celonis BVL

Welcome to the

Superfluid Enterprise

Meet the
**Celonis Intelligent
Business Cloud**

Agenda

C

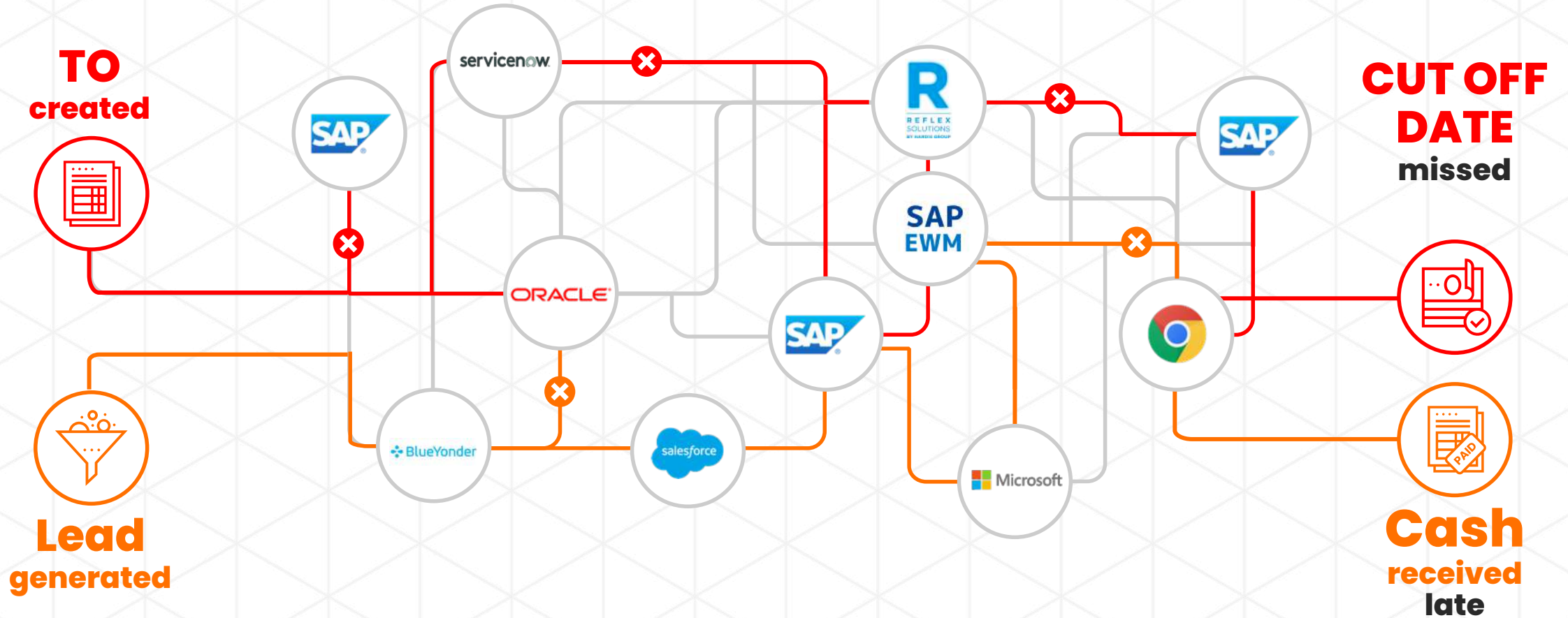We've all experienced process friction in our lives...

...impacting severely our ability to execute at our best

Process friction:

TO created

Lead generated

CUT OFF DATE missed

Cash received late

It's not the processes' fault.

celonis

The high-growth tech company leading the AI-powered Process Mining revolution

Global reach & success

100+%
Growth YoY

$100M+
Annual recurring revenue

2,000+
customer deployments

Industry-leading customers

MAERSK · RHENUS LOGISTICS · zalando · KUEHNE+NAGEL · Lufthansa · Nikon

Keurig DrPepper · MI Xiaomi · gsk · ABInBev · Cargill · Heineken · L'ORÉAL · Coca-Cola

MERCK · NOVARTIS · experian · citi · MARS · cbc · KOCH INDUSTRIES INC · COMCAST

ABB · Honeywell · SIEMENS · GE · BOSCH · AIRBUS · Schlumberger

UBER · Dow · SAP · DELL · verizon · JOHN DEERE · Kellogg's · PHILLIPS 66 · bp

ADP · UBS · 3M · Unilever · ESTÉE LAUDER · Tetra Pak · UniCredit · Reckitt Benckiser · GAZPROM

