

Introducing Celonis Snap

The World's First Free Cloud
Process Mining Platform

celonis
snap



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The bumpy path to successful business transformation

Why most companies are missing the point

\$1,000,000,000,000. One **T-R-I-L-L-I-O-N** dollars. That's how much enterprises worldwide spend annually on digital transformation.¹ And yet, a staggering 70% of these initiatives are considered to be failures in the end.²

The question is: what are we doing wrong?

Here at Celonis, as we've worked with industry-leading companies around the world on their transformation efforts, we've seen some incredible success stories. Real businesses achieving real business change. And we've come to believe that there are a few key things successful transformations have in common. No, it doesn't have to be a big, flashy digital transformation initiative or a rip-and-replace of all of your existing systems.

Real business transformation is about an incremental, focused effort on improving the day-to-day operations in order to increase defined outcomes.

And it all starts with your business processes, which are too often an afterthought. In fact, 86% of the leaders we surveyed said that

they didn't include internal business processes in their transformation initiative.³

You might say: Well, we are focused on our business processes. We have BI dashboards that track our KPIs. We have Process Excellence people with Six Sigma black belts. We've held process mapping workshops – with expensive consultants! We've even started to implement automation. And yet, you aren't seeing breakthrough results. Why?

Because these methods can only tell you part of the story.

They treat the symptoms of friction, not the root causes. They show issues after-the-fact, not in real time. They tell you how the process should work, not how it's actually running. They're focused on standardizing processes, instead of optimizing them for outcomes. They're transactional systems built to track data, not to show you how that data runs through your business processes. They offer quick-fix solutions, not long-term improvement.

Process Mining is a revolutionary new approach to these age-old process problems.

In this guide, we'll show you how to get started for free using Celonis Snap.

¹ **IDC's** [Worldwide Digital Transformation Spending Guide](#)

² **Forbes:** [Companies That Failed At Digital Transformation And What We Can Learn From Them](#)

³ **Celonis:** [Celonis Business Transformation Report 2019: Are Companies Transforming in the Dark?](#)

Meet the tool for transforming your business operations

At a time where customers' expectations are sky-high and most companies' IT landscapes are highly fragmented, only extremely streamlined processes will lead to sustainable success.

Process Mining has become an essential tool for forward-thinking companies seeking to eliminate operational friction and transform their business operations enterprise-wide (think Uber, L'Oreal, Vodafone, and Siemens). But despite its growing popularity, it can still seem complicated to some people, difficult to understand, or just... somehow inaccessible.

Our goal is to change that. That's why we created Celonis Snap, the world's first free and open Process Mining platform

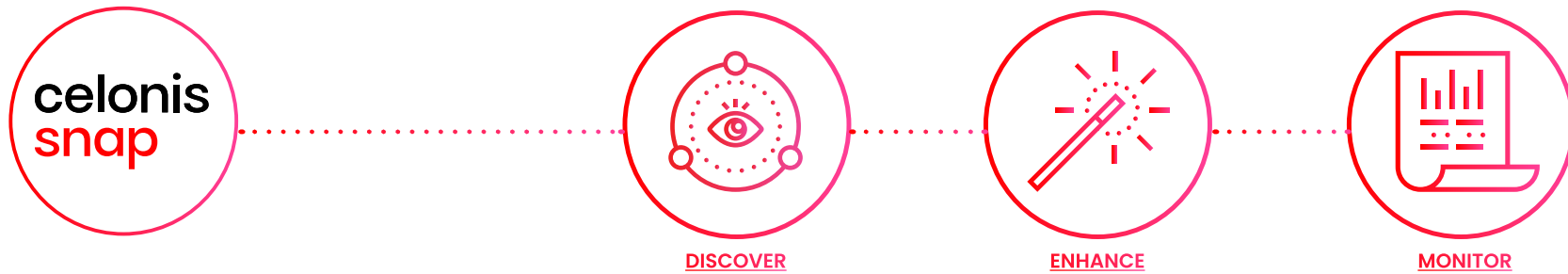
What's operational friction?

Operational friction is the bumps in businesses' road to Process Excellence. It's what happens when departmental silos, manual workarounds, and disparate systems cause costs to rise and experiences to suffer. It becomes painfully visible whenever things get stuck, when products get delivered late, when customer promises get broken.

Eliminating operational friction leads to a whole new way of work. It's a state of continuous process improvement that we call **operational flow**. It engages, energizes, and empowers your people to be more effective. It leads to increased customer satisfaction. And ultimately to higher revenue.



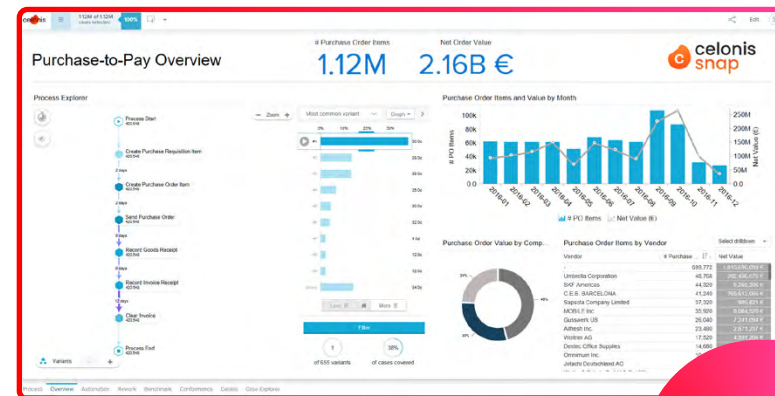
One **T-R-I-L-L-I-O-N** dollars. That's how much enterprises worldwide spend annually on digital transformation.



