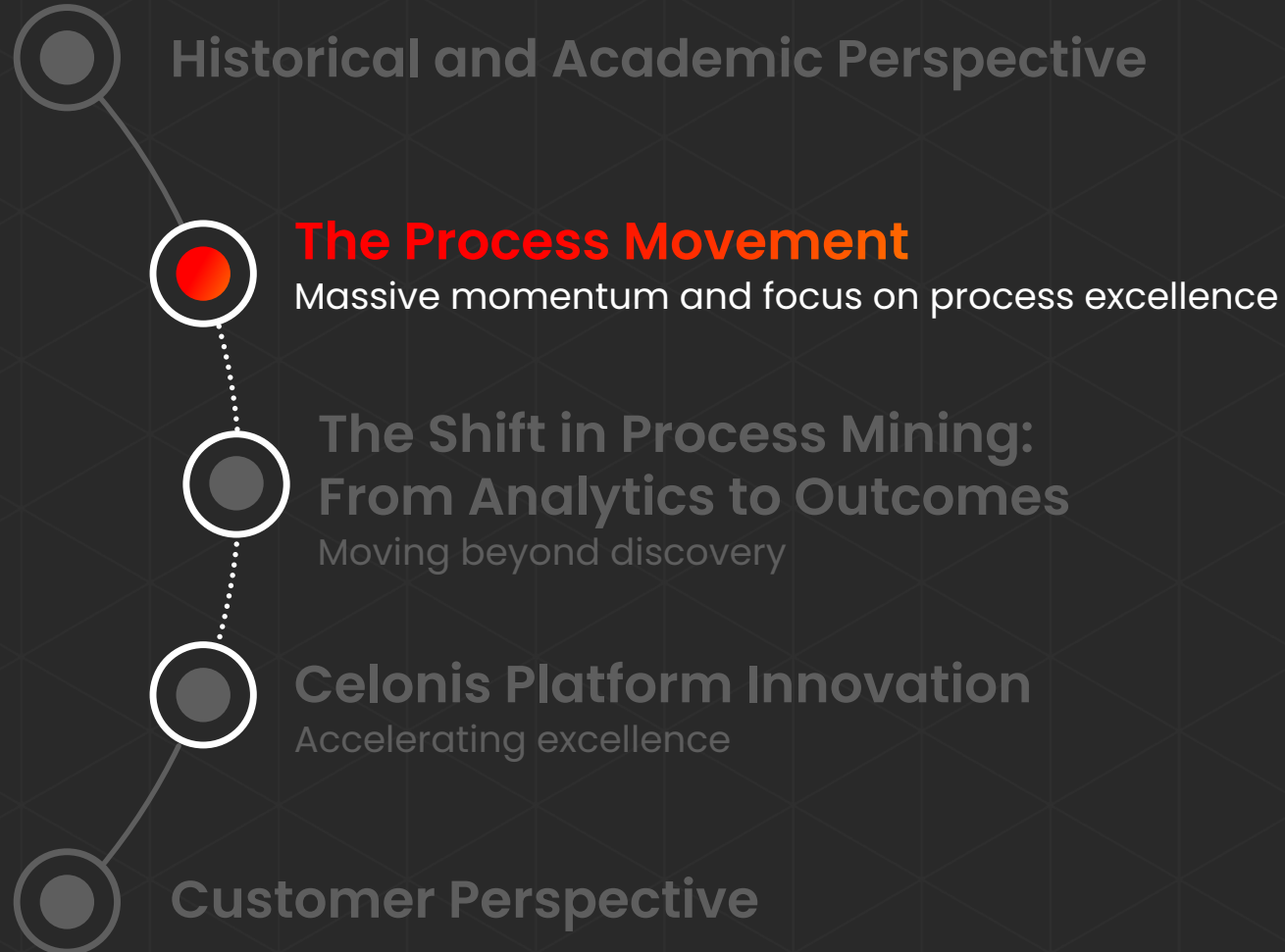
Date  
**10.24.19**

**@celonis**  
**#superfluidworldtour**

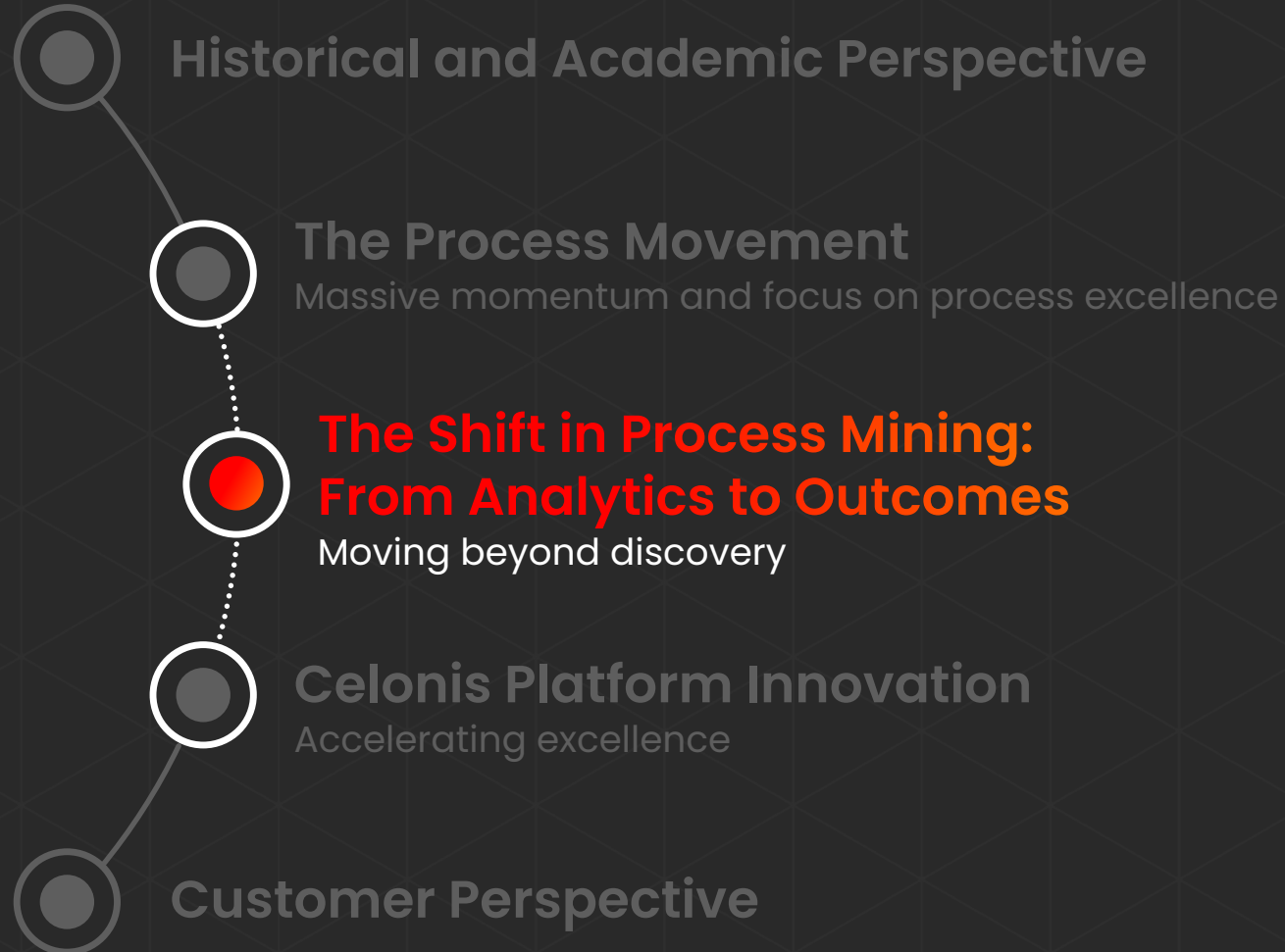


**celonis**

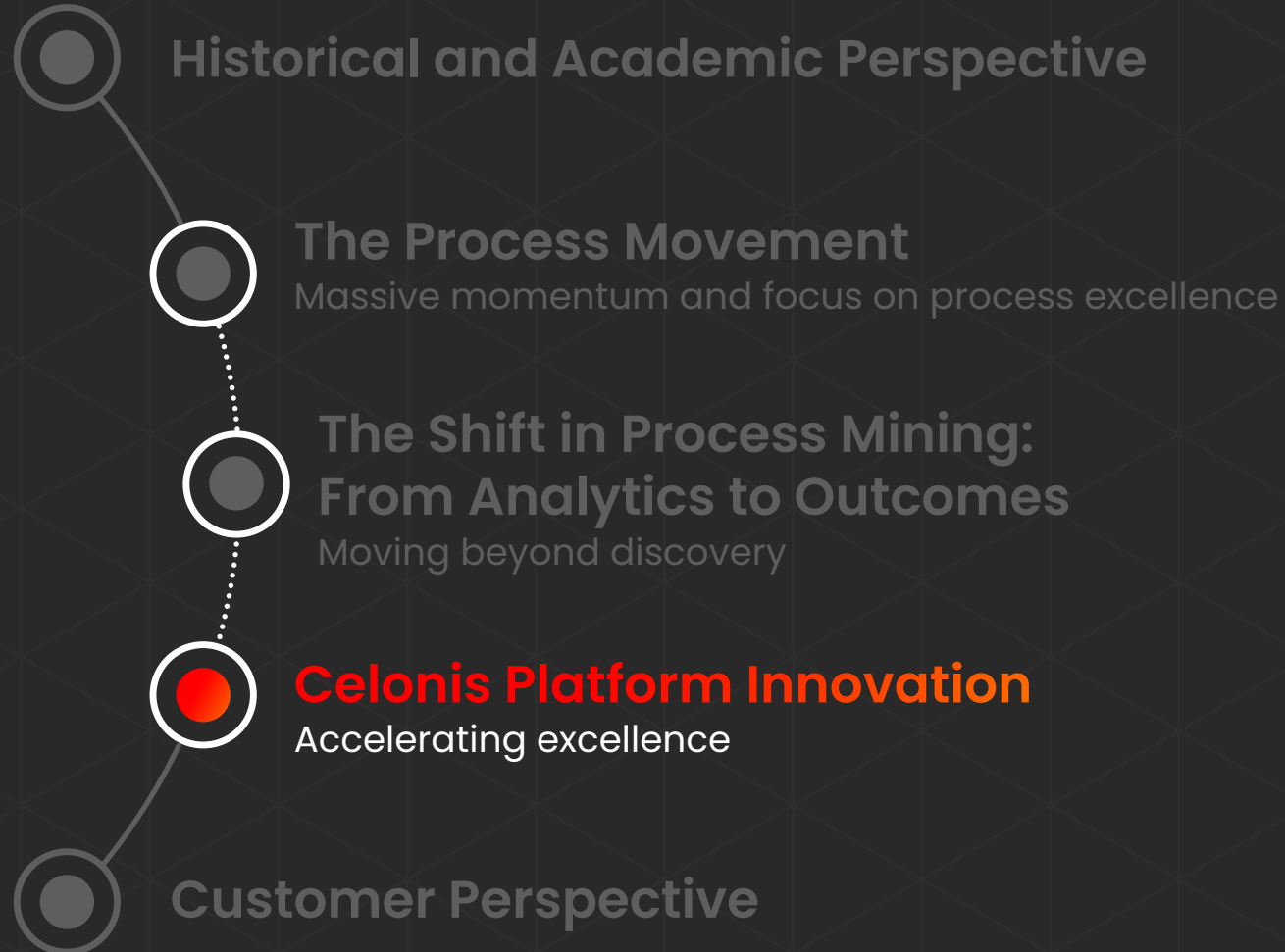
# Agenda



# Agenda



# Agenda







# Alexander Rinke

**Founder & Co-CEO**  
Celonis

@alexanderrinke



# The Process Movement

Massive momentum and focus  
on process excellence

@celonis  
#superfluidworldtour

# From Student To Start-up To Scale



academy  
consult

