



CELONIS IS BRINGING BACK THE

**GLOBAL
GAME CHANGER
AWARDS 2024**



Seeking all Game Changers!

After the successful launch of the Game Changer awards last year, we are once again 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 join last year's winners as a globally recognised Celonis Game Changer? Besides being celebrated by Celonis founders and your peers on the Celosphere stage, your company could also win **25K USD to donate to your favorite charity**.

The Global Game Changer Award winners and runners-up will be announced on stage at Celosphere (Munich) in October 2024.

JUNE 10

Submissions open on celonis.com/gamechangers

Important dates

AUG 30

Submissions close

END SEP

Finalists notified

OCT 23

Winners and Runners-up announced at Celosphere in Munich (Oct 23-24, 2024)

CATEGORIES

Online submissions will be accepted for the following two categories until August 30, 2024.



GAME CHANGER “INNOVATION”

An award celebrating customers with a pioneering spirit and exhibiting a distinctive vision for leveraging the Celonis platform to disrupt and improve critical business processes or address significant business challenges.

We seek submissions that showcase cutting-edge approaches in combining new technologies with our process intelligence graph, demonstrating innovative uses of AI or process intelligence. This award recognizes customers who have explored the latest innovations in our Celonis Platform, creating novel use cases or boosting process productivity.



GAME CHANGER “VALUE EXCELLENCE”

An award celebrating the customer who is driving value with exceptional operational excellence. The winner will be able demonstrate value realisation best practices (e.g. value plan & value governance) leading to value at scale, as well as a CoE setup, strong executive sponsorship and widespread business enablement.

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 2024. 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 Value 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? *If you are applying for the Value Excellence Category, be sure to point out the parts of your value methodology that contribute to your success.*
14. You are also welcome to send us supporting materials via email: gamechangers@celonis.com

SELECTION PROCESS

Meet our Celonis Expert 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

Chief Evangelist, Celonis

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!



Faika Halici

VP, Customer Engagement

Faika is dedicated to improving customer experience and advocating for customer success. She and her customer engagement team listen to the voice of the customer to create meaningful experiences along their value journey. They champion customers to share their story, bringing industry and strategic groups together to drive inspiration. As the co-Chair of the Women and Allies business resource group at Celonis, she and local leaders from our global offices partner together to foster community, awareness, and support for next generation women leadership.

CONDITIONS

There are no costs for sending a submission.

You are welcome to submit a submission for each of the categories “Innovation” and “Value 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 (October 23-24, 2024). As a finalist, we expect that you are present for the awards ceremony. After all, the whole room will be there to celebrate you!

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