What is Snap?

Snap is not just a free version of our enterprise-grade product, the **Intelligent Business Cloud** (IBC). The open platform is specifically designed for the needs of people like you: individual users, smaller companies, and startups that want to get a taste of what Process Mining can do.

While the IBC empowers enterprises to run the full marathon to Process Excellence, think of Snap as the boot camp to get you warmed up.



Snap and IBC at a glance

Both platforms offer powerful Process Discovery and Analytics tools but differ in their possibilities to drive, automate, and monitor continuous process improvement.

IBC Capabilities



Process Discovery: Connect directly to your source systems and continuously discover points of friction in your processes in real-time.



Process Analytics: Analyze how friction affects your key business outcomes. Use pre-configured KPIs or create and track your own unique metrics.



Process Benchmarking: See how your process performance compares across departments, regions, and teams, so you can apply best practices and increase process standardization.



Conformance Checking: Evaluate current process performance against your reference process model and instantly identify areas that fail to conform, so you can drive process standardization.



Process Enhancement: Turn insights into real-time, automated actions with the AI-based Action Engine.



Reduce manual effort and rework through automation: Automate smarter by identifying on the steps that matter.



Monitoring: Monitor improvements over time with the Transformation Center so that your processes keep getting better and better.

Snap Capabilities



Process Discovery: Get a snapshot of your process with one-time data uploads from your source systems (flat files).



Process Enhancement: Experience the Action Engine and get a taste of how you can convert insights into actions based on your one-time data upload.



Not available



Not available

What this guide is about and who should read it

We've put together this guide for everyone who wants to discover their processes, but don't quite know where to start.

This guide will introduce you to the technology that helps you to untangle your business processes — in Accounts Payable, Supply Chain, Procurement, Warehouse Management, Customer Service, and anywhere else.

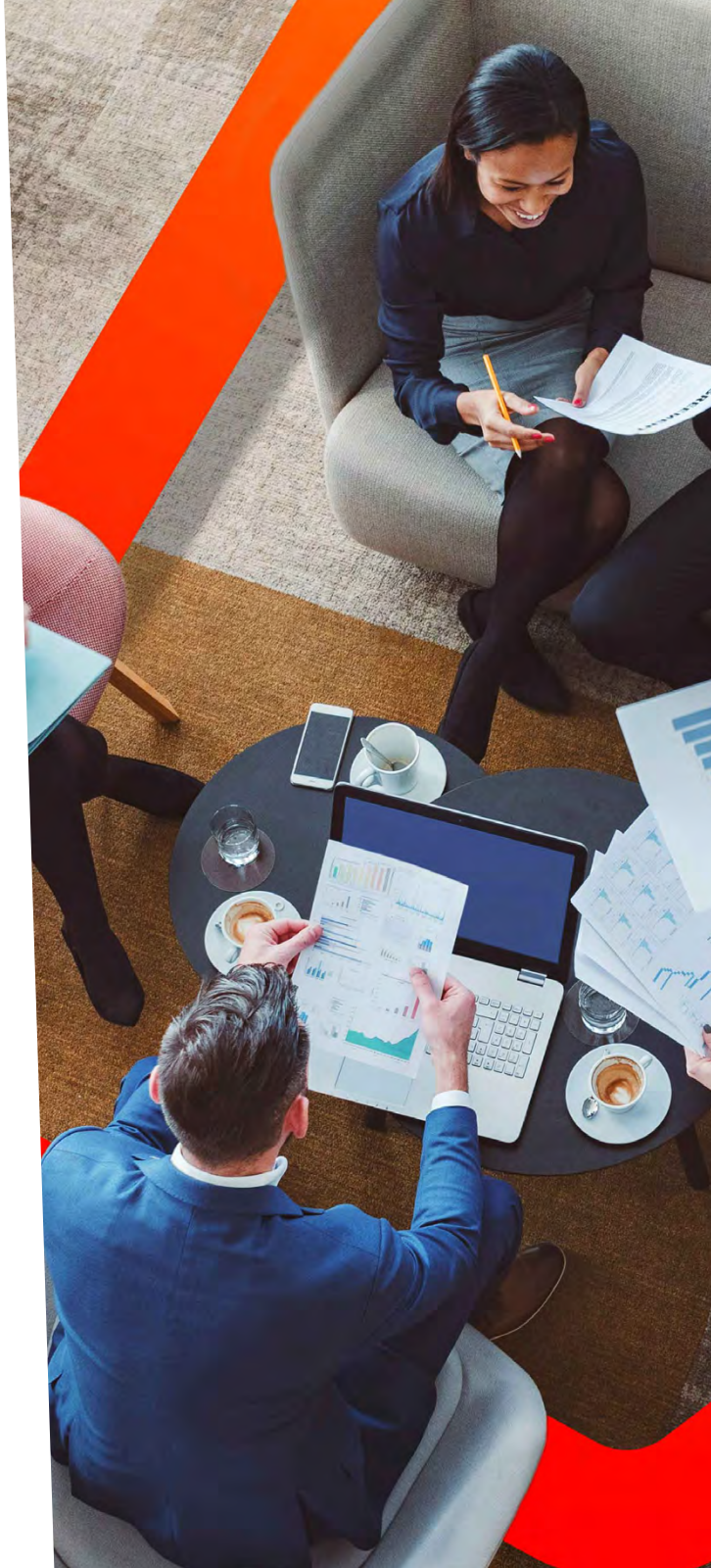
Whether you're looking to achieve better business outcomes or you've already started to look into Process Mining but you're struggling to get your stakeholders on board, this is your ultimate guide on how to get started.

