Welcome to the Celonis Process Mining Experts Program for Academics!

Dear Process Mining enthusiasts,

Congratulations on joining our international network of process mining experts! Your decision to get certified is perfectly timed, as more and more businesses demand for professionals with hands-on skills. This program will provide you with an interactive learning environment containing an extensive online training, a real-world business case and constant support from Celonis employees.

On the next pages, you will learn more about your expert journey – from start to certification - and who you can ask if you need further support.

Happy Process Mining!

All the best,

Ngoc Anh Ngo
Academic Alliance Professional
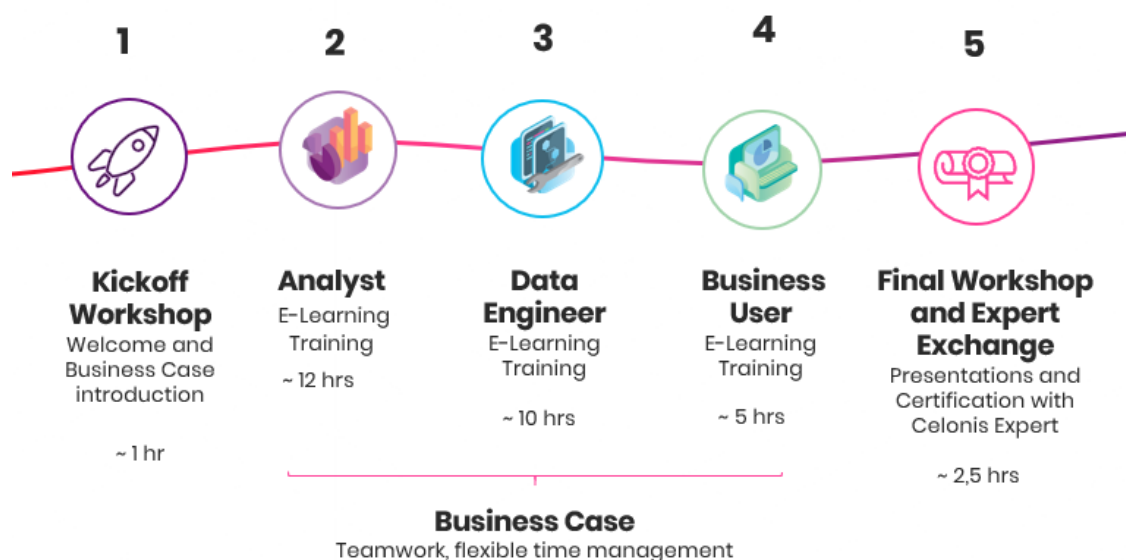Celonis Academic Alliance

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1. About the Celonis Process Mining Experts Program

Celonis established an Academic Alliance in 2016 to empower the next generation of process mining professionals. We do so by supporting researchers and students in academia around the globe, for instance by providing course support and guest lectures, by working on research projects with academic partners, or by supporting student theses.

The Process Mining Experts program, as the most recent addition, takes this empowerment to the next level: Students get the chance to acquire process-oriented data science skills to solve real world business problems. The idea behind this program was heavily motivated by the founding history of Celonis. Alex, Basti and Martin – the founders of Celonis – were students themselves when they had to come up with a process optimization idea for a Bavarian company as part of a student project. The benefits of these practical experiences like project management, entrepreneurship and teamwork were especially beneficial to them when founding and building up Celonis.

2. Your journey with us

Our Process Mining Expert program will take place over a timeframe of 5 weeks. This contains a kickoff workshop, three online trainings, a business case and a final workshop. In between the two workshops you can do the online trainings (27hrs total) as well as the business case up to your pace and completely flexible. The exact date and time for the workshops vary depending on when you are starting the track (spring or fall). They will be announced via E-Mail after your sign up to the program.

1	2	3	4	5
Kickoff Workshop Welcome and Business Case introduction ~ 1 hr	**Analyst** E-Learning Training ~ 12 hrs	**Data Engineer** E-Learning Training ~ 10 hrs	**Business User** E-Learning Training ~ 5 hrs	**Final Workshop and Expert Exchange** Presentations and Certification with Celonis Expert ~ 2,5 hrs

Business Case
Teamwork, flexible time management

1 Kickoff Workshop
In this workshop you will get to know the contents and platforms of the program. We will provide you with the necessary materials on the business case that you need to solve together with an assigned team until the final workshop.

2 Analyst
The Analyst Online Training on our LMS platform is the first of three guided learning tracks that you need to complete. It is a combination of videos, exercises and guided learning tours in the software. The Analyst focuses on discovering processes and building your own analyses.

3 Data Engineer
The Data Engineer Training is the second of three guided learning tracks. The Data Engineer focuses on the technical set up and connection of the data.

4 Business User
The Business User Training is the last track that you need to complete. The Business User focuses on realizing and sustaining business value from the analytical insights. After you have completed the three tracks, you will receive a certificate of completion for each. Please save them as you will need them for your final Process Mining Expert Certificate.

5 Final Workshop and Expert Exchange
In the final workshop you will present the results of the business case together with your group. A Celonis expert will give you valuable feedback and insights into the work with customers and the day-to-day work with the software.

3. Certification Requirements

The Process Mining Expert certificate for academics is the highest training certification that you can receive as a student. The three necessary components required for your certification are the completion of online trainings, the hand-in of the business case and the participation in both workshops.

