



Migration Map for Celonis Partners

App Creator Training Track



I want to build best-in-class
Celonis Execution Apps!

App Creators:

- Build Celonis Execution Apps for Business Users
- Are experts in Celonis' Studio structure including Knowledge Models, Views and Skills
- Leverage YAML configuration
- Know and apply UX guidelines to build best-in-class Apps

Recommended Know-How

- Process knowledge & business expertise, e.g. SCM, Finance, Procurement or verticals
- Knowledge of underlying data structure
- UX/UI skills
- Vertica SQL skills

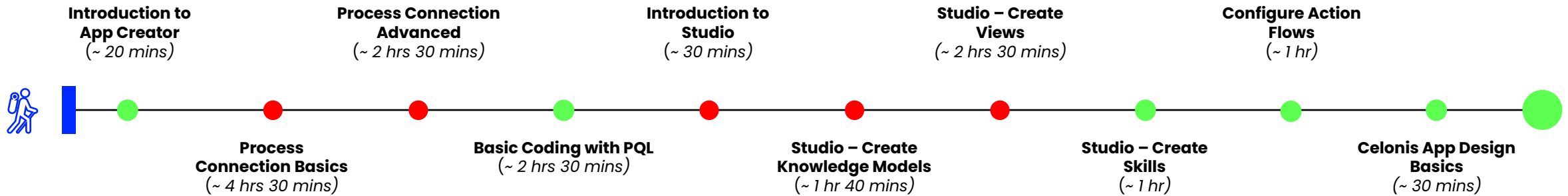
Skills Profile

- Business ●●●○○
- Analytical ●●●●●
- SQL ●●●●○



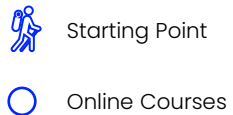
~ 14 hrs

App Creator Course Overview



After this track you should be able to:

- Articulate the difference between Execution Apps and Instruments
- Differentiate the available Go-To-Market models
- Understand the Celonis Studio structure and terminology
- Use YAML in the Celonis Studio
- Build, modify, and leverage various Business Knowledge Entities in Knowledge Models
- Create actionable Views for Business Users
- Configure various View components
- Build, test and implement automated Skills
- Apply UX guidelines for Celonis Execution Apps



Sales Professional Training Track



I want to sell and position Celonis Process Mining.

Sales Professionals:

- Showcase the capabilities of Process Mining
- Demonstrate the scope and value of Celonis
- Win new customers
- Drive service business in a growing software category
- Become the trusted advisor for customer transformation initiatives

Recommended Know-How

- Business expertise
- Industry / Customer expertise
- No technical knowledge required

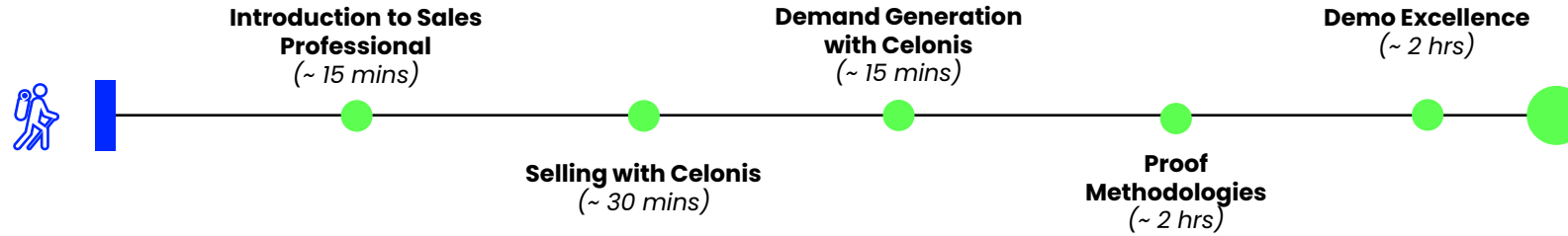
Skills Profile

- Business ●●●●○
- Analytical ●●○○○
- SQL ○○○○○



~ 5 hrs

Sales Professional Course Overview



After this track, you should be able to:

- Describe the Ecosystem GTM Motions in detail.
- Find the right campaign for each stage of your customer's journey to generate leads, drive opportunities, and educate clients and prospects.
- Explain the basic principles of the Celonis Sales Process and the recommended actions at each stage of the sales cycle.
- Differentiate different proof methodologies to showcase the Celonis value to potential customers.
- Learn how to best position Celonis to deliver the perfect pitch & demo by leveraging the full potential of TryCelonis.

Solution Professional Training Track



I want to execute projects to prove the business value of Celonis.