And if you've come from somewhere else, stick around. People are using Snap for all kinds of things, even

post-match analysis of international football games.

But let's be clear about something. This is **not** meant to be an exhaustive technical description of all the cool features Snap offers. To get to know the platform, you can attend our monthly [Snap Webinars](#) or [log into Snap](#) for step-by-step instructions. This guide is about sharing all of our experience and best practices on how to achieve Process Excellence in your company.

So you too can unlock the power of Process Mining.





Process Mining with Snap

The first step to Process Excellence

How friction hurts your business

The slightest hiccup in your process can turn a happy customer into a disgruntled one.

Let's say you're buying a red cashmere pullover at your favorite online shop. Instantly, you get a notification that your order will soon be on its way. Great! You're happy that you didn't spend a lot of time walking in and out of shops, and can't wait to unwrap it at home.

But a couple of days later, you get another notification that the sweater is momentarily unavailable. No word about when it will be back in stock.

Does that sound familiar?

If so, you were on the other side of a process that went wrong. And trust us, there can be millions of reasons why this red sweater never made its way to you.

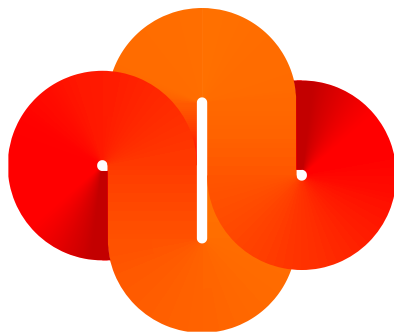
It could be because the warehouse doesn't get notified when items are out of stock.

Or the third-party supplier is unreliable and never fulfilled an order.

Or maybe the e-commerce website isn't aligned with the actual inventory in the warehouse.

Now imagine that you are the retail company that has failed to deliver the red pullover to someone. And this happens not once, but a hundreds of times a day.

It might seem like a small thing, because you are successfully shipping tens of thousands of products everyday. But over time, those glitches can quickly turn into millions of dollars of profit loss and customers looking somewhere else for more reliable vendors.



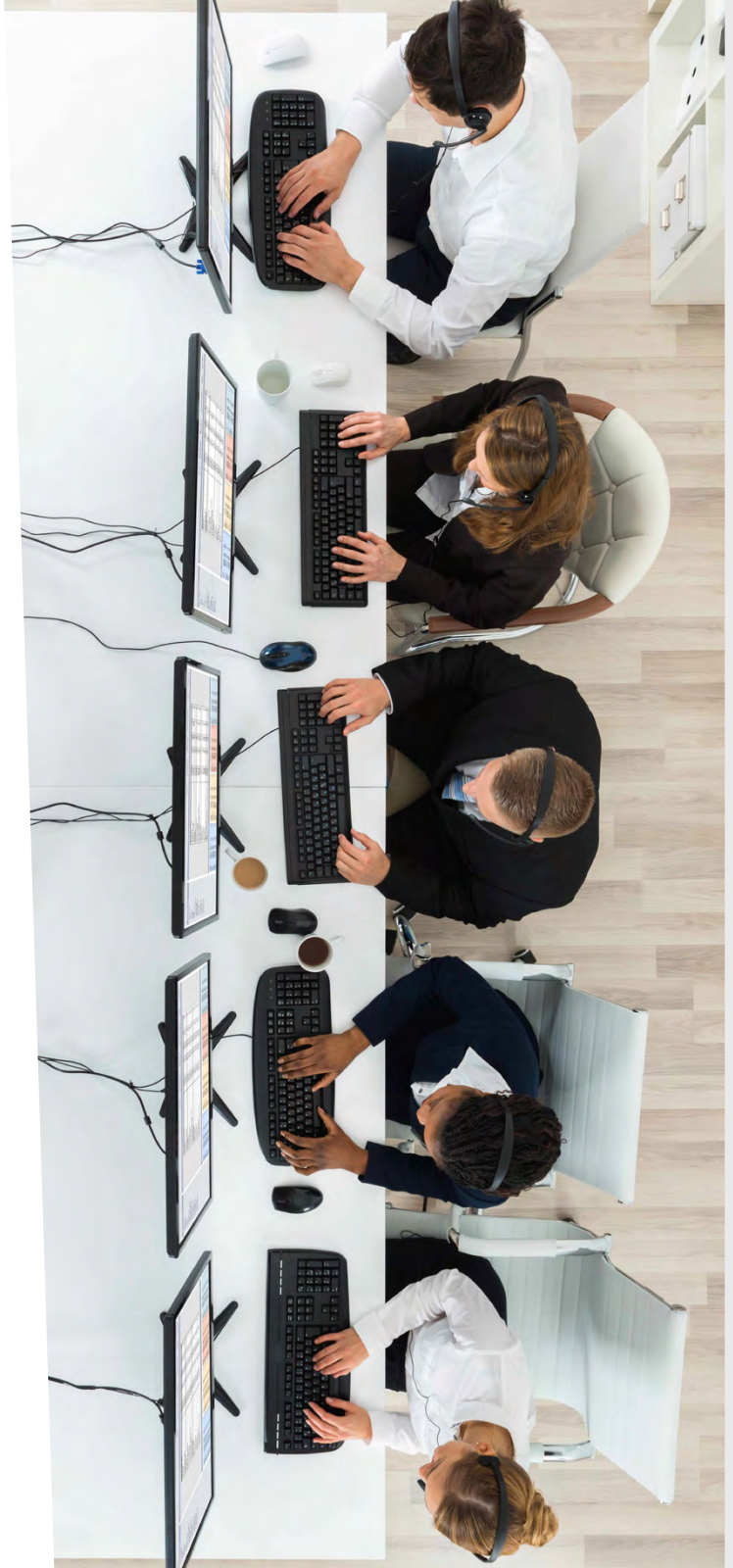
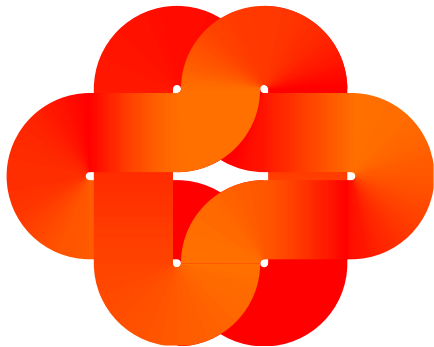
The bad news is that knowledge lies buried in the masses of data in your transactional systems.

