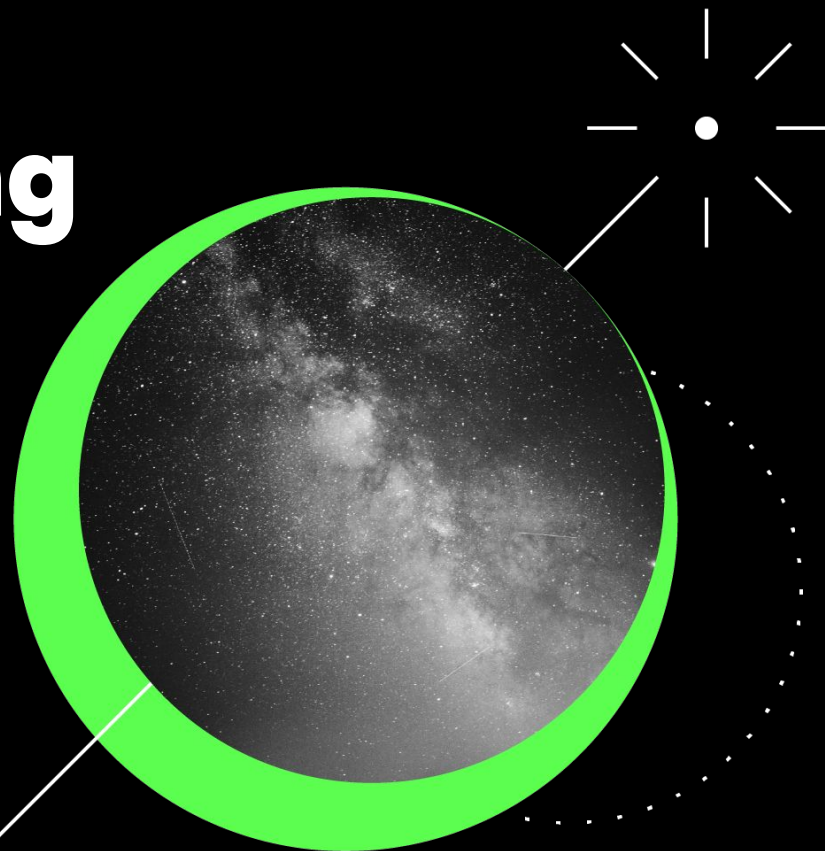


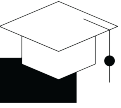


The Celonis Rising Stars Program

Celonis Academy Student Learning Journey Overview



Agenda



01 [Celonis Academy Overview](#)

02 [Academic Alliance Overview](#)

03 [Rising Stars Program](#)

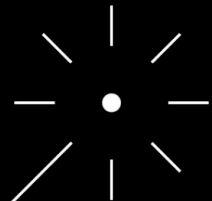
04 [Other Enablement Opportunities](#)

05 [Rising Stars Badges](#)

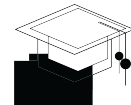
06 [Next Steps: Progress to the Partner Enablement Program](#)



01 Celonis Academy Overview



Meet Celonis Academy



150,000+ Learners

Join the ride and become a part of our rapidly growing community!

Unlimited Users

Use our training to scale adoption rapidly.

4 Awards

Brandon Hall Excellence Awards:
2022 & 2021 Gold, 2020 Bronze for
Customer Training Program.
2022 Bronze for Celonis MasterClass.

16+ Training Tracks

Our Training Tracks are modular and goal-based, so you get to what you need fast.

4.5 Rating

Customers rate our courses with 4.5 out of 5 stars.

Fast Sign-Up

Get started within 5 minutes.

24/7 Availability

Wherever you are - Celonis EMS Online Training is available for you around the clock.

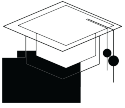
0 Fees

Our EMS Online Training is free of charge - for everyone.

95K Issued Badges


Earn your verified Celonis Digital Badge

Academy Training Platform



How to: Registration

○○○ https://academy.celonis.com/



* I'm a
Customer

* First Name

* Last Name

* Email
you@example.com

Please provide your Business Email

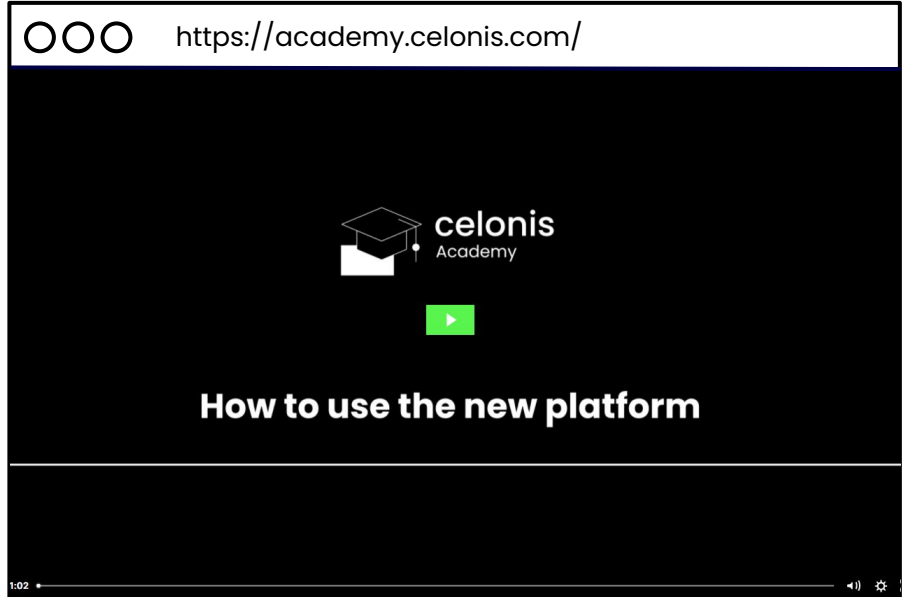
* Confirm Email
you@example.com

* Company

* Country
Please select country

Fill in your personal data.