2011



celonis

2019



# Cross Industry Customer Success



## Manufacturing



## High Tech



## Telecom, Media & Entertainment



## Energy & Chemicals



## Consumer, Retail, Wholesale



## Pharma & Life Sciences



## Financial Services & Insurance



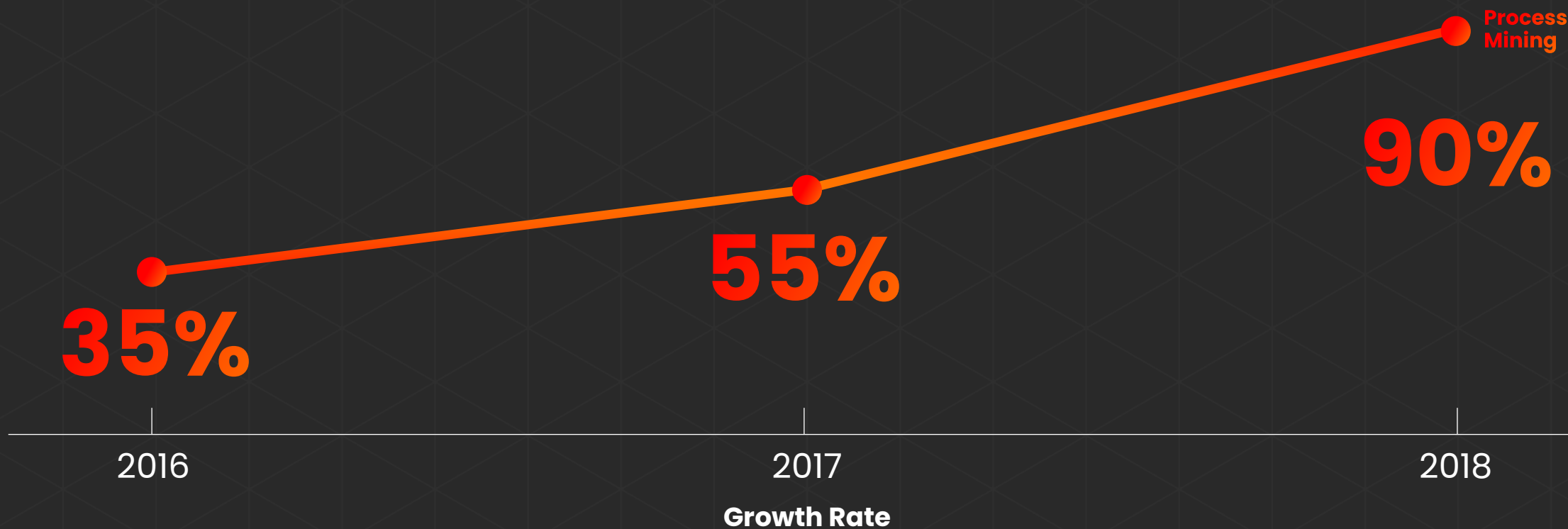
## Aerospace & Defense





Market Growth Rates

# Process Mining



Source: IDC

# We're a global company headquartered in New York and Munich with offices around the world.



**100+%**

growth YoY