You might be aware of some problems, but you can't drill down to their root cause. And no matter how many business intelligence tools you have, how many dashboards you use, and how much you pay consultants, they simply can't recreate a truly objective, data-driven end-to-end view of the "as-is" process happening in your business.

The good news is: Process Mining can.

By analyzing your transactional data at scale, Snap renders your whole process environment in a level of detail that whiteboards, sticky notes, and traditional process mapping tools can never provide. It shows you every step of every process, every time it's ever been executed. No more subjective opinions, no more guesswork.

So how does it work exactly?



Event Logs and Event Collection

Every interaction inside the transactional systems your business runs on (think ERP systems like SAP, Oracle, Salesforce, ServiceNow, etc.) leaves a digital footprint — raw data that can be turned into a record of actions taken.

By uploading flat files (such as CSV, XLSX, and XES files or Google Sheets) into Snap, you can easily turn your data into event logs. Or you use our pre-built connectors that automatically transform your data into event logs.

Event logs have three parts:

An activity

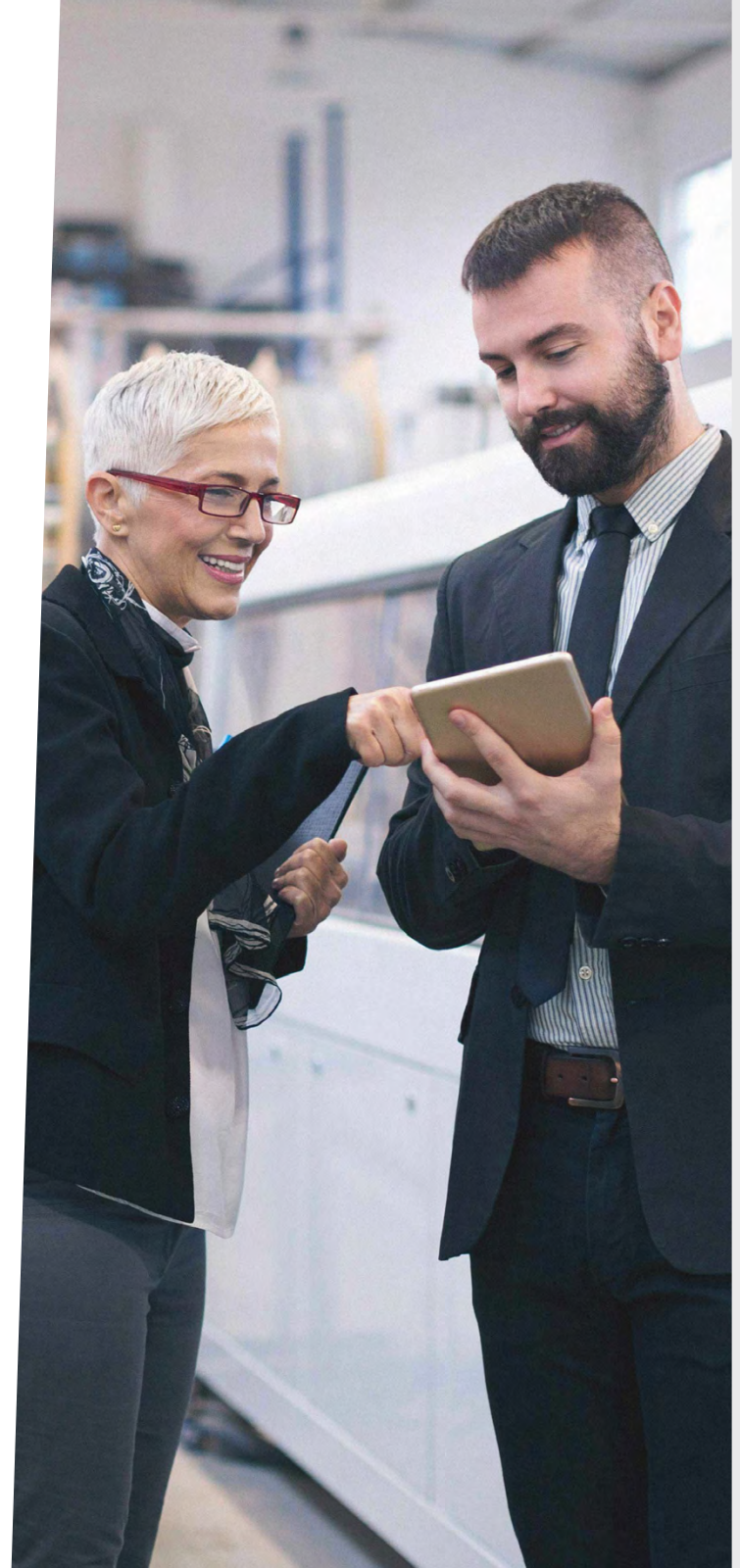
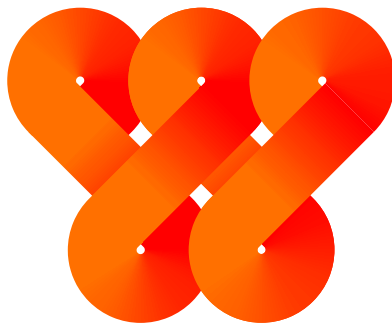
A time stamp

A case ID

In our online shopping example, the activity would be the selection of the item (the red pullover), the time stamp is the exact time when the order was created, and the case ID (a unique identifier) would be the item itself.

