



CELONIS PRESENTS THE INAUGURAL

**GLOBAL GAME
CHANGER AWARDS
2023**



Seeking all game changers!

Celonis is scanning the globe for customers who have truly changed the game, delivering extraordinary impact to their employees, customers and communities by leveraging Celonis.

Does your company have what it takes to be one of our first ever Celonis Game Changers? Besides being celebrated by Celonis founders and your peers on the Celosphere main stage, your company could also win **5K USD to donate to your favorite charity.**

The Global Game Changer Award winners and runners-up will be announced on the main stage at Celosphere (Munich) in November 2023.

AUG 21

Submissions open on celonis.com/gamechangers

Important dates

OCT 6

Submissions close

OCT 15

Finalists notified

NOV 14

Winners and Runners-up announced at Celosphere in Munich (Nov 14-15, 2023)

CATEGORIES

Online submissions will be accepted for the following two categories until October 6, 2023.



GAME CHANGER “INNOVATION”

An award for the customer with a pioneering spirit and a unique vision for how Celonis can disrupt and transform critical business processes or solve a critical business challenge.

Has your company created something new and cutting-edge with Celonis? Have you thought of new ways to have Celonis interact with other systems and technologies such as AI? Have you made strides forward on key strategies, such as sustainability, end-to-end supply chain management, or in processes involving multiple business partners?



GAME CHANGER “EXCELLENCE”

An award for the customer who has delivered impressive impact across multiple parts of its business, demonstrating speed in adoption (users and use cases) and value creation.

Is your company pursuing true transformation at scale with Celonis at the core? Is there strong engagement and excitement across multiple teams who are empowered to work smarter and with more impact? Is there clear progression on your company's process transformation maturity - affecting top, bottom and green line - with an appetite to do more?

To be in the running to win either of these two categories of our Game Changer Award, you will need to complete an online submission on behalf of your organization at celonis.com/gamechangers. We will be awarding one winner and two runners-up per category. Please note the award is for the company overall, not a specific individual.

In addition, we will be awarding one winner and two runners-up in a third category - Game Changer “COMMUNITY INSPIRATION” - for those customers who have gone above and beyond in sharing their stories with their peers over the course of 2023. This award will be made with no submission necessary.

SUBMISSION FORM QUESTIONS

Submission via a simple, data-protected form on our website will prompt you to answer the following questions:

General questions:

1. Your name and role (we may reach out to verify certain details about your submission)
2. Which part/s of the business owns Celonis?
3. Who is the Celonis Lead / Owner?
4. Who is the Executive Sponsor/s?
5. Please name key members of your internal Celonis team.
6. Do you have a partner? If so, who is it and what service are they providing?

Questions about your success story:

7. Which category are you nominating yourself for? Innovation or Excellence?
8. Do you have an internal name for the Celonis transformation initiative, or is it linked to a wider transformation initiative?
9. Please describe the main strategic imperative that Celonis has been brought in to help deliver, or which is your current focus? Please tell us about the business challenges or opportunities you have identified.
10. Which main collaborators (external or internal) have been critical for your journey?
11. Where do you stand now on your journey? What key business impact have you been able to deliver? (while citing dollar values is helpful, it is not necessary! You can also describe key evidence of process transformation and impact through key metrics you may have set).
12. What is next on your journey? What are you excited to explore next?
13. Why do you think you have been so successful? *Examples: Executive buy-in, value-first methodology, CoE, business engagement, internal enablement*

You are also welcome to send us supporting materials via email: gamechangers@celonis.com

SELECTION PROCESS

Meet our Celonis Selection Committee:



Eugenio Cassiano

SVP, Strategy & Innovation and Head of Celonis Labs

Eugenio is an innovative and dynamic leader who stands at the forefront of Celonis' visionary advancements. As the driving force behind the company's innovation, his primary goal is to shape the product strategy and tackle both existing and emerging challenges. Utilizing Celonis as an innovation platform, Eugenio is dedicated to propelling new business models and paving the way for a brighter future.



Gunther Rameseder

SVP Global Head of Value Engineering

Gunther is passionate about supporting customers across their entire value journey and truly stands by the motto: "We live for customer value". He and his global Value Engineering team partner with customers across industries, regions and segments – trailblazing new use cases to design transformational journeys that deliver value to our customers – top line, bottom line and green line.



Lars Reinkemeyer

Head of Customer Transformation

Lars is our resident expert & evangelist for Organisational Transformation, and advises customers across all industries on operating models and best practices for achieving internal momentum and fast path to value with Celonis. He believes that when you match highly purposeful, engaged and talented teams with our Celonis platform, that's when the magic truly happens!

CONDITIONS

There are no costs for sending a submission.

You are welcome to submit a submission for each of the categories “Innovation” and “Excellence”, but only 1 submission per category. The third category “Community Inspiration” will be decided by Celonis with no submission required. We recommend that the Celonis Owner/Lead completes the submission on behalf of your company.

As a winner or runner-up, Celonis will share key elements of your winning story, as provided by you, both on stage during the awards ceremony and on social media during or post-Celosphere. Please keep this in mind when completing your submission.

Finalists will be notified roughly 6 weeks ahead of Celosphere (November 14-15, 2023). As a finalist, we would hope that you are present for the awards ceremony. After all, the whole room will be there to celebrate you! All finalists will receive a free ticket to Celosphere.

If you are a finalist, Celonis may request to visit you onsite in the weeks prior to Celosphere (with your consent) to collect on-site footage to be used as a part of the on-stage awards ceremony. We would of course give you notice as early as possible.

QUESTIONS?

Feel free to reach out to us at gamechangers@celonis.com