Analyst endorsements

EMA · 451 Research · BG The Bloor Group · mwd advisors

IDC · Intellyx · R20

Ovum · Gartner · FORRESTER · constellation RESEARCH

HFS Research · BARC · Everest Group

Global press coverage

FT: Latest funding round values Munich start-up Celonis at $2.5bn

THE WALL STREET : Vodafone Supercharges Its Procurement With Automation, AI

REUTERS : Reuters: German data mining software provider Celonis valued at $2.5 billion after funding round
November 21, 2019

"You should be exploring Process Mining."
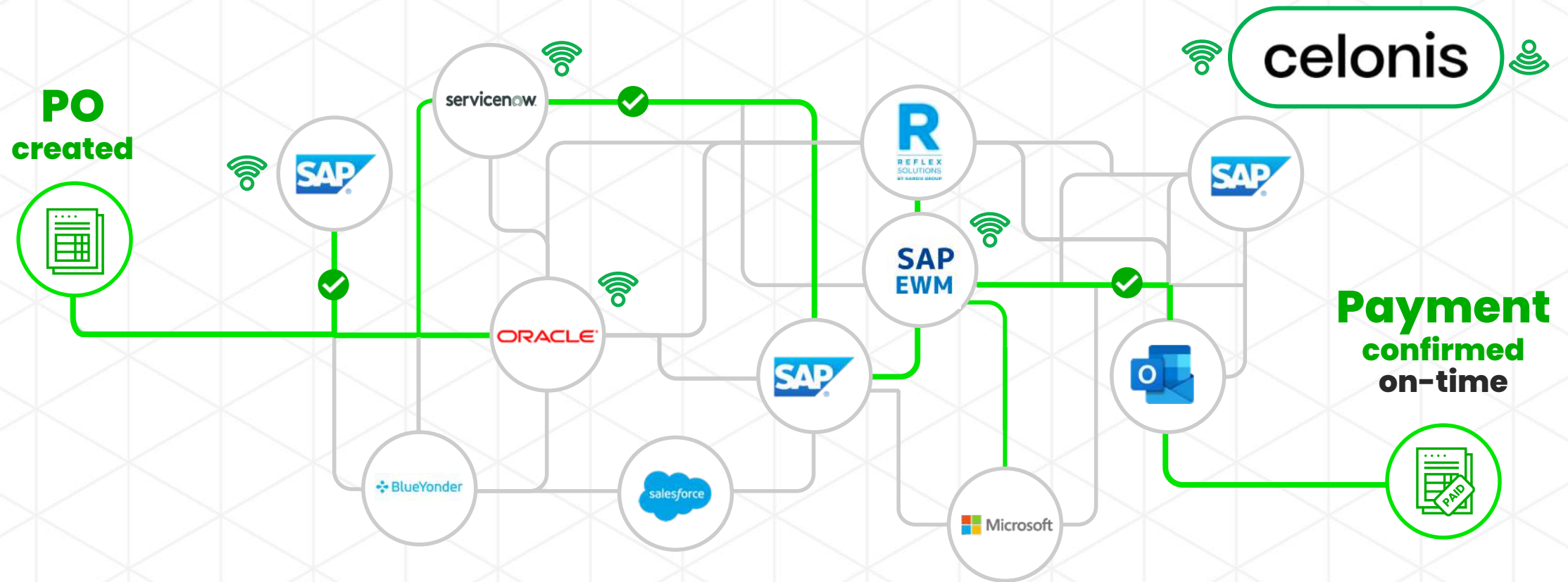
Harvard Business Review

"Celonis... the **market leader** in process mining"

- Market Guide For Process Mining 2019

Gartner

There's a new way to eliminate friction and improve execution across your IT landscape

PO created

Payment confirmed on-time

Friction removed: Processes streamlined, manual steps eliminated or automated
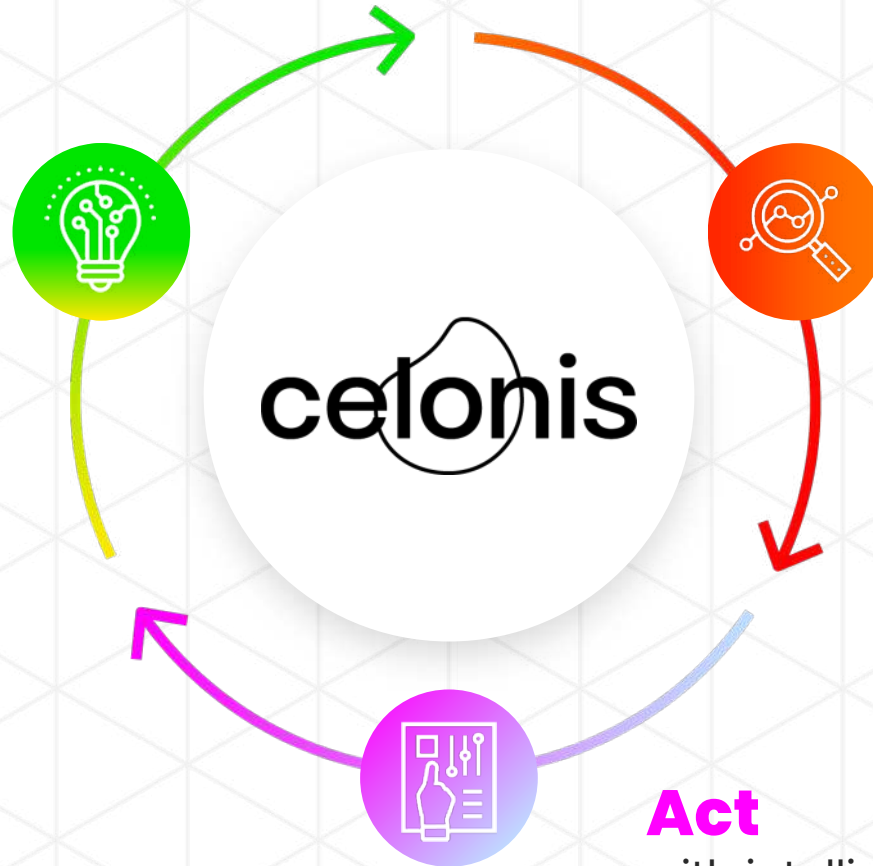
Signals: Between Celonis and underlying source systems