**2000+**

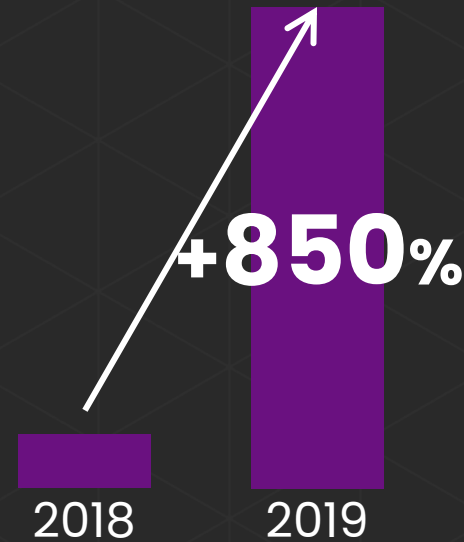
customer teams

**\$100M+**

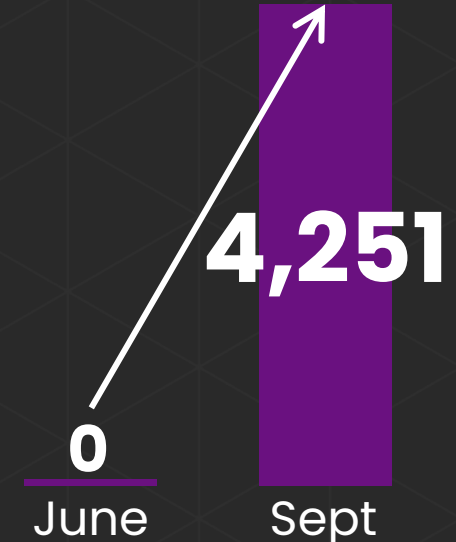
in sales

**700+**

employees



**\$1M+ Deals**



**Snap Customer Teams**

# True Process Confessions

We're touching POs so much  
that I need hand sanitizer 🤢



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**Decisions about core processes in  
our company are based on data  
(except for the important ones)**