Completion of online trainings
In order to acquire the necessary software skills, you need to do the three above mentioned online trainings. After the completion of each training you will receive a certificate of completion. Please make sure to save these and upload them together with your name in the following form: http://bit.ly/trainingcompletion.
The three completion certificates need to be uploaded before the final workshop.

Completion of business case
Every student who wants to receive an expert certificate needs to participate in a teamwork to solve a business case. The business case builds upon the online trainings and will be introduced in the kickoff workshop. The business case outcomes involve the creation of an analysis in the software (The Academic Intelligent Business Cloud, see section 5) and a

presentation of results. The presentation needs to be handed in to the program coordinator via E-Mail before the final workshop.

Participation in workshops

The participation in the kickoff and final workshop are mandatory. They will take place online through our video conferencing tool. Both webinars will be recorded. In case you should not be able to attend the webinars, please inform the program coordinator and make sure that at least two members of your group will be present.

4. The Celonis Academic Intelligent Business Cloud

celonis
academic

We offer an academic version of our Celonis Intelligent Business cloud® (Academic IBC) for you to use for free for the purpose of the Process Mining Experts program and the duration of your entire academic career.

We recommend you to use the software for the work on the business case. Analyze your own data in Celonis and see how powerful the Celonis IBC can be.

Sign up here for free: https://www.celonis.com/academic-signup

All you need is an E-Mail address from your university / school / student association.

The Academic IBC offers all the features of the enterprise version of our software, but with a file size limitation of 100,000 lines and without connectors to ERP systems such as SAP or other enterprise software. You will be able to upload your own data through *.csv or *.xlsx files.
In exceptional cases, we can lift these restrictions and provide you with further support. If this kind of support is essential for your thesis, please approach us via E-Mail academic.alliance@celonis.com.
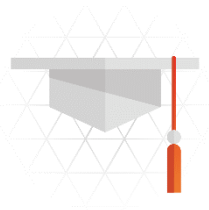
Please note that as of now, we only offer our cloud-based software solution for student projects. Data in our cloud is secure, and we cannot access it unless you explicitly invite us into your team (through team settings). We are certified according to ISO 27001 and SOC 2, which are industry standards for information security.

After signing up for the Academic IBC, you will see the "Process Analytics" tab, which contains info on how to get started ("Celonis Campus") and some demo analyses.

If you want to analyse your own data, you can upload your own event log in the "Event Collection" tab.

We strongly recommend you taking the online trainings before working on the business case, as explained in the next section.
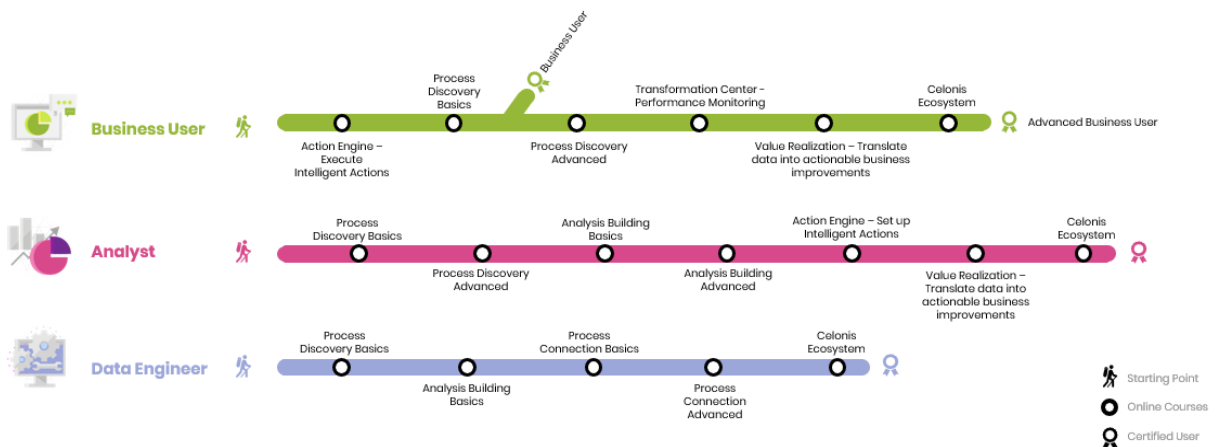
5. Get access to the Online Trainings

The Celonis Academy has prepared free online courses to get started.

Sign up here for free: **https://www.celonis.com/lms/signup**

All courses are interactive as you are being walked through the software click by click. You can take the courses at your own pace and download a certificate of completion at the end. The Celonis Academy offers four main training tracks suitable to your needs, as shown below

6. Further support

a. Check out our FAQ

If questions regarding the registration to the online trainings occur, please check out our frequently asked questions first. Your question might already been answered in there.

FAQ   https://lms.celonis.com/#/faq

b. Ask your questions to the Celonis Community

If you have scientific questions on Process Mining or practical questions on our software, feel free to ask these questions through the Celonis community in our student group.

Please first read the FAQs in the student group and make sure that nobody else asked your question before. Make sure to ask a concrete question and be as specific as possible.

You will receive answers by other students, researchers, or Celonis staff.

c. Submit your questions via E-Mail

For questions regarding the E-Learning: academy@celonis.com

For questions regarding the PME Program: n.ngo@celonis.com