How Celonis works

Know
how your processes really run
across all source systems

Sense
friction points, their root
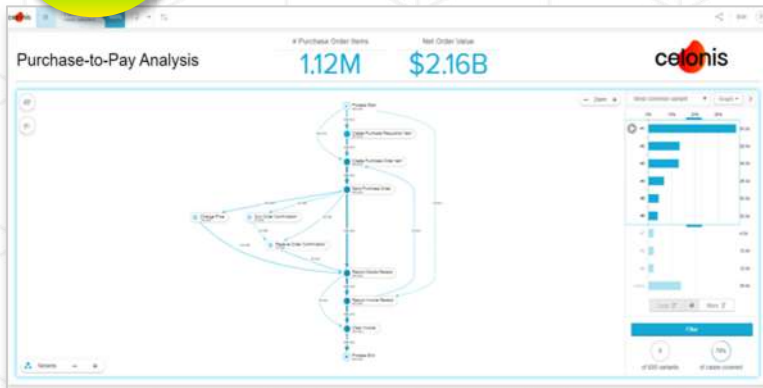causes and impact on
objectives in real time

Act
with intelligent automation
and process improvements

celonis

How Celonis works

Know
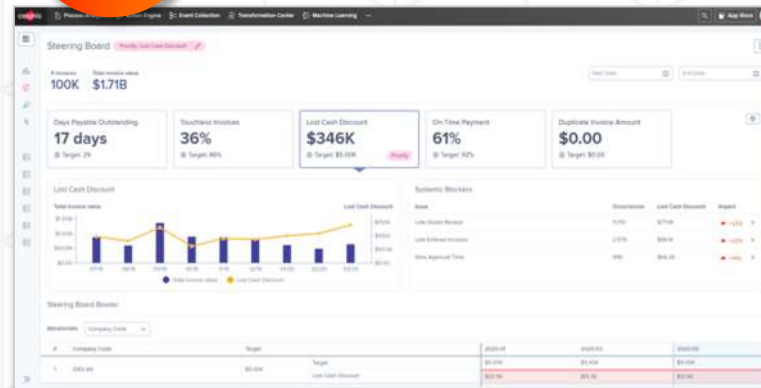how your processes really run across all source systems

- Real-time data collection
- 80+ pre-built process connectors
- Patented process visualization
- Custom connection builder

See how processes run in real-time

Sense
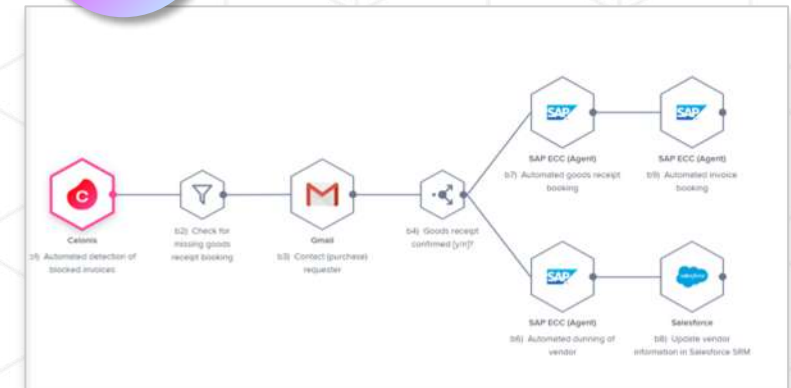friction points and their root causes in real time

- AI and ML root-cause analysis
- Process conformance and benchmarking
- 400+ pre-built ML skills and codified business logic