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Don't tell anyone, but we  
still do that on paper 😱



# True Process Confessions



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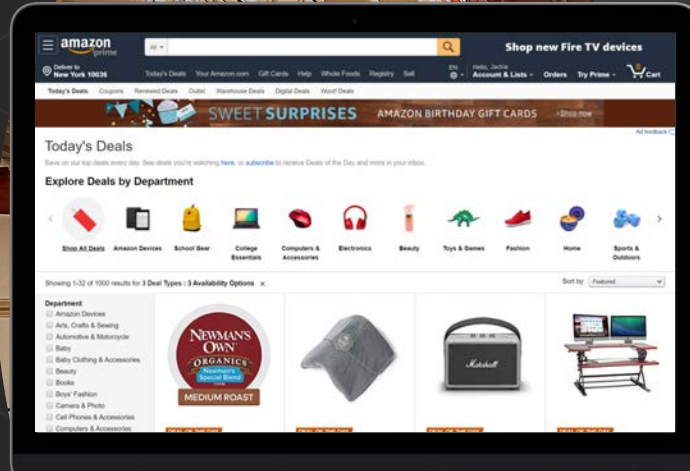
**Don't tell anyone, but we  
still do that on paper 😱**

**Our motto for on-time delivery  
reporting is: fake it till you make it**

# Process Excellence is the heart of the Superfluid Enterprise



amazon



"The world is filled with  
product companies...  
**Amazon is a  
process  
company."**

*The New Yorker*  
"Is Amazon Unstoppable?"  
October 10, 2019







**Process** is the Sexiest  
Word of the Decade.





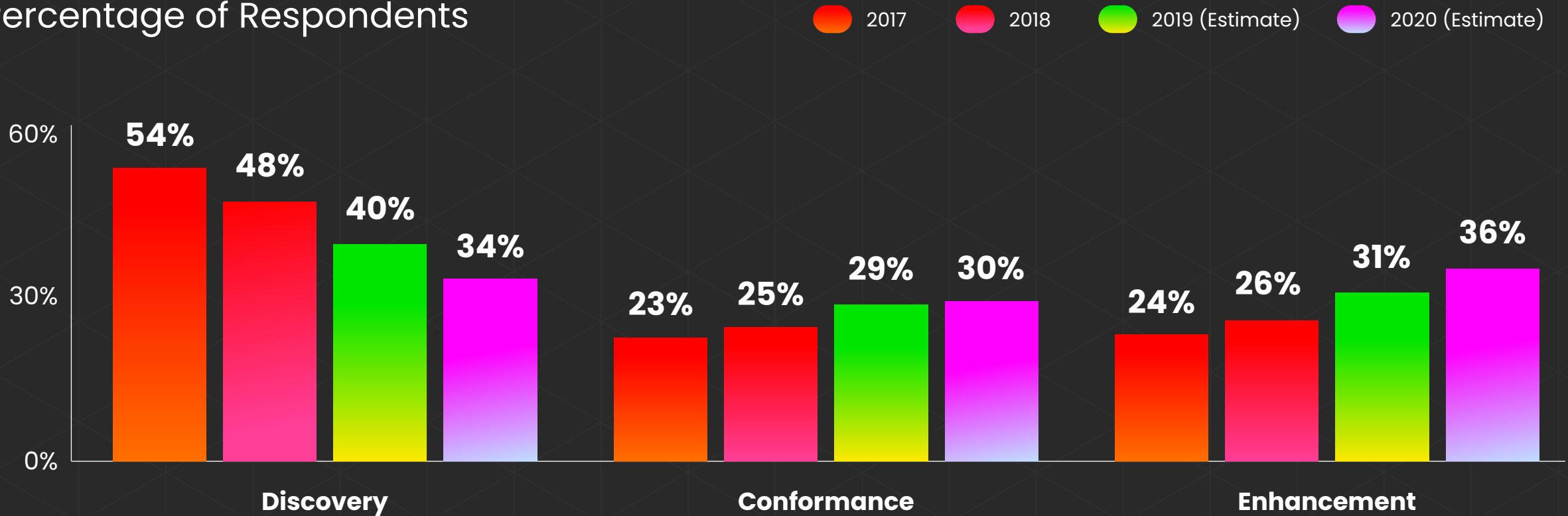
# The Shift in Process Mining: From Analytics to Outcomes