Snap extracts and transforms this rich and varied data to reconstruct how your processes actually flow — not how you think they do.

This is called **event collection**.



Process Discovery

Process Discovery takes event logs and turns them into an end-to-end view of your business processes.

It helps you to:

Identify points of friction — when do things go off-road? Why?

Find the optimal process path — what does “good” look like? — and every deviation from it.

Leverage best practices by benchmarking your processes.

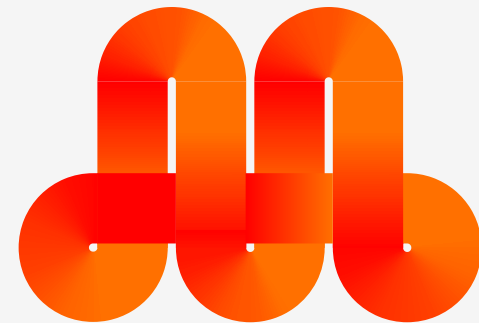
By extracting data from your underlying software systems, Snap recreates an interactive “Digital Twin” of your process. Think of a living, breathing visualization of your process, based on the real data running through your source systems.

You can see every case, pathway, variation and error — and their business impact.

What's a 'Digital Twin'?

For many years, the ‘Digital Twin’ has been a visualization model mainly used in manufacturing companies to optimize their product life cycles. Every physical piece had its digital counterpart that could be tracked through the entire production cycle.

Today, it's possible to visualize and understand how all kinds of operational processes are really executed end-to-end, in all their wonderful (and less wonderful) variations, across any number of systems.



Process Analytics

Now that you've seen all the variations of your process, it's time to drill deeper. Because knowing what's going wrong in your process isn't enough. You need to understand why to be able to act on it.

Process Analytics enables you to understand the root cause of every process variation, determine its business impact and prioritize your response according to the KPIs and business outcomes you're working towards. In other words, you can discover opportunities for optimization you simply didn't know were there.

What's more, you can benchmark your processes from plant to plant, vendor to vendor, region to region (and many more) to leverage best practices within your business.

Focus on your business outcomes

These are just some of the business outcomes you can monitor with Snap:

- On-time delivery
- Working capital
- Customer satisfaction
- Risk reduction
- Operating costs
- Automation rates

You can use pre-configured KPIs or create and track your own unique metrics.

Conformance Checking

Once you have this complete transparency into your business process, you might want to sit down...

...because like so many others before you, you'll see that your real-life process is far from what you and your consultants had in mind.

There are literally thousands of ways a process can deviate, caused by errors and inefficiencies. It basically looks like a big, messy plate of spaghetti.

Your goal is to find the route from initial input to final output that best meets your business goals. This is what we call the ideal or happy path. Depending on the KPIs you set, it might not be the fastest path — it can be the one that requires the least manual rework, or that results in the greatest customer satisfaction, for example.

If you're leading Accounts Payable, your KPI might be on-time payments or the average time per invoice processed. As the VP of Supply Chain, you're probably measuring on-time delivery or the Order-to-Cash cycle time.

Conformance checking helps to continually assess how closely your core processes adhere to their ideal path. Snap does this automatically. The AI-based technology takes all the variations in your process, compares them to the happy path you've designed and tells you why those variations are happening.

This can help to identify and correct new points of friction as they occur, as well as support transparent governance and reduce risk around regulated processes.

Even better, Snap helps you find the variants that have the biggest negative impact on your KPIs. Focus on tackling process deviations that hurt your efficiency the most instead of spending valuable time and resources on process variants that are actually mostly innocuous.



A Sneak Peek into Process Discovery and Analytics



Discover your process end-to-end

The Process Explorer on the left side shows your end-to-end process. See every variation and identify points of friction at a glance.

Filter your view to include or remove variants with specific process steps – i.e., processes skipping a specific step, such as the creation of a purchase order.

Get the insights you need to act

Drill deeper into the root cause of every process variation. Use any of our 30+ pre-built visualization components to build your customized view.

Filter any visual component to drill down deeper into data – and the entire view will update.

The benefits of Snap

Snap combines Event Collection, Process Discovery, Process Analytics, and Conformance Checking to give you 100% transparency into your process and the friction that slows it down.

The open platform allows you to upload your own data for free (up to 500MB) or to use a sample data set provided by Celonis. Flat-file uploads are supported from CSV, XLSX, and XES files or Google Sheets. You can also link directly to your source systems, with our powerful built-in connectors to UiPath Orchestrator and ServiceNow.

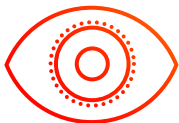
Harness the power of Process Mining to discover how your processes are really performing, reveal hidden process bottlenecks and inefficiencies, and make improvements over time.



“When we started using Celonis, we were seeking to understand the health of our processes and gain insights around bottlenecks and opportunities with Order to Cash, Accounts Receivable and Accounts Payable processes. Rather than simple dashboards and metrics, Celonis provides visibility to the underlying drivers of those metrics, enabling insights to areas of friction.”