Detect friction and understand root causes

Act
with intelligent automation and process improvements

- Outcome-based prioritization and next-best action recommendations
- 100+ pre-built source system automations
- Drag-and-drop workflow builder

Turn insights into instant, automated action
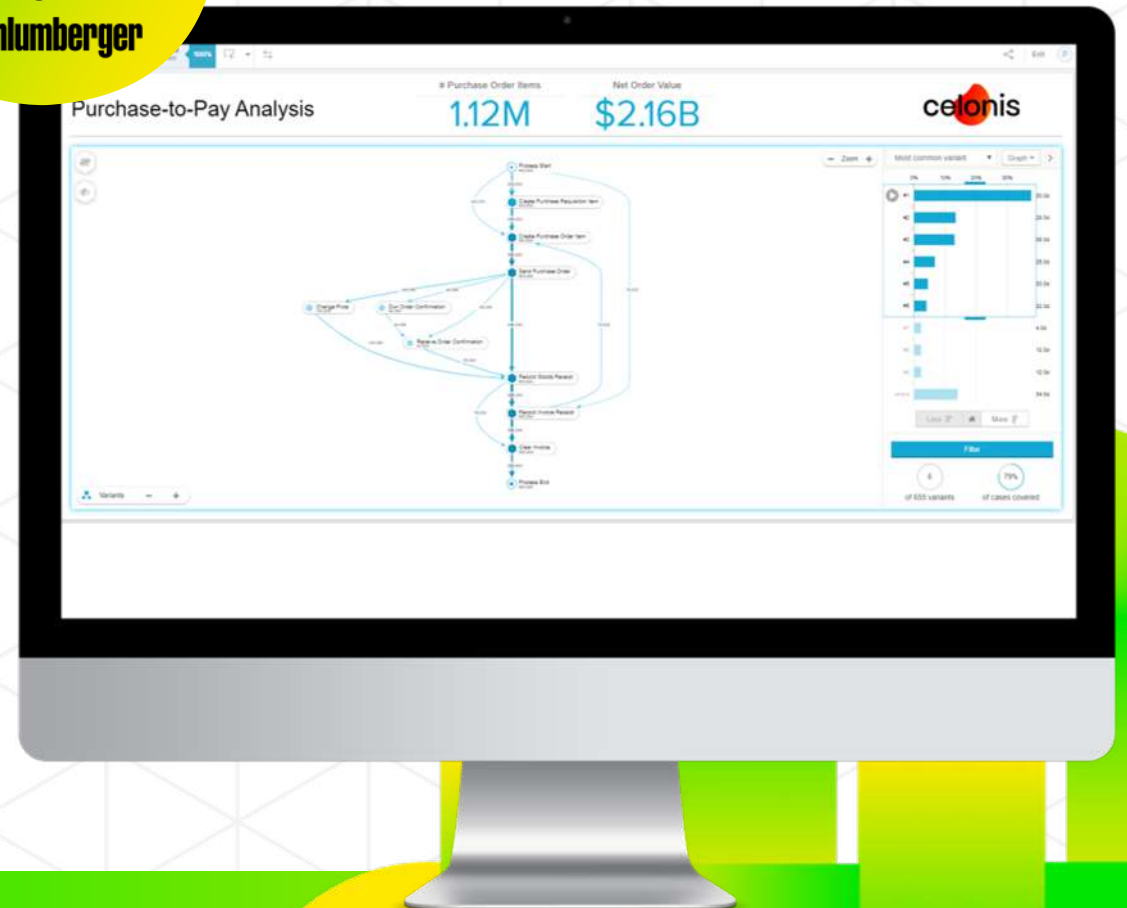
How Celonis works

Know
how your processes really run across all source systems

Features:
- Real-time data collection
- 80+ Pre-built process connectors
- Patented process visualization
- Custom Connection Builder