Moving beyond discovery

# Adoption of Basic Process Mining Types



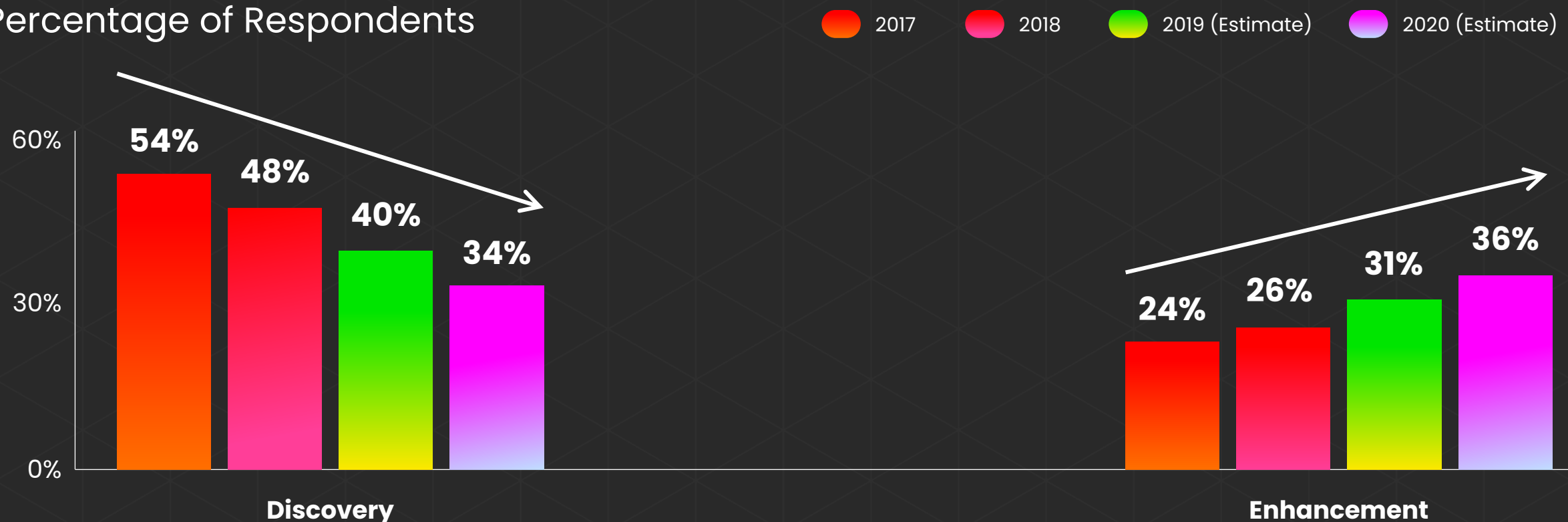
Percentage of Respondents



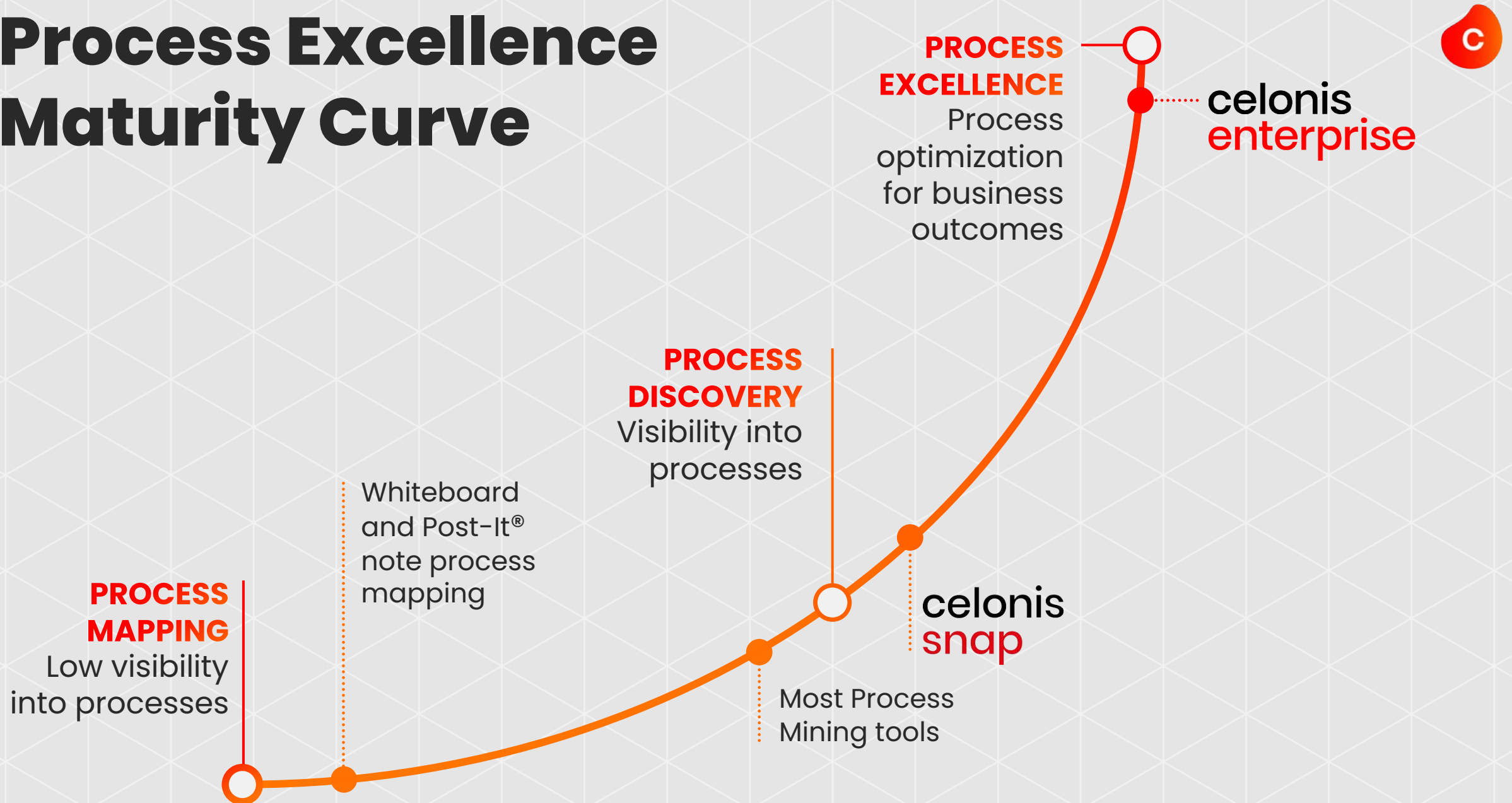
# Adoption of Basic Process Mining Types



Percentage of Respondents



# Process Excellence Maturity Curve





**Let's not talk about  
Process Mining.**



Let's not  
talk about  
Process  
Mining.