Solution Professionals:

- Build comprehensive solutions with Celonis for their customers' strategic initiatives (e.g. process transformation, system migration, digital transformation)
- Identify improvement opportunities and quantify business impact
- Build a compelling business case for their customers to start their Celonis Journey
- Create an Operating Model to maximize usage of Celonis to accomplish organizational goals

Recommended Know-How

- Strong analytical skills
- Expertise in building business case models
- Skills in facilitating workshops
- Experience in pre-sales, consulting, process improvement or value engineering
- Domain expertise, e.g. SCM, Finance, Procurement or verticals

Skills Profile

- Business ●●●●○
- Analytical ●●●●●
- SQL ●●○○○



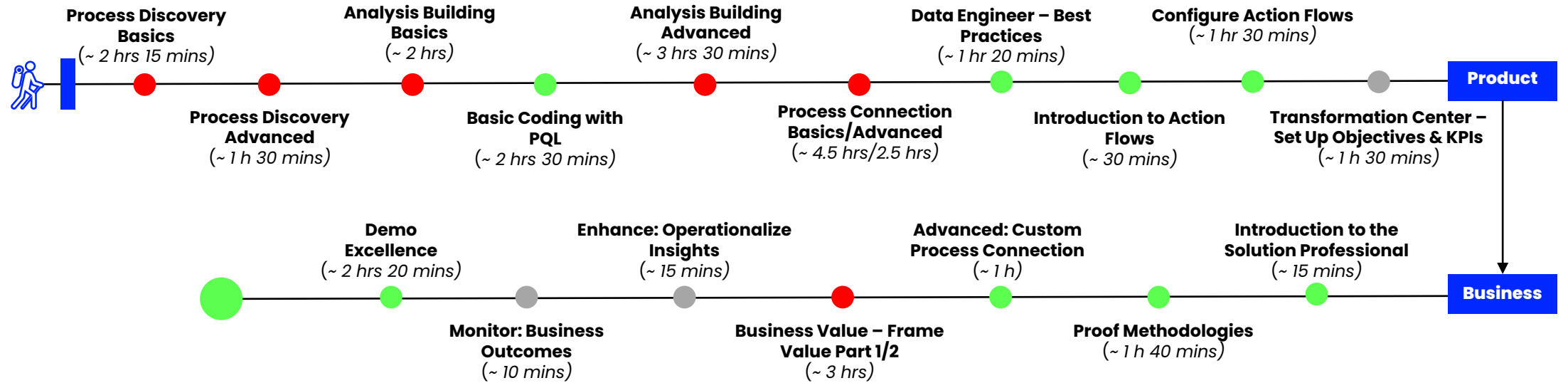
Product Courses:

~ 20 hrs

Business Courses:

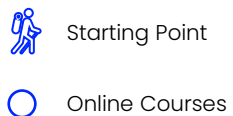
~ 10 hrs 30 mins

Solution Professional Course Overview



After this track you will be able to:

- Understand different methodologies to prove Celonis' value for customers
- Know how to discover and quantify use cases
- Deliver an excellent value-based demo & pitch
- Understand the overall technical methodology
- Build analyses to communicate value-driven business insights
- Connect to source systems, extract and transform data



Implementation Professional Training Track



I want to successfully implement Celonis for my customers.

Implementation Professionals:

- Are experts in all core Celonis products
- Drive successful implementations with customers using Celonis Project Methodologies
- Lay the foundation to frame and realize Business Value
- Connect Celonis to various source systems and set up customized Analyses, Views, and Automations

Recommended Know-How

- Process knowledge & business expertise, e.g. SCM, Finance, Procurement or verticals
- Knowledge of underlying data structure
- Skills in facilitating workshops
- Experience with ETL processes
- Vertica SQL skills

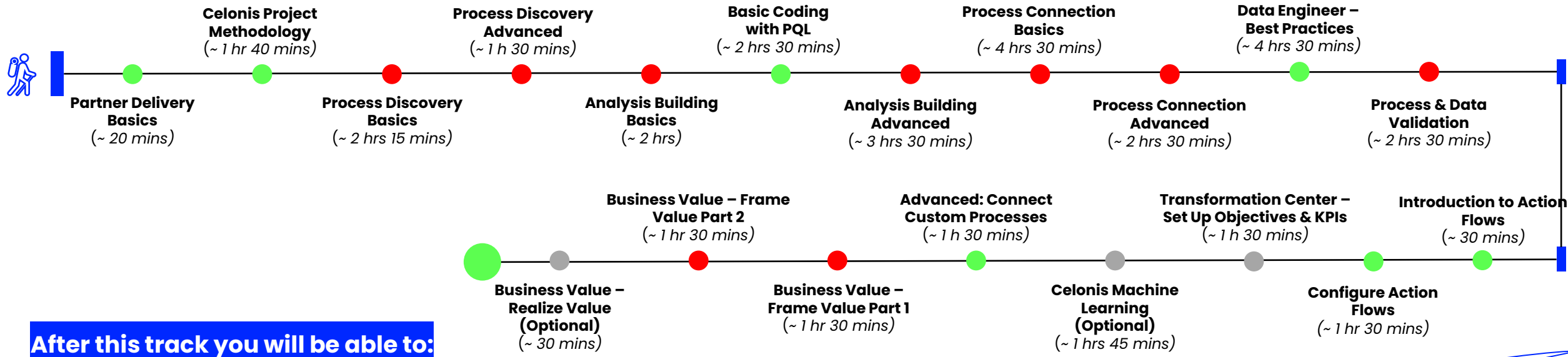
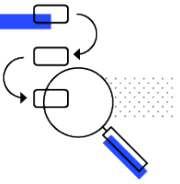
Skills Profile