$40M
saved in IT migration
Schlumberger

Understand all the variations and how every process works
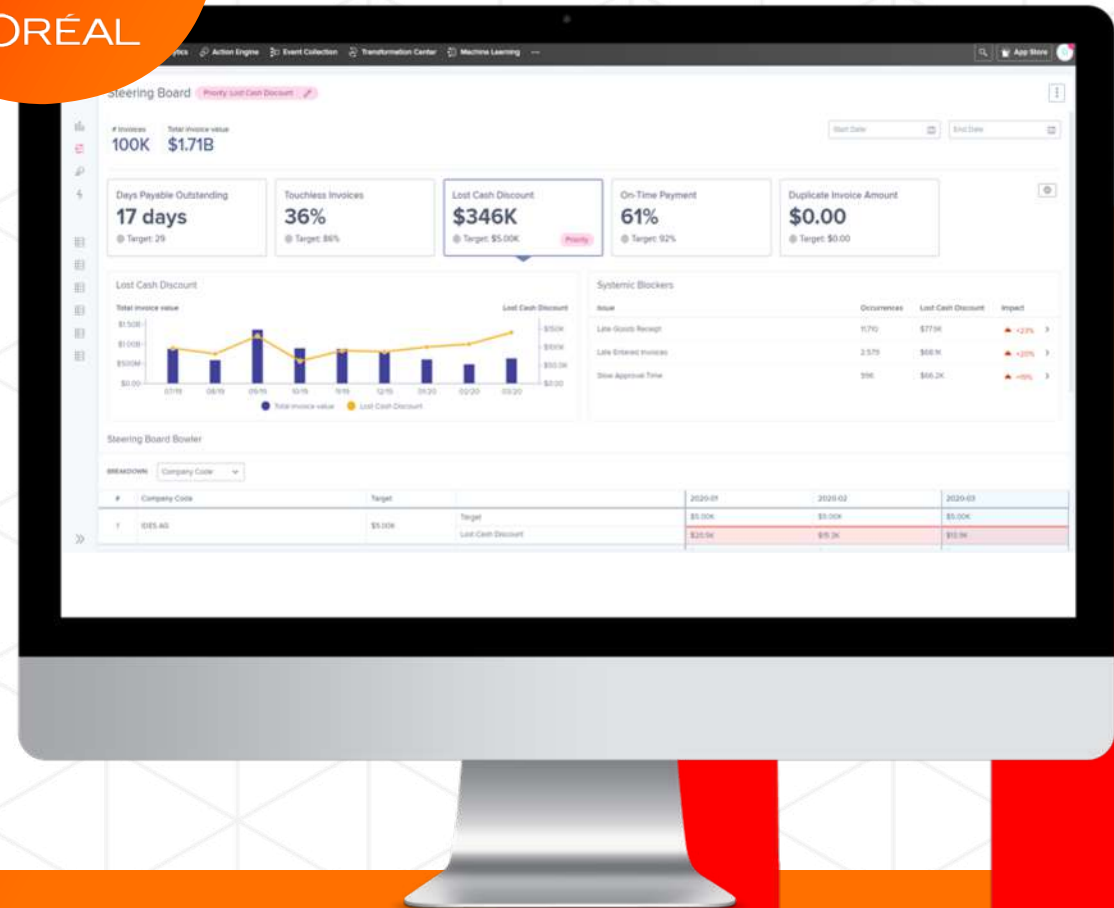
How Celonis works

Sense
friction points, their root causes and their impact on **outcomes**

Features:
- AI and ML Root-Cause Analysis
- Process Conformance and Benchmarking
- 400+ pre-built ML Skills and Codified Business Logic

3x
Order-to-Cash efficiency
L'ORÉAL

Discover in real-time exactly what friction prevents the objective
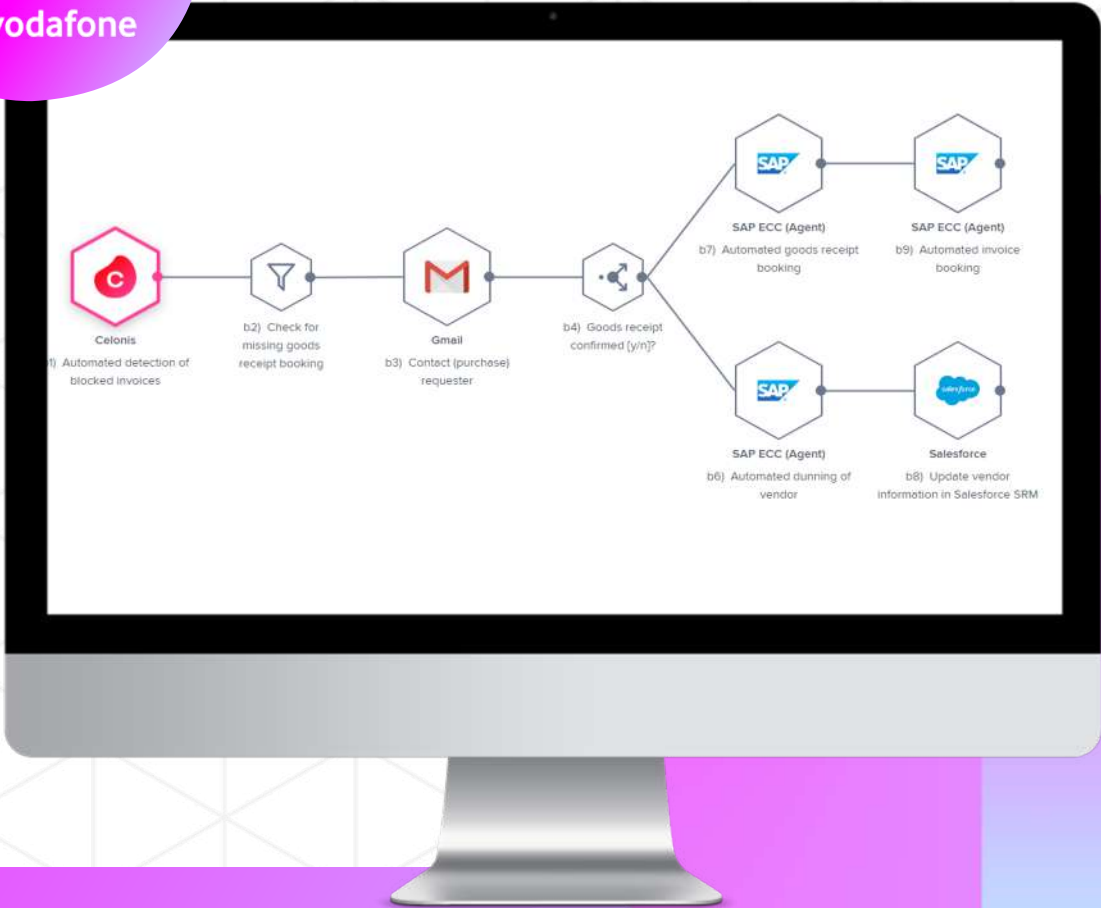
How Celonis works