How to: Platform Navigation



Click on the images to see the two videos with instructions on how to use Celonis Academy.

Celonis Digital Badges

Every day on the Celonis Academy, learners like you put in the work and make great achievements - and we want you to share them with the world!

To celebrate your successes, we partner with Credly to grant you a digital version of your credentials containing verified metadata that outlines your unique qualifications and the process required to earn them.

So what types of badges can you earn?



Learning Badges

Awarded when you complete a learning milestone, such as a training track.



Rising Star Badges

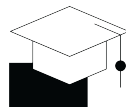
Awarded when you complete all the courses and training tracks in a given Rising Star pathway.



Consultant Star Badge

Awarded when you successfully complete our Student Consultant Workshop series.

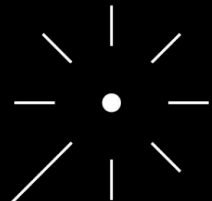
Want to know more about digital badges? Visit our [dedicated web page](#).



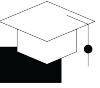


02

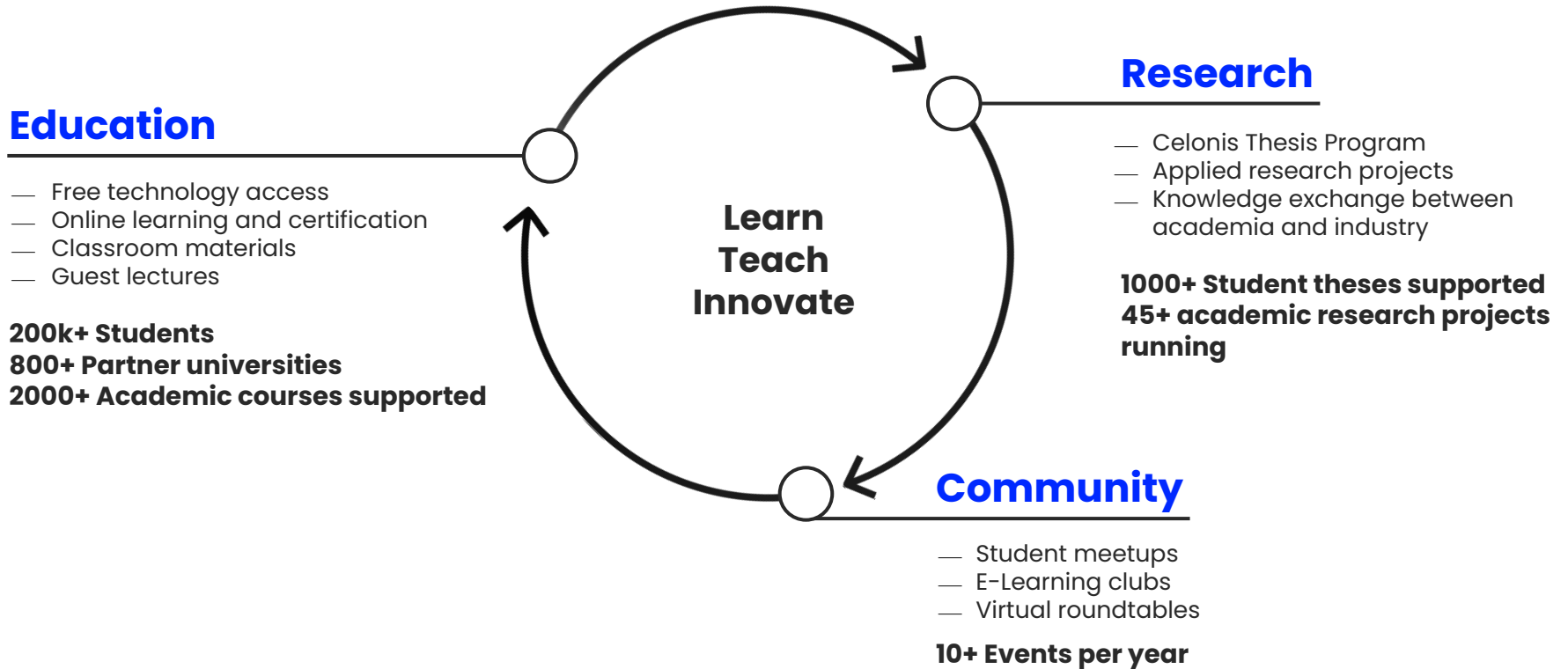
Academic Alliance Overview



Celonis for Education & Research: **Academic Alliance**

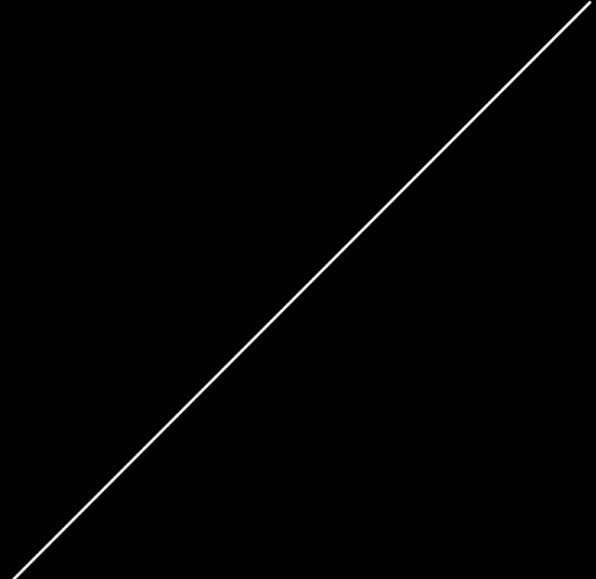
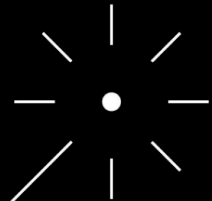


We believe in educating our youth as the next generation of thought-leaders in data and process science. The Celonis Academic Alliance partners with the world's leading universities, colleges, and schools to empower and encourage the Process Miners of tomorrow. What does it include?





03 Celonis Rising Stars Program



Celonis Rising Stars Program



Level 4 *

To earn your
Celonis
Consultant
Badge

Celonis Rising Stars - Consultant Bootcamp

Badge earned

*Celonis Rising Star - Business
19 hrs*

*Celonis Rising Star - Technical
23.5 hrs*

*Celonis Rising Star - Automation
19 hrs*

*Celonis Rising Star - Research
20 hrs*

Deliver
Business
Value with
Celonis
2-4 hrs

Create &
Deliver Demos
5 hrs

Build Analyses
- Advanced
5.5 hrs

Get Data into
the EMS
8 hrs

Automation
Bootcamp
3 hrs

Build Action
Flows
6 hrs

Process Mining:
from Theory to Execution
10.5 hrs

Level 3

Pathways to
Rising Stars

Process Mining Fundamentals | 9 hrs

Level 2

Process Mining
Fundamentals

Introduction to Process Mining | 1 hr

Level 1

Other Enablement Opportunities

To expand your
knowledge

Process
Mining for
Audit
Professionals

Task Mining
Basics

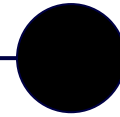
Build
Knowledge
Models &
Views