Let's talk  
about  
outcomes.

Let's not  
talk about  
Process  
Mining.

Let's talk  
about  
optimizing  
working  
capital.





Let's not  
talk about  
Process  
Mining.

Let's talk  
about  
on-time  
delivery.





Let's not  
talk about  
Process  
Mining.

Let's talk  
about  
perfect  
POs.



Let's not  
talk about  
Process  
Mining.

Let's talk  
about  
customer  
satisfaction.



# Customer Success



**Medtronic**

**ABB**



**vodafone**



**Celestica™**

**Lufthansa**

**\$1.2M**

saved by  
eliminating  
maverick buying  
and duplicate  
invoices **in 3  
months**

**\$1B**

saved by  
running nearly  
5,000 annual  
CI projects  
across entire  
supply chain

**96%**

perfect PO rate  
(up from 73%),  
85% touchless  
invoices

**\$770K**

savings each  
year by  
automating  
PO steps

**8M+**

Passengers  
on time by  
orchestrating  
ground ops  
and fleets

# Deep and Rich Partner Ecosystem

Thousands of certified experienced implementation consultants at partners are ready to make you successful.

Partner-based go-to-market investment, with 195%+ increase in MDF, and 205% increase in certifications.



## TECHNOLOGY PARTNERS



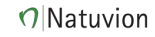
## GLOBAL PARTNERS



## BPO PARTNERS



## CONSULTING PARTNERS





# Platform Partnership: Digital Consulting

**Innovative Celonis  
DCP use cases like:**

Tax  
Compliance

Real Estate  
Management

GDPR  
Testing

Money  
Laundering

M&A  
Diligence

External  
Audit



**Digital Consulting  
Platform**

**2000+ Consultants**

**300+ Companies**

**750+ Projects**

**...since launch  
in May 2019**



# Driving global outcomes & impact together



[celonis.com/genpact](https://celonis.com/genpact)