Act

with intelligent **automation**
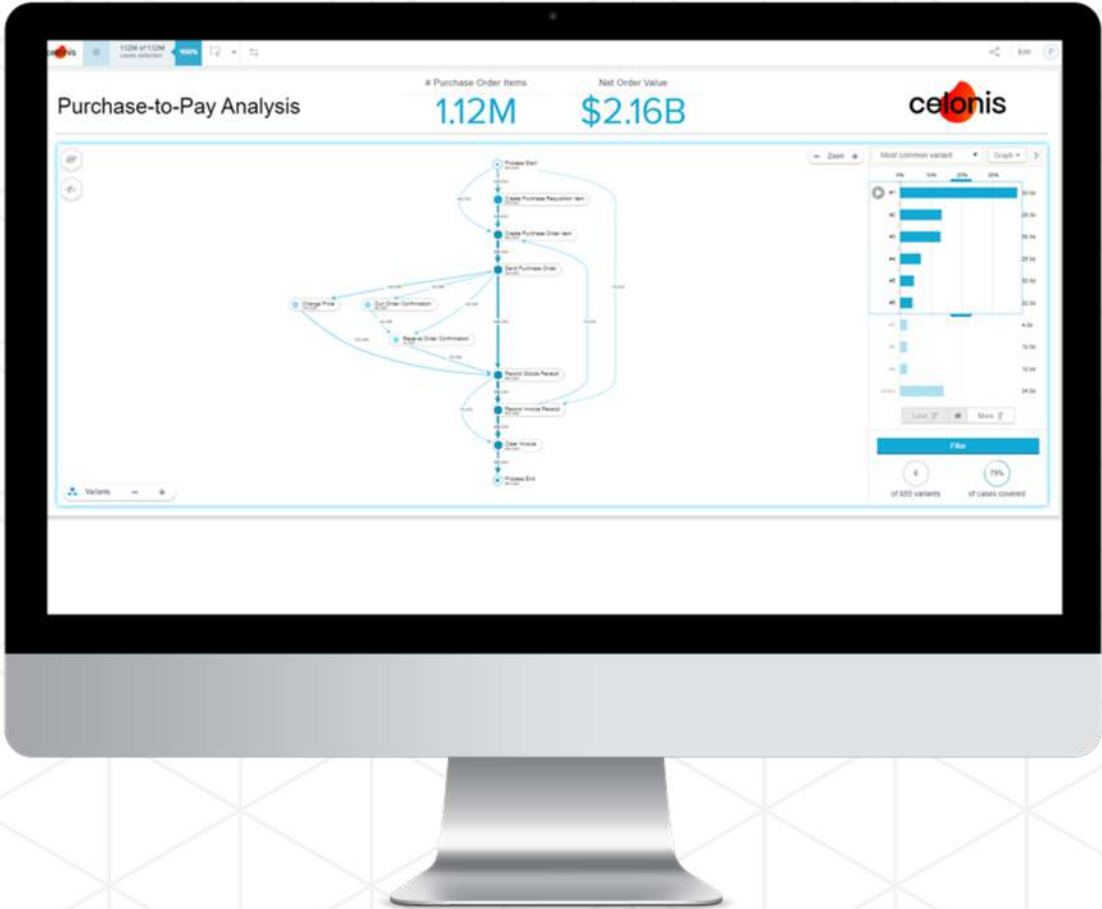and process improvements

Features:

- Outcome-based Prioritization and recommendation of next-best action
- 100+ system automations
- Drag & Drop Workflow Builder

96%
Perfect PO rate
vodafone

Improve your process every time you execute it

Celonis in Action

RHENUS LOGISTICS

Industry

Consumer & Logistics

Goal – Return on Data

„I think Celonis is the ideal tool to facilitate this and maximize the potential return on data (ROD)."