* The Level 4: Consultant Workshops and Celonis Consultant Star Badge are only available for those that have achieved the Celonis Rising Star - Business and/or Celonis Rising Star - Technical Badges.

Online Learning Journey



01



Kick off your Celonis learning journey

- Start by taking the **Introduction to Process Mining** course, regardless of whatever your career interests might be.
- Here you'll discover what process mining is, what Celonis does and how you can get involved.

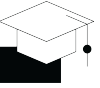


02

Discover the Foundations of Process Mining

- Complete the **Process Mining Fundamentals** track to deepen your knowledge of Process Mining and the Celonis EMS.
- This track is applicable for all, whatever your career aspirations may be.

Online Learning Journey



03

Choose Your Focus Area

- Select which pathway you would like to specialize in: **business, technical, automation, or research**. Make your choice based on your interests and career goals.
- Complete the level 3 training from your chosen pathway.

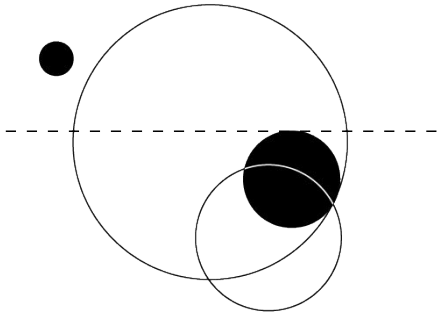
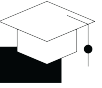
Online Learning Journey



Become a Celonis Rising Star

— Claim your badge and share it with the world!





Level 1: Introduction to Process Mining

Level 1

Introduction to Process Mining

General Information:

- Start your learning journey by taking the Introduction to Process Mining course, regardless of whatever your career interests might be.
- Here you'll discover what process mining is, what Celonis does and how you can get involved.

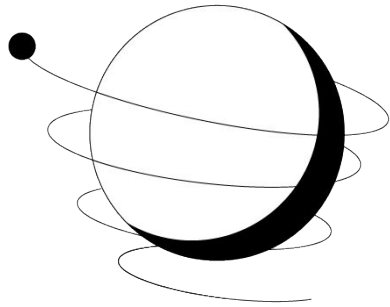
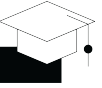
Learning Goals:

- Understand what Process Mining is and the basics of how it works.
- Summarize what an Event Log is and why we need it for Process Mining.
- Identify business use cases for Process Mining.

[Start Now](#)

Duration

~1 hour



Level 2: Process Mining Fundamentals

Level 2

Process Mining Fundamentals

Learning Goals:

- Interpret process visualizations and leverage analyses to identify process inefficiencies.
- Conceptualize your process in terms of activities and cases.
- Save an analysis selection for future reference and share it with your team; export visualizations and process data.
- Perform the basic tasks necessary to build Celonis analyses.
- Become familiar with Analysis Settings and Permissions.
- Publish analyses using best practices in version control.
- Put your knowledge about the theoretical foundations of Process Mining into practice.