- Business
- Analytical
- SQL



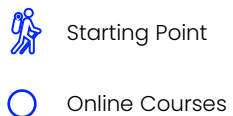
~ 25-27 hrs

Implementation Professional Course Overview



After this track you will be able to:

- Know everything about the Celonis Project Methodology
- Have an A-Z overview and training on our product such as:
 - Process Connection
 - App & Analysis Building
 - Custom Extractor Development
 - Action Engine & Process Automation Integrations
 - Execution Management Knowledge
 - Data Validation
- Demonstrate how you work together with our Implementation Professionals
- Establish a ground for framing and realizing Business Value
- Access additional information at any time



Business Value Architect Training Track



I want to drive business value and adoption with Celonis.

Business Value Architects:

- Derive process insights
- Identify improvement opportunities, quantify impacts, and drive KPI progress to realize value
- Foster change initiatives within the organization
- Develop a Governance Structure
- Create an Operating Model to maximize usage of Celonis to accomplish organizational goals

Recommended Know-How

- Experience in management consulting, process improvement or value engineering
- Domain expertise, e.g. SCM, Finance, Procurement or verticals
- Strong analytical skills
- Expertise in building business case models
- Skills in facilitating workshops

Skills Profile

- Business ●●●●●
- Analytical ●●●●●
- SQL ○○○○○



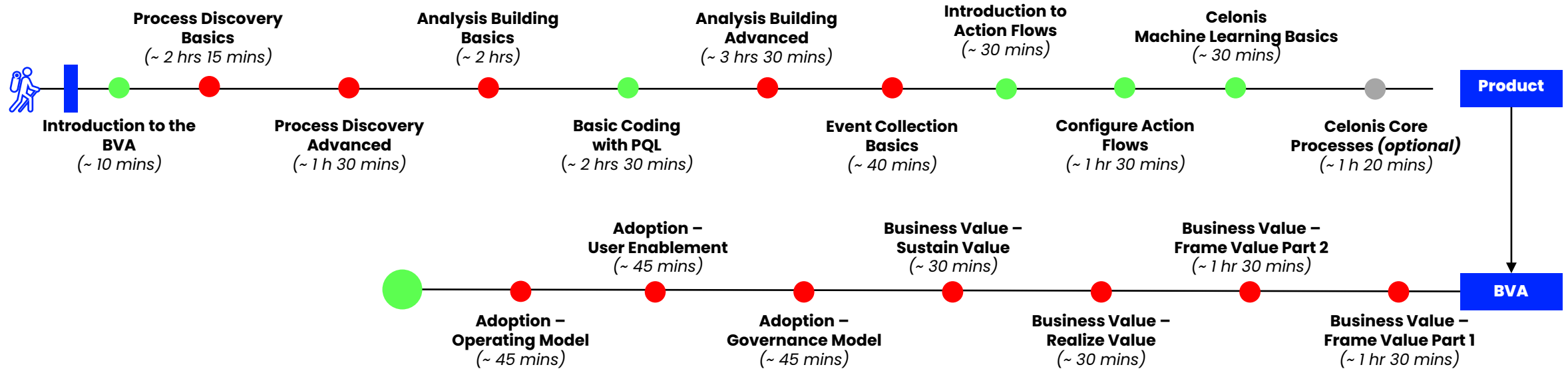
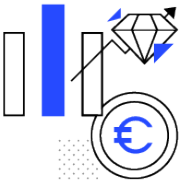
Product Courses:

14 – 16 hrs

BVA Courses:

6 – 7 hrs

Business Value Architect Course Overview



After this track, you will be able to:

- Explain the role of a BVA
- Understand the Celonis product offering and value proposition
- Understand the Celonis Value Creation methodology
- Leverage BVA's best practices and tools and frameworks to drive adoption and value for customers
- Engage the right stakeholders and set up a Governance Model to create long-term success with the customer
- Track user adoption, add new users, create user groups and add permissions