**Global partnership  
combines:**

**Digital and process  
expertise in a variety  
of end-to-end  
services**

**+**

**Cutting-edge Process  
Excellence platform**

**Not just a partner,  
a customer!**

# Let's Chat

**Megan  
Guzauskas**



**Director of  
Customer Service —  
Central Operation**

L'Oréal

**Riju  
Vashisht**



**SVP and Head of  
Intelligent Automation,  
Digital Solutions  
and Transitions**

Genpact





# Celonis Platform Innovation

Accelerating Excellence

@celonis  
#superfluidworldtour





## Discover

Capture digital footprints  
Visualize processes  
Understand root causes



## Collect

To source systems  
Transform data to event logs  
Enable real-time connections



## Enhance

Automate tasks  
Suggest intelligent actions  
Proactive process interventions



## Monitor

Track key metrics  
Benchmark continuously  
Process conformance

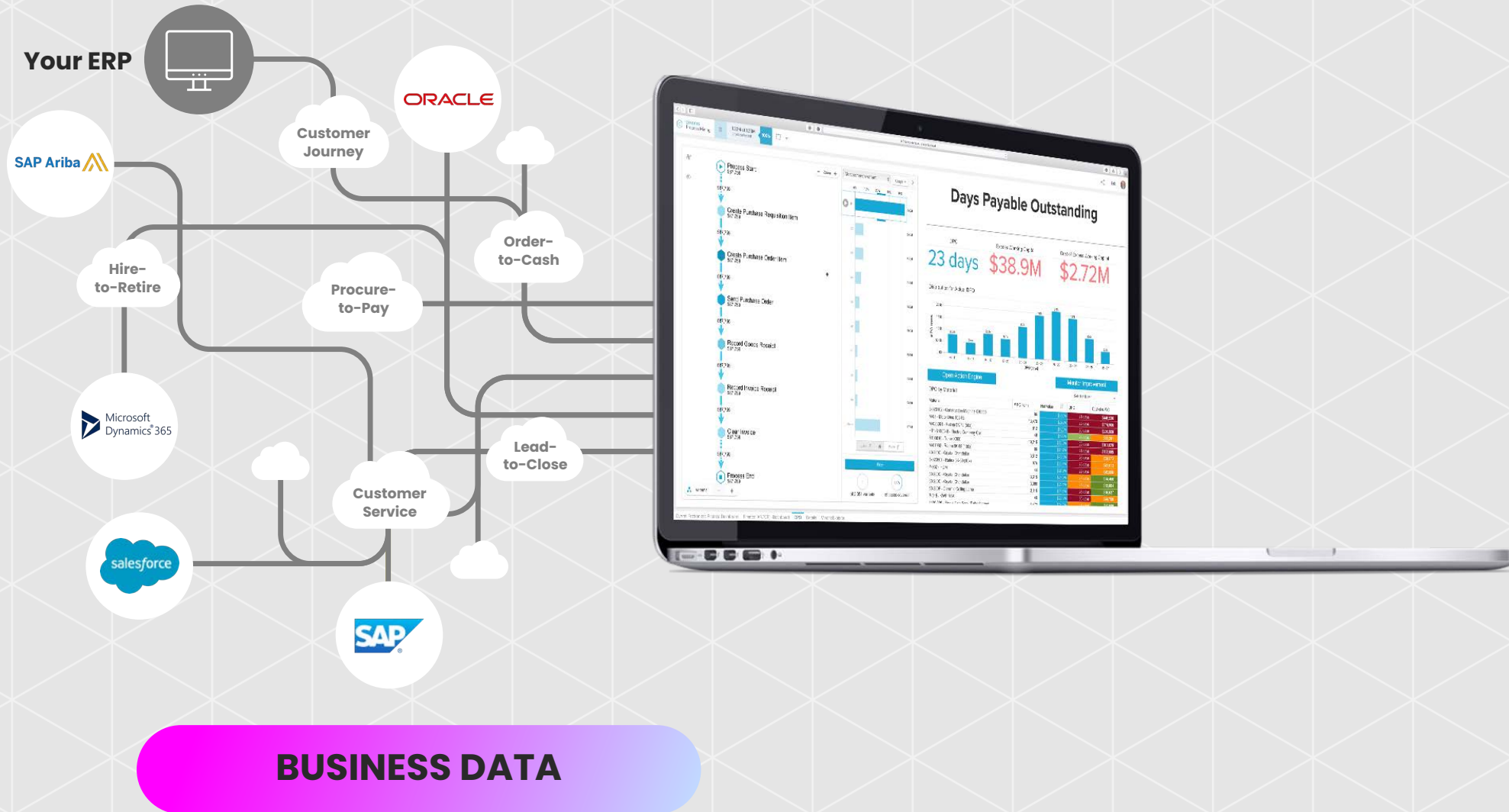




**PLATFORM  
INNOVATION IN  
2 KEY AREAS:**

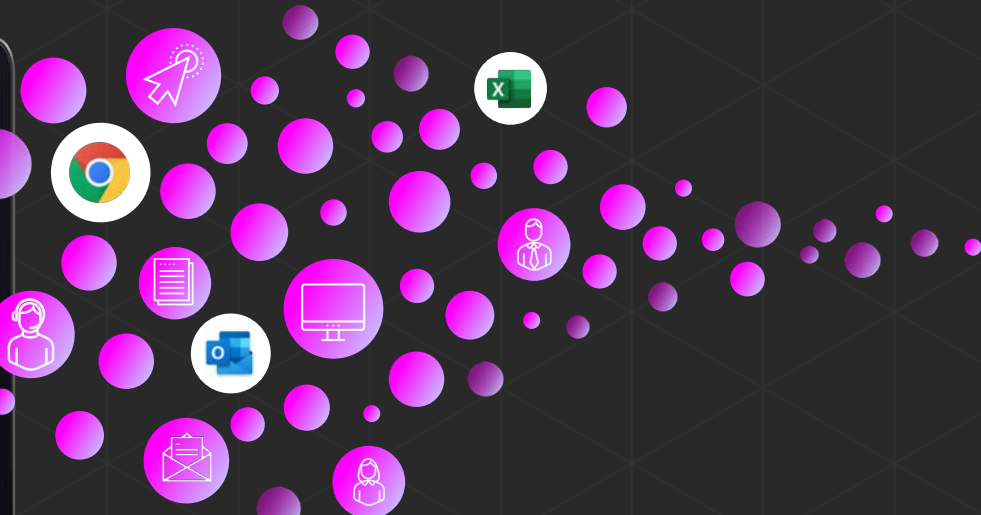
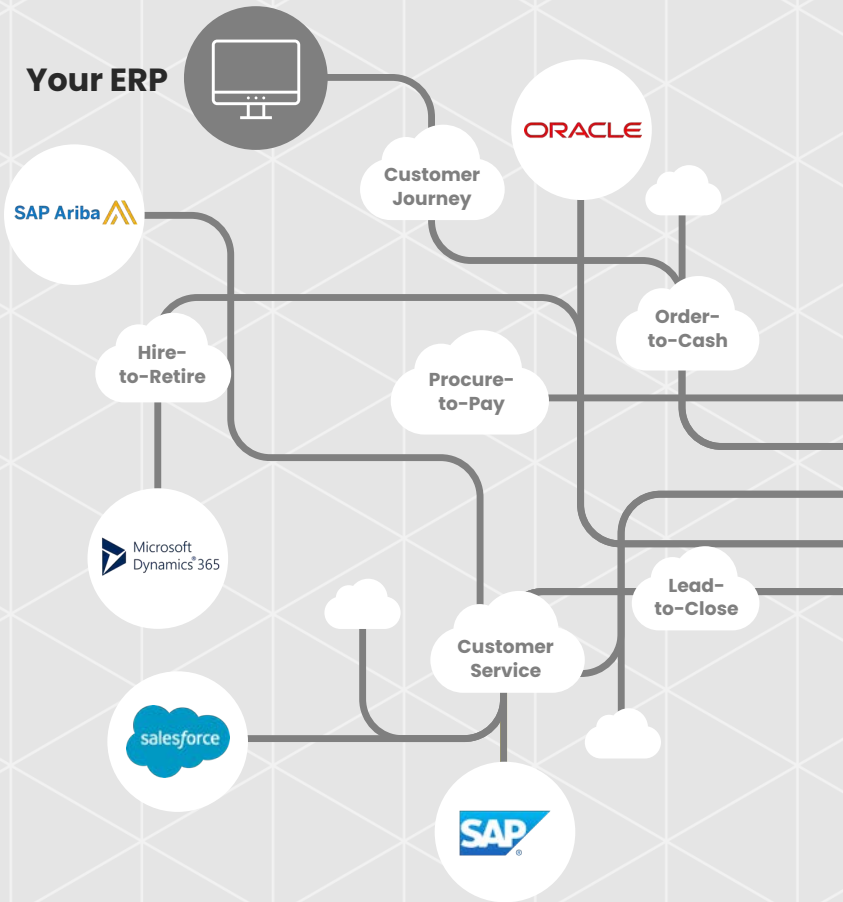
**360° Process  
Insight  
&  
Intelligent  
Action**