[Start Now](#)

Skills Profile

Business ●●●●○

Analytical ●●●○○

Technical ●●○○○

Duration

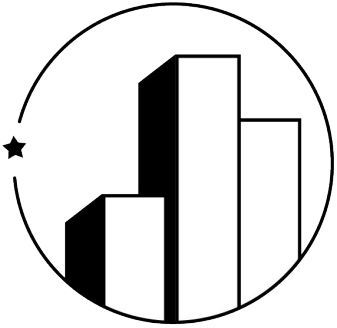
~9 hours

Typical Roles

- Consultant, Process Analyst, Process Mining Consultant
- Business Analyst, Data Analyst
- Technical / Solution Architect, App / Solution / Asset Developer

Celonis Service

- Studio: Analysis
- Process Analytics



Level 3: **Pathway to Rising** **Business Star**

Level 3: Pathway to Rising Business Star

Deliver Business Value with Celonis

Learning Goals:

- Frame value by identifying and qualifying improvement opportunities.
- Use Celonis to derive the root causes of improvement opportunities and to quantify the business impact of resolving them.
- Develop an action plan for relevant improvement actions.
- Monitor realized value and adoption and communicate successes.

[Start Now](#)

Skills Profile

Business ●●●●●

Analytical ●●●●●

Technical ●○○○○

Duration

~2-4 hours

Typical Roles

- Process Mining Consultant, Project Manager
- Business Analyst, Data Analyst

Celonis Service

- Apps: Analysis (Process Analytics)

Level 3: Pathway to Rising Business Star

Create and Deliver Demos

Learning Goals:

- Design, plan and structure a demo around a clear value-focused story with the customer's use cases at its centre.
- Deliver a business value oriented demo adapting your presentation to the audience at hand.
- Locate, deploy and tailor relevant demos in the TryCelonis platform.
- Determine when to use the Demo Gallery.
- Build custom demos in the Demo Generator Tool.
- Tailor product demos by configuring tables, charts, single KPIs, selections, and design components.

[Start Now](#)

Skills Profile

Business ●●●●○

Analytical ●●●●○

Technical ●●○○○

Duration

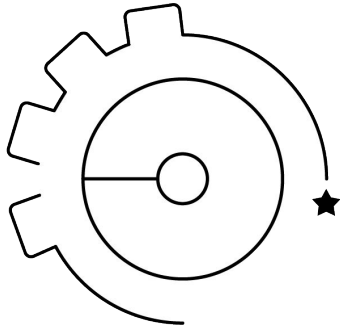
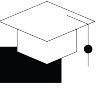
~4.75 hours

Typical Roles

- Process Analyst, Process Mining Consultant
- Business Analyst, Data Analyst, Celonis Analyst

Celonis Service

- TryCelonis
- Demo Gallery
- Demo Generator Tool



Level 3: **Pathway to Rising** **Technical Star**

Level 3: Pathway to Rising Technical Star

Build Analyses – Advanced

Learning Goals:

- Get to know PQL and how to work with it in the analysis code editor.
- Get to know use cases that can only be solved with PQL's PU-functions.
- Create static background filters at analysis-, sheet-, and component-level.
- Create benchmarking analysis sheets to compare attributes (such as regions, vendors, or customers) side-by-side.
- Configure interactive, dynamic drilldown tables that hold several dimensions and display one at a time based on user's selection by using variables.

[Start Now](#)

Skills Profile

Business ●●●○○

Analytical ●●●●●

Technical ●●●●○

Duration

~5.5 hours

Typical Roles

- Business Analyst, Data Analyst
- Technical / Solution Architect / Consultant

Celonis Service

- Studio: Analysis
- Process Analytics

Level 3: Pathway to Rising Technical Star

Get Data into the EMS

Learning Goals:

- Connect to systems.
- Extract data.
- Transform data.
- Set up and load a data model.
- Schedule regular data loads.
- Monitor and validate data.
- Apply SQL performance best practices.

[Start Now](#)

Skills Profile

Business ● ○ ○ ○ ○

Analytical ● ● ● ○ ○

Technical ● ● ● ● ○

Duration

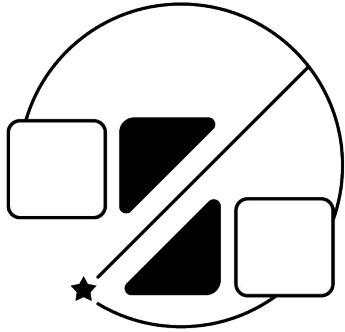
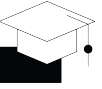
~8.25 hours

Typical Roles

- Data Engineer, Business Analyst, Data Analyst
- Technical / Solution Architect/Consultant

Celonis Service

- Data Integration



Level 3: Pathway to Rising **Automation Star**

Level 3: Pathway to Rising Automation Star

Automation Bootcamp

Learning Goals:

- Understand the basics of Business Process Automation and how this is linked to Process Mining.
- Learn how you can set up your own automation scenarios for easy processes with Make or with Celonis Action Flows for more resistant and scalable back-end automation.
- See how Make is applied in a real-world business use case.
- Learn visual automation.