Barbara Infante

Director, Business Process & Data Insights
Becton Dickinson (BD)



Look under the hood

Visualize your processes like never before and **understand** the root causes of friction.

No more subjective opinions or guesswork.



Get inspired

Benefit from monthly webinars and 1:1 calls to deep-dive into different use cases.

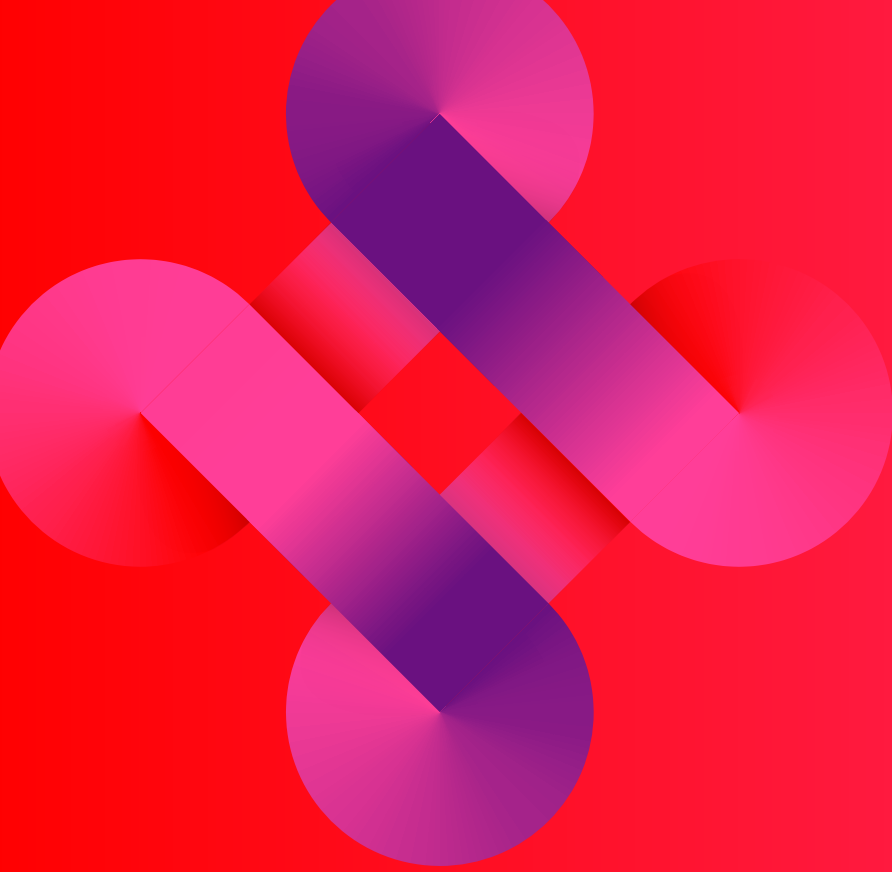
See what others have achieved with Process Mining and **share** best practices.



Get your team on board

Show your team how easy Process Discovery can be.

Convince your stakeholders with robust analysis that Process Mining leads the way to true business transformation.



What you can achieve with Snap

A short tour of our most frequent use cases

Order Management

Let's get back once more to our miserable online shopping journey and assume it was your company that couldn't deliver the red pullover on time.

As a Supply Chain Manager, you may be aware that you fail to fulfill a certain amount of orders, but are often blind when it comes to understanding why those unfilled orders happened.

And without knowing the root cause, you can't proactively tackle the problem. Your process is just too complex, and too many factors come into play.

By uploading your event log data into Snap, you can get end-to-end visibility over your process and hone in on the variants causing delays in order fulfilment.

You might find out that you have a specific vendor who never delivers on time. His products are available on your website, but they are not actually in stock. If this is the case, your team can jump to action. They can pick up the phone and call the vendor to find

out what's happening and solve the problem — or find a new, more reliable vendor.

Maybe you discover it's not just this vendor that's late, but your website that doesn't correctly reflect what's in your warehouse.

Or maybe the order was undeliverable. Your products get shipped but never make it to the customer because the address isn't valid.

With this knowledge, you can refresh the inventory level in your warehouse and on your e-commerce website more frequently. Or you can update your order management software to validate customer addresses.

All things you would have never known (and acted on) without a clear, objective end-to-end view of your Order-to-Cash process.



Procurement

Let's say you are the Procurement leader in a manufacturing company and your goal is to shorten the cycle times to receive goods and reduce costs in your Purchase-to-Pay process. With 1.1 Million Purchase Order items (tracked as "cases" in Snap) per year and an annual net order value of roughly \$2 bn, you know that every slight hiccup in the process can cost you millions.

You might even know that you have a problem with maverick buying — when your employees are purchasing outside of the accepted buying channels — and price changes, but you don't know the true business impact or how to tackle it.

Snap gives you full visibility over how your P2P-process is actually running.