Manager Business Reporting & Controlling

Rhenus Warehousing Solutions SE & Co.KG

Achieved 5-digit savings per Warehouse by improving operations within a timeframe of 12 months

Employees
31 000

Processes
Warehouse Management

Revenue
$5.7B

Objectives: Using data as a resource to generate value (monetary, risk reduction or customer satisfaction)

IT Setup: Intelligent Business Cloud connected to the different WMS Systems

Use Cases: Improved Quality Control
- Removing unnecessary QC work (efficiency)
- Securing necessary QC work (quality)
- Improving master-data
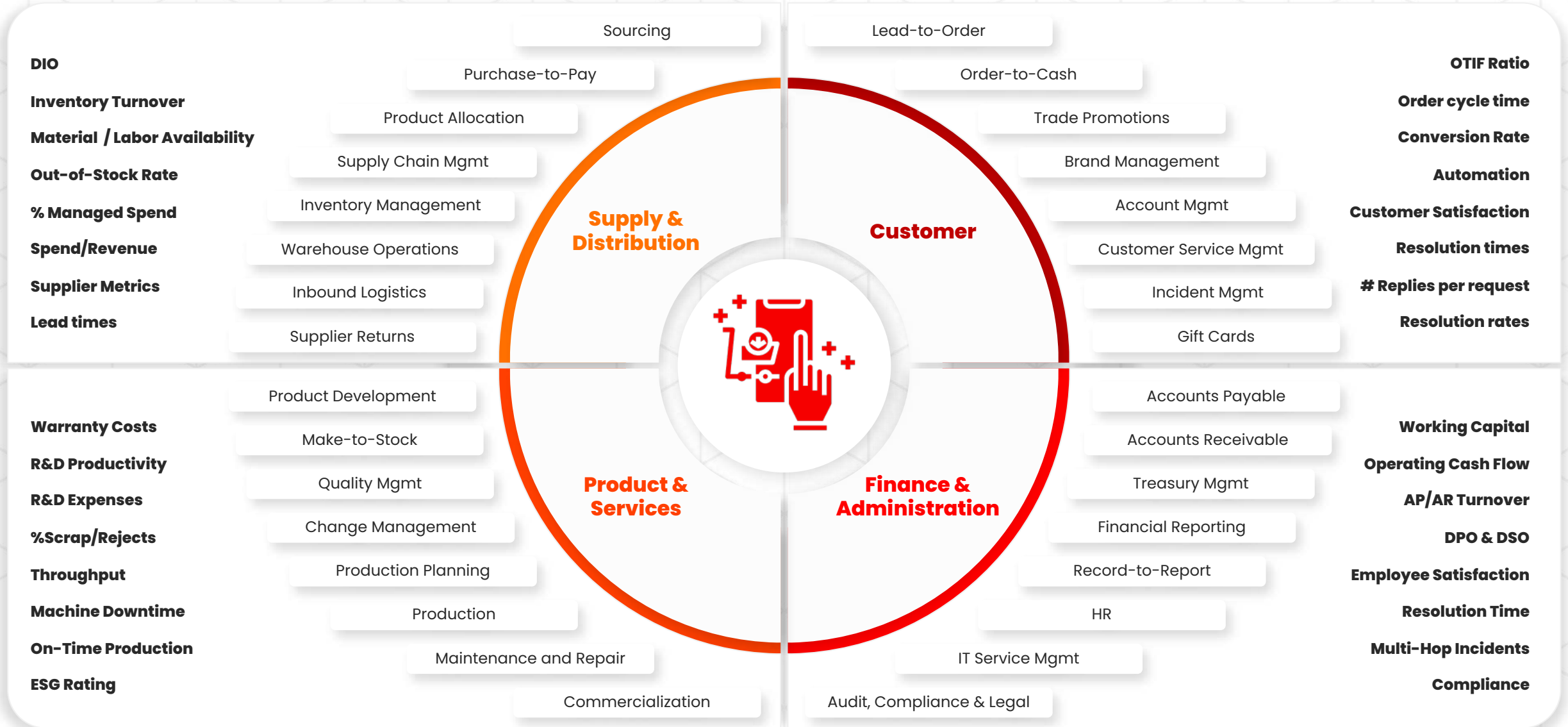
Warehouse Mgmt. Enhancement
- Enhance operations by leveraging On-time delivery prediction
- Improve Demand forecasting
- ML assisted order and replen planning

Improve Replenishment
- Reducing unnecessary replen
- Reducing driving distance
- Preventing replenisment issue