[Start Now](#)

Skills Profile

Business ● ● ○ ○ ○

Analytical ● ● ● ● ○

Technical ● ● ● ○ ○

Duration

~3 hours

Typical Roles

- Business Analyst, Data Analyst
- Technical / Solution Architect/Consultant

Celonis Service

- Make

Level 3: Pathway to Rising Automation Star

Build Action Flows

Learning Goals:

- Create a Space and Package to house the Action Flow Asset.
- Identify use cases for Action Flows.
- Explain the set up of an Action Flow.
- Construct a basic Action Flow.
- Run Action Flows and interpret outputs.
- Schedule Action Flows.
- Identify the need for HTTP modules in Action Flows.
- Send HTTP requests in Action Flows.
- Trigger Action Flows using a Webhook module.

[Start Now](#)

Skills Profile

Business ●●●○○

Analytical ●●●●●

Technical ●●○○○

Duration

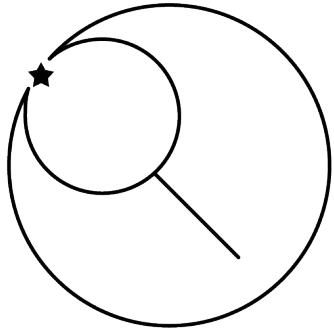
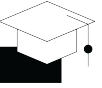
~6 hours

Typical Roles

- Business Analyst, Data Analyst
- Technical / Solution Architect / Consultant

Celonis Service

- Studio



Level 3:
Pathway to Rising
Research Star

Level 3: Pathway to Rising Research Star

Process Mining: from Theory to Execution

General Information:

- This special training is taught by [Wil van der Aalst](#), the godfather of Process Mining.

Learning Goals:

- Get familiar with the technical and academic theory that forms the critical infrastructure of Process Mining.
- Learn further the practical application of Process Mining with real business cases, data and insider tips from Celonis.
- Understand the most important concepts behind Process Mining and the respective software functionalities building on them and what they can be applied for in a business context.
- Learn the key process discovery and conformance checking algorithms.
- Study comparative and predictive process mining techniques allowing organizations to perform root cause analysis of performance and compliance issues.

[Start Now](#)

Skills Profile

Business ● ● ● ○ ○

Analytical ● ● ● ● ○

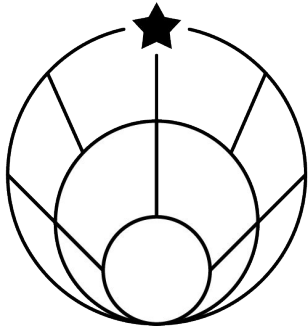
Technical ● ● ● ● ○

Duration

10.5 hours

Celonis Service

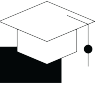
- Academic License



Level 4: Celonis Rising Stars Consultant Bootcamp

Level 4

Celonis Rising Stars – Consultant Bootcamp



General Information

In this program, you'll work on a case study in a group with 2-3 other students. In the case study, you'll apply your software skills and business process acumen to the following key tasks:

- Transform datasets (provided by Celonis) into dashboards.
- Create a business case with valuable insights.

At the end, three winners **pitch their findings to a jury of Celonis employees, customers, partners** – a great way to showcase your expertise directly to potential future employers. To guide you through the case study, three workshops are provided.

01 | Kickoff Workshop

Get ready to start work on your case study with overviews of:

- what process mining is and how it solves those inefficiencies
- the program's objectives, case study assignments, and timeline
- technical requirements (Celonis software license, Academy access, Make account).

02 | Exchange Workshop

Check in and ask any open questions you might have after starting work on your case study.

Exchange information with the trainers and other learners.

03 | Final Workshop

Pitch your findings to the jury of Celonis employees, customers and partners.

Group exchange and time to network.

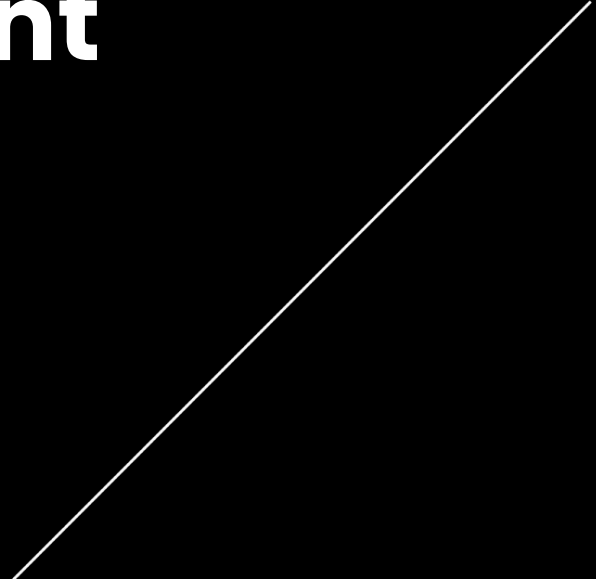
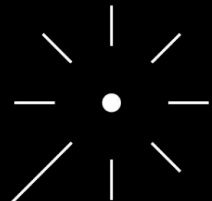
Winner announcements and presentation of the winners.

Customer project outline and ideas for your own project.

Next steps: badges and further trainings.



04 Other Enablement Opportunities



Other Enablement Opportunities

Process Mining for Audit Professionals

General Information:

This course provides high-level information on the following two dimensions of Auditing:

- Internal Audit: Companies' internal violations on policies, consulting recommendations for performance improvements, adding value to the company.
- External Audit: Insights into the risks a company is facing, being able to identify violations of financial reporting rules.