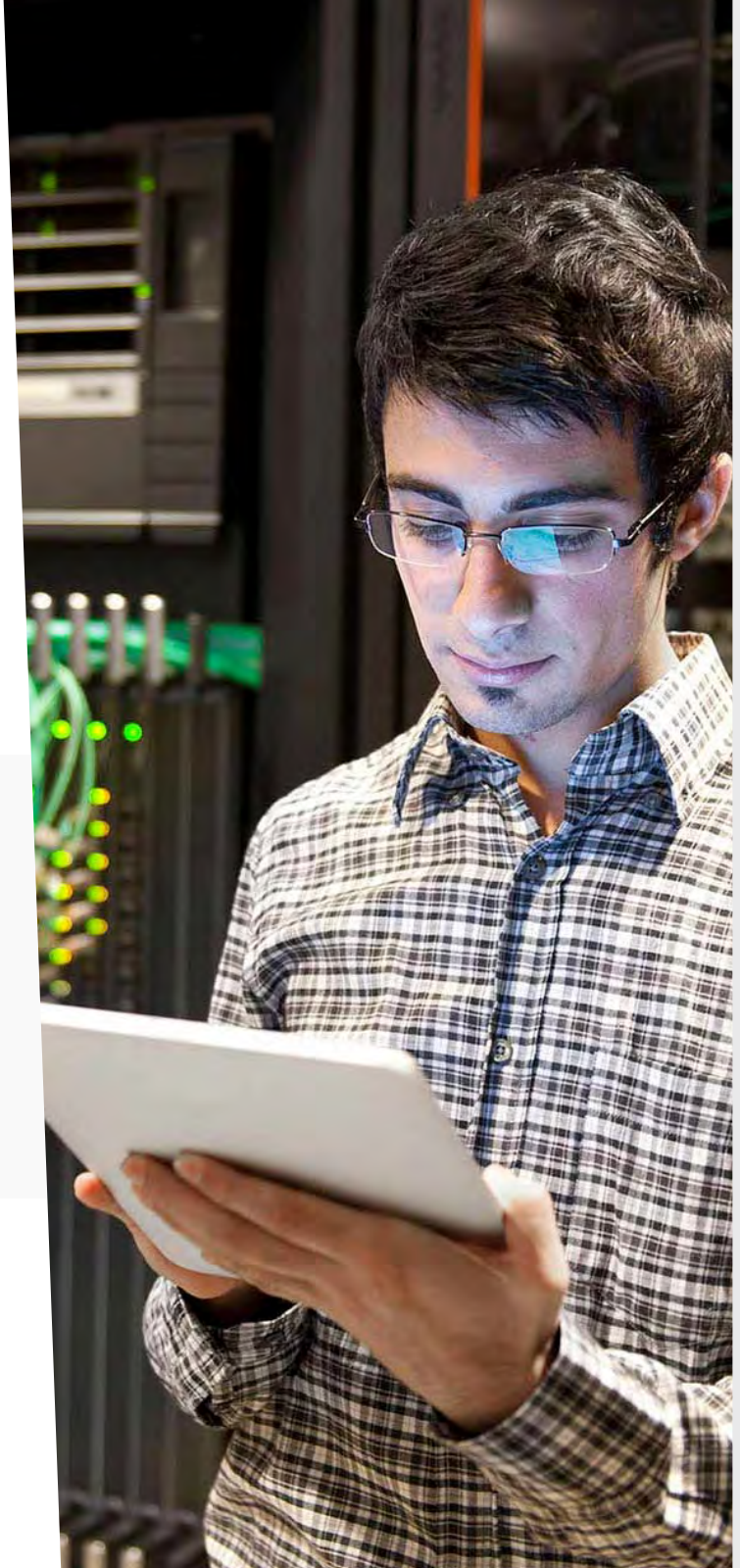


only
38%
actually follow
your ideal path



other
62%
follow over one or more
of 600 variants

You might see that very few of your purchase orders (**only 38%**) actually follow your ideal path. The other **62%** (!) follow one or more of over 600 variants of that very same process. Paths that are not as efficient and cause unwanted friction in your process.



Let's go back to your assumption that you have a problem with maverick buying and price changes. Leveraging the Process Discovery capability within Snap, you might learn that the creation of a Purchase Requisition is skipped in 17% of cases. Besides obvious compliance issues, this kind of maverick buying can seriously harm your business. For example, it might result in purchasing products from non-vetted suppliers at higher prices when existing contracts are not leveraged.