What's next?: Rollout to further Warehouses in Europe

# Celonis supports processes across the entire Consumer value chain

Supply & Distribution

- Sourcing
- Purchase-to-Pay
- Product Allocation
- Supply Chain Mgmt
- Inventory Management
- Warehouse Operations
- Inbound Logistics
- Supplier Returns

DIO
Inventory Turnover
Material / Labor Availability
Out-of-Stock Rate
% Managed Spend
Spend/Revenue
Supplier Metrics
Lead times

Customer

- Lead-to-Order
- Order-to-Cash
- Trade Promotions
- Brand Management
- Account Mgmt
- Customer Service Mgmt
- Incident Mgmt
- Gift Cards

OTIF Ratio
Order cycle time
Conversion Rate
Automation
Customer Satisfaction
Resolution times
Replies per request
Resolution rates

Product & Services

- Product Development
- Make-to-Stock
- Quality Mgmt
- Change Management
- Production Planning
- Production
- Maintenance and Repair
- Commercialization

Warranty Costs
R&D Productivity
R&D Expenses
%Scrap/Rejects
Throughput
Machine Downtime
On-Time Production
ESG Rating

Finance & Administration

- Accounts Payable
- Accounts Receivable
- Treasury Mgmt
- Financial Reporting
- Record-to-Report
- HR
- IT Service Mgmt
- Audit, Compliance & Legal

Working Capital
Operating Cash Flow
AP/AR Turnover
DPO & DSO
Employee Satisfaction
Resolution Time
Multi-Hop Incidents
Compliance

COVID-19 changed the world - Celonis is business critical to improve execution

Our COVID-19 Customer Care apps:

Cash Preservation
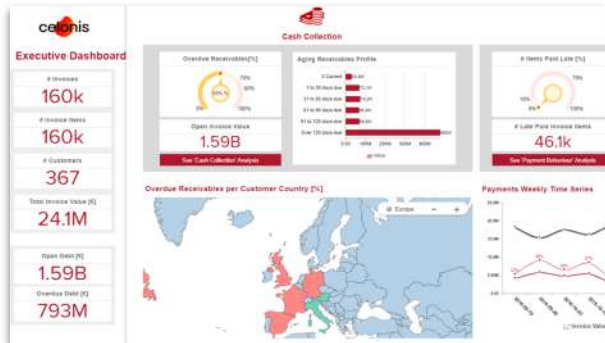
Supply Chain Planning

Keurig DrPepper
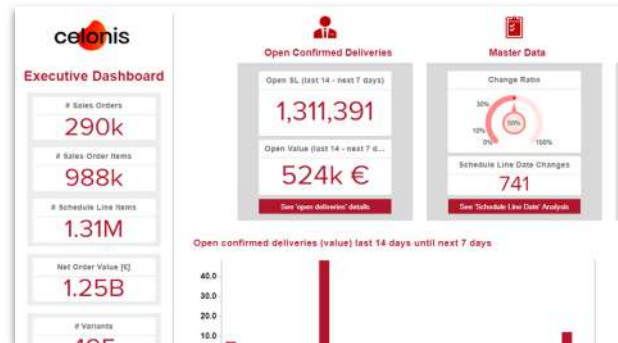
Improved **on-time delivery** from 61% to **79%** in **4 months**

Kimberly-Clark

Automated rescheduling of **10k orders per week**

AVNET

Saved **€6.55M** in **working capital costs**

Sources: Gartner, Celonis customers

Get started with Celonis in 30 days

| 1 | **Identify Key Processes to Improve** | 2 | **Choose App from AppStore** | 3 | **Setup Realtime Data Connection** | 4 | **Analyze Process** | 5 | **Optimize Process** Recommendations & Automation |

30 days

Project Kick-off

Go Live

Validated Results

Realize Value

Success Factors

| Project Management | Handover & Enablement | AppStore | Celonis Academy User Trainings | Customer Success Management |
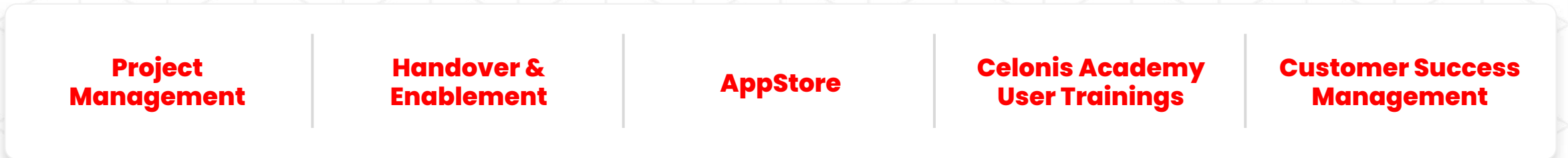
Which processes would you like to improve the most?

Contact info

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Thank You!