Learning Goals:

- Gain foundational knowledge on process mining.
- Learn how to review and interpret existing Celonis analyses.
- Gain an in-demand skill for professional services and current audit standards.
- Learn about data-driven management and the continuous audit with process mining.
- Complete an audit business case to practice applying your process discovery skills.

[Start Now](#)

Skills Profile

Business ●●●●●

Analytical ●●○○○

Technical ●●●○○

Duration

~7 hours

Typical Roles

- Accountant, Auditor

Celonis Service

- Studio: Analysis
- Process Analytics

Other Enablement Opportunities

Build Knowledge Models and Views

Learning Goals:

- Navigate the Celonis Studio.
- Create Spaces and Packages in Studio.
- Review Space and Package permissions.
- Explain the relationship between Knowledge Models and Views.
- Discuss various Knowledge Objects in Knowledge Models.
- Choose relevant components in Views.
- Apply YAML and Visual Editors to build basic Views and Knowledge Models.

[Start Now](#)

Skills Profile

Business ●●●○○

Analytical ●●●●●

Technical ●●●○○

Duration

~4.25 hours

Typical Roles

- Business Apps Builder, Business Analyst, Data Analyst
- Technical / Solution Architect / Consultant, App / Solution / Asset Developer

Celonis Service

- Studio

Other Enablement Opportunities

Task Mining Basics

Learning Goals:

- Differentiate Process Mining and Task Mining.
- Understand how Task Mining works and when to use it.
- Set up, configure, and use Task Mining for different use cases.

[Start Now](#)

Skills Profile

Business ● ● ● ○ ○

Analytical ● ● ● ○ ○

Technical ● ● ○ ○ ○

Duration

45 min

Typical Roles

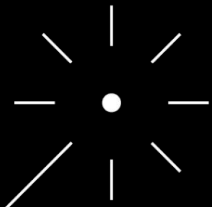
- Data Engineer, Business Apps Builder, Business Analyst, Data Analyst
- Technical / Solution Architect/Consultant, App / Solution / Asset Developer

Celonis Service

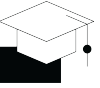
- Task Mining



05 Rising Star Badges



Celonis Rising Star – Business Badge



Profile:

The earner is able to:

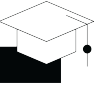
- Understand both the theoretical and applied foundations around Process Mining.
- Frame, realize, and sustain business value by identifying and directly addressing execution gaps.
- Plan, prepare, and deliver successful Celonis Demos.

Opportunities in the Job Market:

- Work at the interface of business and technology as a process manager for a particular process or as a data scientist in a dedicated data analytics team.
- Keywords: Process Manager / Process Analyst.

[Check on Your Progress
Towards This Badge Now](#)

Celonis Rising Star – Technical Badge



Profile:

The earner is able to:

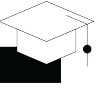
- Understand both the theoretical and applied foundations around Process Mining.
- Perform high level tasks with Celonis Analyses.
- Build and refine a Data Pipeline and Process Data Model.

Opportunities in the Job Market:

- Work within an IT department and use your Process Mining programming skills.
- Keywords: Process Mining Engineer/ Process Mining Architect.

[Check on Your Progress
Towards This Badge Now](#)

Celonis Rising Star – Automation Badge



Profile:

The earner is able to:

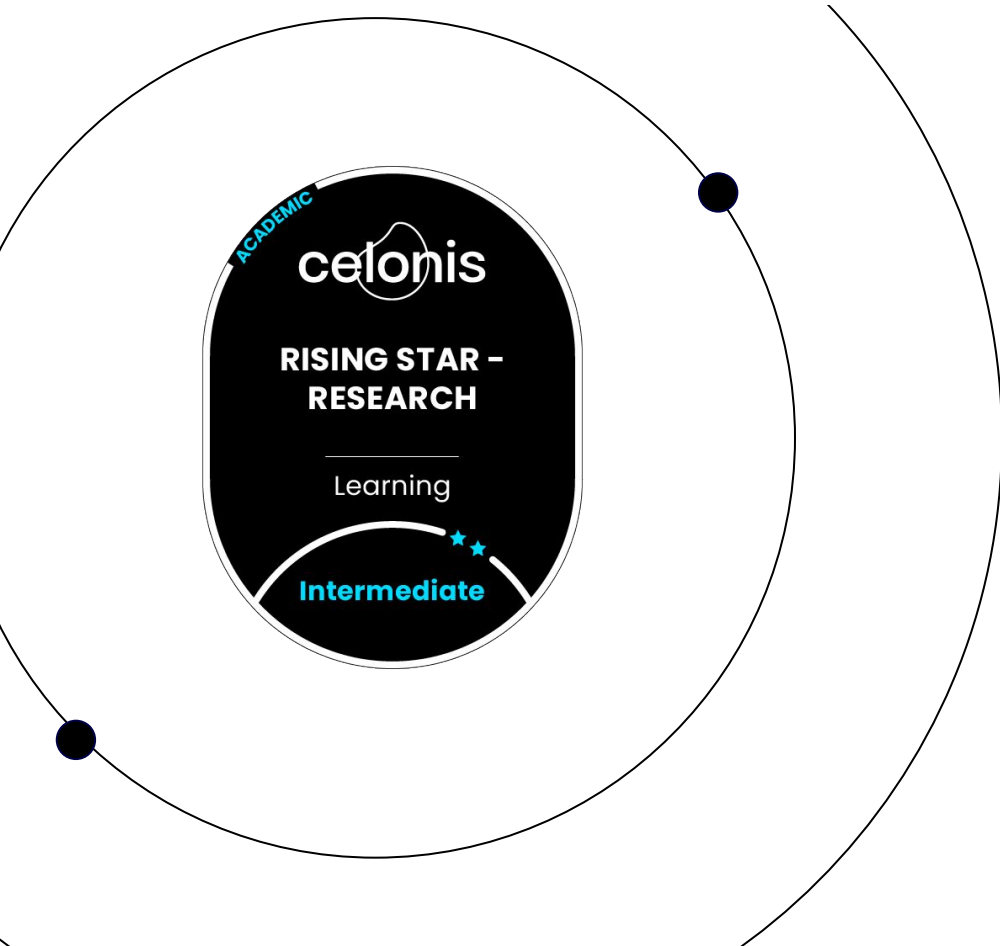
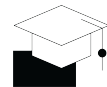
- Understand both the theoretical and applied foundations around Process Mining.
- Set up automation scenarios for easy processes.
- Build automated workflows using Action Flows.