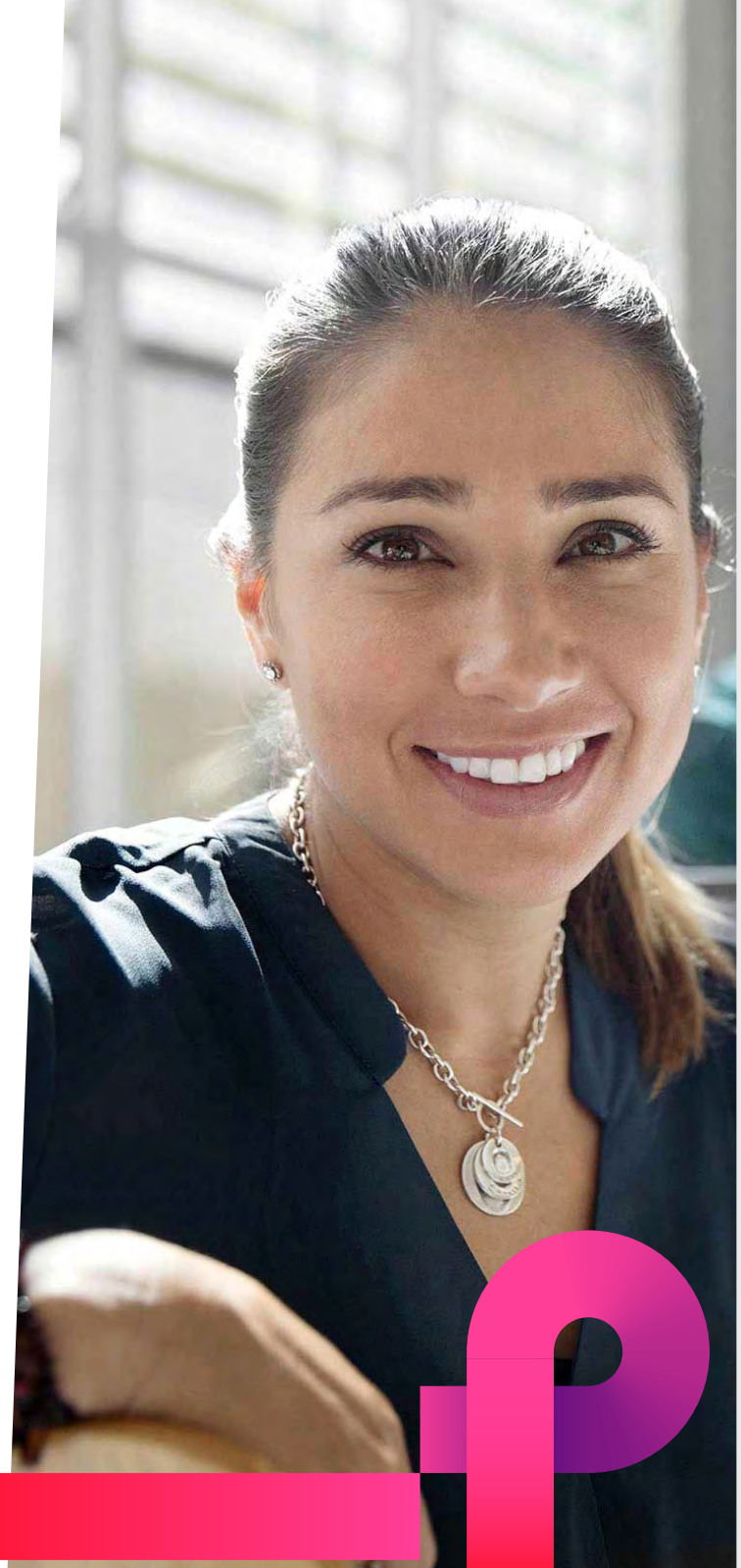
If you explore more variants, you might see that there have been price changes made for 15% of PO items after the purchase order was already sent. That process deviation doesn't only impact your cycle times, it also causes a lot of rework.

Let's assume those non-value-add activities like contacting the vendor, getting new approval for a purchase and sending an updated PO costs

you \$30 per price change. That's more than **\$4M in annual losses**, simply because of process inefficiencies.

After you've identified the friction points, it's time to drill deeper and understand why they are occurring. With the Process Analytics feature in Snap, you can filter your process deviations using different categories, such as different vendors or regions. For example, you could find out that the price changes are only an issue in your North American plants, not in your European ones. Or realize that it's a specific group of vendors that causes **73% of the price changes**, resulting in manual interventions.

Once you've identified the root cause of your process deviation, you can take immediate action to remove friction and drive performance.



Conclusion

Start your journey to frictionless operations with Process Mining

Process Excellence is not a one-time project; it's a long-term goal. With Celonis Snap, you've got everything you need to kick-start a new chapter of business transformation within your organization.



Visualize your processes like never before and understand the root causes of friction in your operations.



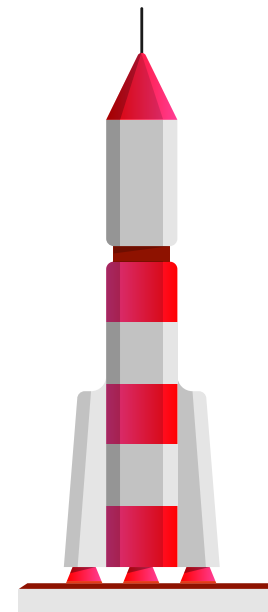
Share the magic with your colleagues and stakeholders to drive adoption of Process Mining at your company.



Join the [Celonis Community](#) to access resources, stay up-to-date, and share tips and tricks with other Snap users around the world.

[Sign up for your free Snap account today >>](#)

***And if we can recommend one more thing...
don't stop there!***



What's next?

Going beyond Process Discovery

Process Discovery is **only the first step** in your journey to Process Excellence. It gives you total, ongoing clarity over your operational environment so you can visualize what really happens — and where you go off-road.

Now, it's time to act on it.

Celonis' enterprise solution, the Intelligent Business Cloud, can help you turn your sprint towards Process Discovery into a self-perpetuating cycle of true Process Excellence.

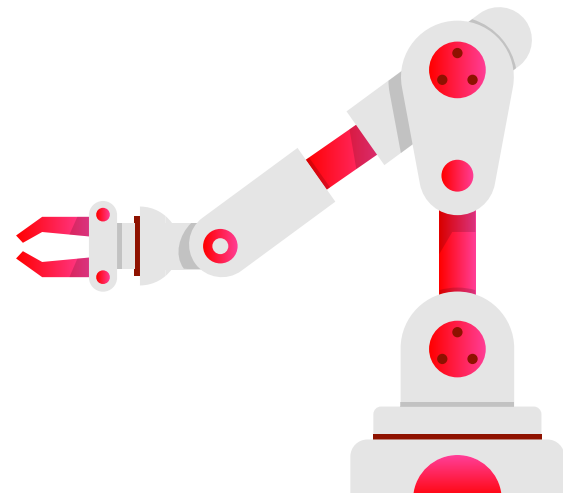
Automate and accelerate process improvement, continuously and in real time — with powerful capabilities like automation and Machine Learning.

Implement actions directly into your core processes with point-and-click workflows anyone can use.

Engage every employee in continuous process improvement with AI-powered next-best-action recommendations.

[Learn more about the full power of the Celonis Intelligent Business Cloud >>](#)

Let the Process Mining begin!



celonis.com/celonis-snap