# There's Two Sides



# There's Two Sides

# To Every Process



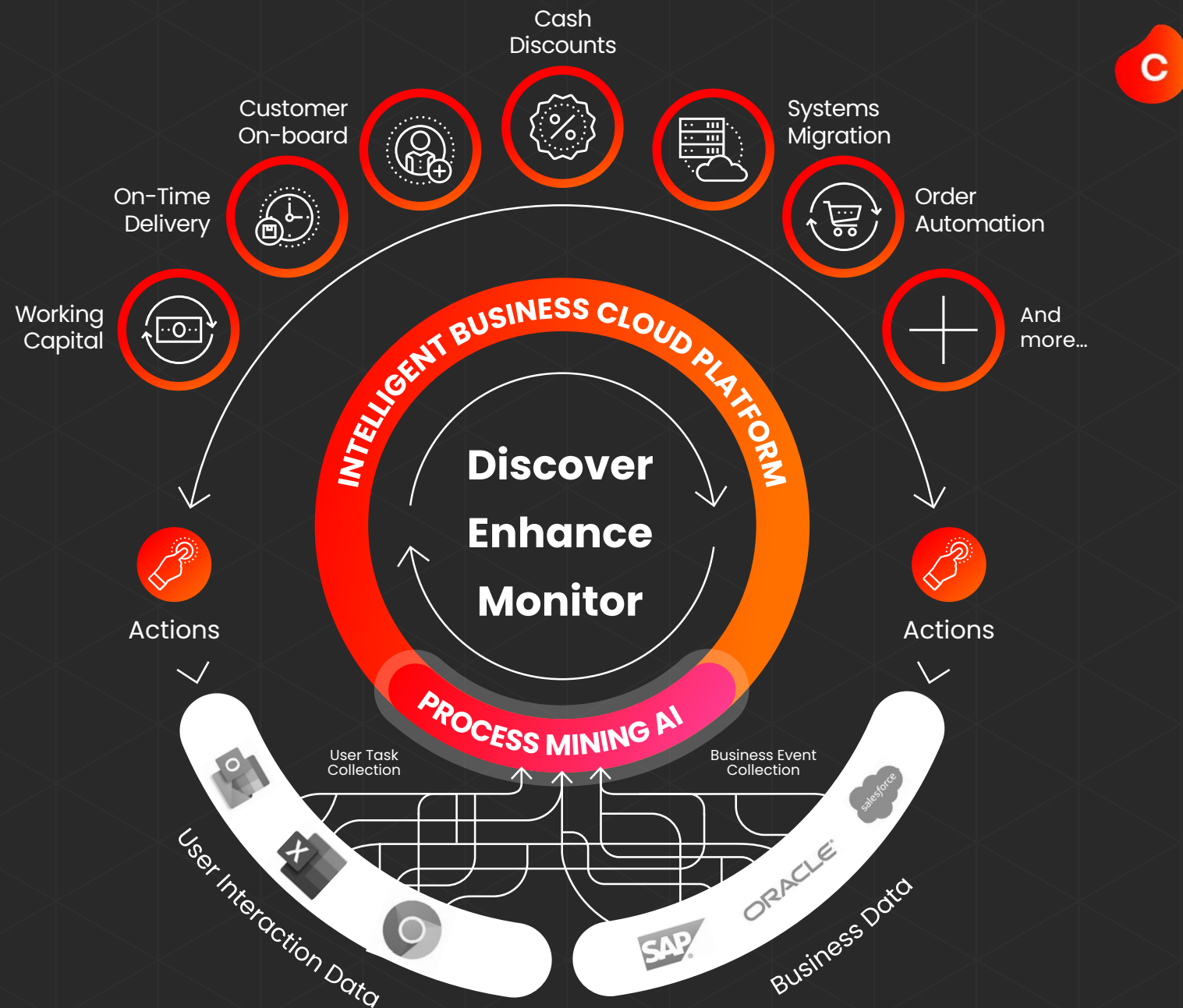
**BUSINESS DATA**

**USER INTERACTION DATA**



# How It Works

## Celonis Intelligent Business Cloud



PLATFORM  
INNOVATION IN  
2 KEY AREAS:

**360° Process  
Insight  
&  
Intelligent  
Action**



## INTELLIGENT

**ML  
Workbench**

**Real Time**

**Multi Event  
Log**



## ACTION

**Action  
Engine**

**Process  
Automation**

**Open Apps**



## INTELLIGENT

ML  
Workbench

New!

Real Time

New!

Multi Event  
Log

New!



## ACTION

Action  
Engine

Process  
Automation

New!

Open Apps






# Demo



# Southard Jones

**Vice President,  
Product Marketing  
Celonis**






What if we could achieve  
**better outcomes** without  
increasing resources?







What if we could achieve  
**better outcomes** without  
increasing resources?

**#FrictionlessFuture**





# #FrictionlessFuture

**Sustainable  
Growth**





# #FrictionlessFuture

**Democratized  
Technology**

**4,251** Snap Users





# #FrictionlessFuture

**Democratized  
Technology**

**Announcing  
FREE IBC  
TRAINING!**





# #FrictionlessFuture



**Excellence Today  
& Tomorrow**

**15000** students &  
researchers  
**200** universities  
**36** countries





# Join the **Process Movement** Today

## Become a Superfluid Enterprise

**Advocate**

for change

**Challenge**

the status quo

**Build**

a community

**Focus**

on business  
outcomes

@celonis  
#superfluidworldtour



# Winni Hesel

**Partner**  
Enova

# Charinna Kelso

**System Integration Manager**  
Lockheed Martin



# Caroline Maraval

**Executive Director for  
Source to Settle**  
Merck & Co, Inc

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