Opportunities in the Job Market:

- Work within a process improvement team for Operational Excellence, Process Excellence or Process Automation.
- Keywords: Process Improvement Manager / Process Automation Manager.

[Check on Your Progress
Towards This Badge Now](#)

Celonis Rising Star – Research Badge



Profile:

The earner is able to:

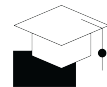
- Understand both the theoretical and applied foundations around Process Mining.
- Understand Process Mining technology from a scientific perspective.
- Implement real-life applications of Process Mining.

Opportunities in the Job Market:

- See [this slide](#) for the detailed information on the opportunities.

[Check on Your Progress
Towards This Badge Now](#)

Celonis Consultant Star Badge



Profile:

The earner is able to:

- Create an analysis in the Celonis software and present the results.
- Bring your analytical technical skills to Celonis software together to pitch valuable findings to experts

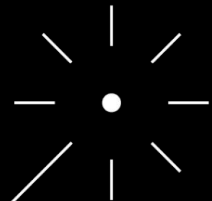
Opportunities in the Job Market:

- Work with clients from different industries on process improvement projects or IT transformation projects.
- Keywords: Process Mining Consultant / Process Project Manager.

[Check on Your Progress
Towards This Badge Now](#)



06 | Next Steps: Progress to the Partner Enablement Program



Shoot even higher with the Partner Enablement Program

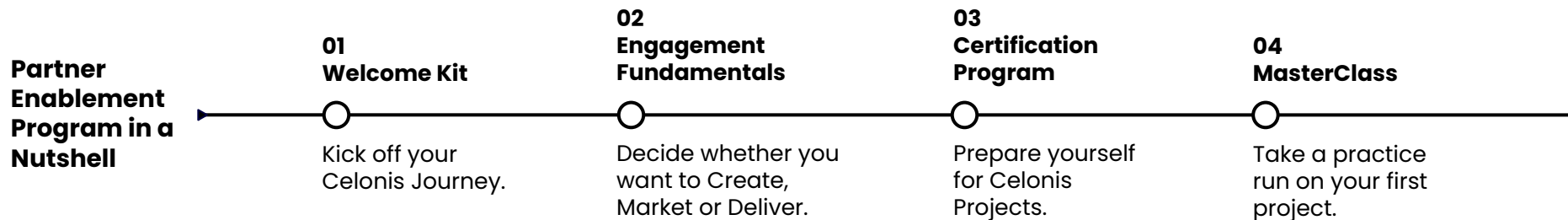


The Celonis Partner Enablement Program provides world class training to help Partners build & validate their knowledge and skills in Celonis solutions.

Celonis continuously elevates the program to guarantee an excellent foundation for the Partners' first hands-on experiences and ensure their expertise and qualifications are unmatched in the industry.

Celonis Partners

Together with the Partner ecosystem, Celonis has built the world's leading Process Mining business and community. [Check out Celonis Partners.](#)



Find out how to become a **Celonis Expert** after your Rising Stars journey!

Partner Enablement Program



Level 05

Community Engagement

Community Programs

Level 04

Hands-on Training Through case study

MasterClass Program

Create
Solution Creation Expert

Market
Value Assessment Expert

Market/Deliver
EMS Technical Expert

Deliver
Value Realization Expert

Goal-Based Training Tracks and Certification Exams

Celonis for Consulting Fast Track

Level 03

Goal-Based Training Tracks & Certifi. Exams

Level 02

Engagement Fundamentals

Solution Creation Fundamentals

Go-to-Market Fundamentals

Project Delivery Fundamentals

Level 01

General onboarding to inspire interest

Welcome Kit

Continuous enablement

Topic-based specializations for further enablement

Machine Learning

Task Mining

Private Cloud Deployment

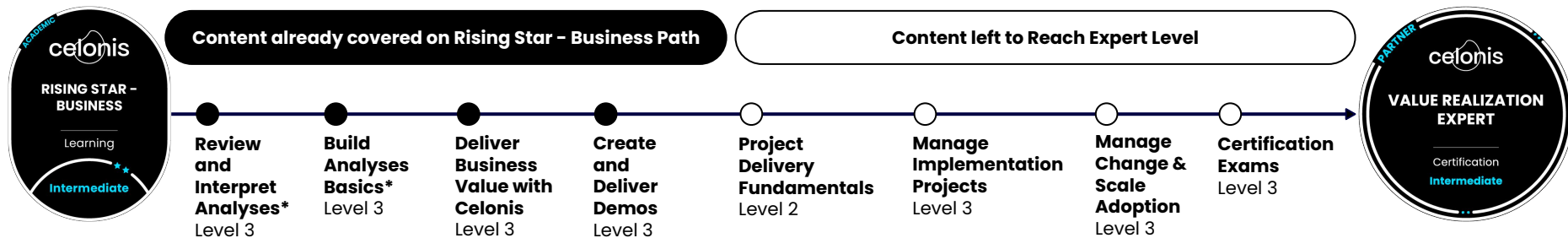
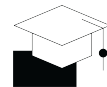
EOS Features

Train the Trainer Program

Best Practice Sessions

Product Enablement

Path to Value Realization Expert



The Value Realization Expert successfully performs all business-focused tasks to realize and scale value within the end-to-end implementation project and beyond.

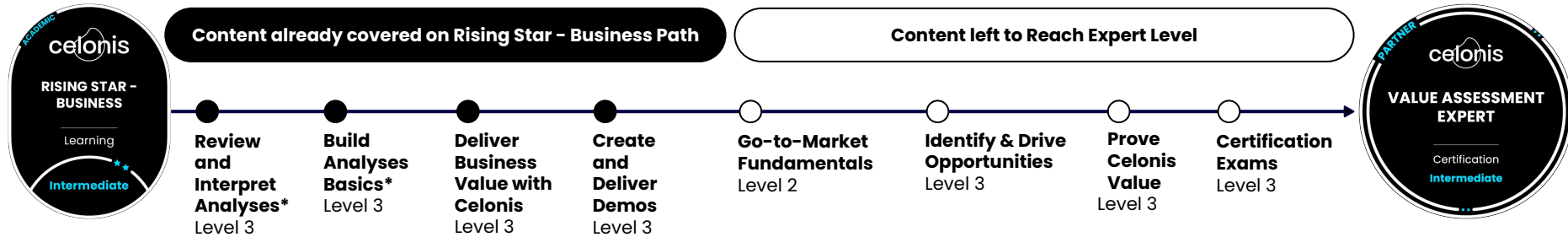
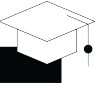
This includes:

- Managing implementation projects.
- Creating and delivering demos.
- Delivering business value with Celonis.
- Managing change and scaling adoption.

[Check on Your Progress Towards This Badge Now](#)

* You completed these courses as part of the Process Mining Fundamentals training track.

Path to Value Assessment Expert



The Value Assessment Expert successfully performs all business-focused tasks within the end-to-end sales process.

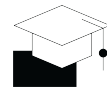
This includes:

- Identifying and driving opportunities.
- Proving Celonis value.
- Creating and delivering demos.

[Check on Your Progress Towards This Badge Now](#)

* You completed these courses as part of the Process Mining Fundamentals training track.

EMS Technical Expert



Content already covered on Rising Star – Technical Path

● **Review and Interpret Analyses***
Level 3

● **Build Analyses Basics***
Level 3

● **Build Analyses Advanced**
Level 3

● **Get Data into the EMS**
Level 3

○ **Go-to-Market Fundamentals or Project Delivery Fundamentals**
Level 2

○ **Build Knowledge Models & Views**
Level 3

○ **Build Action Flows**
Level 3

○ **Certification Exams**
Level 3

Content left to Reach Expert Level



Content already covered on Rising Star – Automation Path

● **Review and Interpret Analyses***
Level 3

● **Build Analyses Basics***
Level 3

● **Build Action Flows**
Level 3

○ **Build Analyses Advanced**
Level 3

○ **Go-to-Market Fundamentals or Project Delivery Fundamentals**
Level 2

○ **Build Knowledge Models & Views**
Level 3

○ **Certification Exams**
Level 3

Content left to Reach Expert Level



The EMS Technical Expert successfully performs all product-focused tasks within end-to-end Celonis projects.

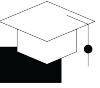
This includes:

- Building basic analyses.
- Building advanced analyses.
- Building action flows.
- Building knowledge models and views.
- Getting data into the EMS.

[Check on Your Progress Towards This Badge Now](#)

* You completed these courses as part of the Process Mining Fundamentals training track.

Opportunities for Rising Research Stars



[Celonis Student Thesis and Research Program](#)

Celonis and academia are strong partners in research. Whether you want to use our technology to evaluate your data or you would like to be at the forefront of applied Process Mining research with us, we are happy to support and collaborate on your thesis, seminar or research project.

Open Project Studies

The project studies are conducted in cooperation with [the Chair of Management Accounting](#) at Technical University of Munich.

Hackathons

- Bonding ([from June, 2022](#))

Celonis Funded Conferences

[BPM](#)

The International Conference on Business Process Management is the premier conference for researchers and practitioners in the field of Business Process Management.

[ICPM](#)

The International Conference on Process Mining (ICPM) is the flagship conference of the international process mining community.

[RWTH Process Mining summer School](#)

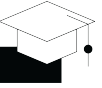
This is the first official Process Mining Summer School. The courses are given by renowned experts in the field.

Open Positions at Celonis in the Engineering and Product fields

- [Engineering](#)
- [Product](#)

Open Thesis Positions

Check out the current open Bachelor's and Master's thesis positions in the Process Mining area [here](#).



Any Questions?
We look forward to hearing from you!

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www.celonis.com/training

