



Everest Group Process Mining Products PEAK Matrix[®] Assessment 2024

Focus on Celonis

June 2024



Introduction

Everest Group defines process mining as a type of software product that analyzes process-related information, primarily from event logs generated by enterprise systems (ERP, CRM, etc.), to offer a fact-based approach to discover, monitor, and optimize as-is processes. The technology provides a data-based approach to process optimization through numerous applications and use cases spanning industries and process areas. Process mining's numerous benefits have spurred its adoption among enterprises, and this has led to process mining continuing to be one of the fastest growing markets in the Intelligent Automation (IA) space.

In order to support enterprise objectives, process mining products are rapidly evolving in the sophistication of their capabilities and come with an expanding set of features and functionalities. Therefore, it is imperative for organizations to select the right enterprise-grade process mining solution to realize the expected benefits. In this study, we assess process mining software products in the market that can analyze process-related information captured in event logs to discover process maps and are available independent of professional services.

In this report, we analyze the process mining technology landscape across various dimensions:

- Overview of process intelligence software products
- Everest Group's [Process Mining Products PEAK Matrix® Assessment 2024](#), a comparative assessment of 21 leading process mining technology providers
- Competitive landscape of the process mining technology provider market
- Key process mining technology trends
- Remarks on key strengths and limitations for each process mining technology provider

The full report includes the profiles of the following 21 leading technology providers featured on the Process Mining PEAK Matrix:

- **Leaders:** Apromore, Celonis, Microsoft, mpmX, SAP Signavio, Software AG, and UiPath
- **Major Contenders:** ABBYY, Appian, Decisions, IBM, iGrafx, mindzie, process.science, QAD, QPR, and UpFlux
- **Aspirants:** Cyclone Robotics, FUTUROOT, inverbis, and Proxverse

Scope of this report

Geography: Global

Product: Process mining

Process mining products PEAK Matrix® characteristics

Leaders

Apromore, Celonis, Microsoft, mpmX, SAP Signavio, Software AG, and UiPath

- Leaders continue to maintain their stronghold in the market and continue to expand across major industries and buyer size segments by both acquiring new clients and scaling existing deployments in enterprises
- Leaders continue to invest in newer and innovative capabilities including generative AI-based chat interfaces for faster time-to-insights, Object-centric Process Mining (OCPM) for parallel behavior detection, and prescriptive insights to take relevant actions
- Leaders are focusing on forging partnerships with or developing in-house capabilities for complementary technologies such as task mining, RPA, IDP, and process orchestration

Major Contenders

ABBYY, Appian, Decisions, IBM, iGrafx, mindzie, process.science, QAD, QPR, and UpFlux

- A majority of Major Contenders have been investing in advanced features for conformance checking and process enhancement such as AI-based root-cause analysis, predictive monitoring, AI-based simulation analysis, and prescriptive insights
- A few Major Contenders are differentiating themselves by investing in action triggers to help enterprises act on the generated insights and building packaged solutions for specific processes and use cases. Some of them also offer task mining or Digital Interaction Intelligence (DII) capability either through in-house investments or third-party partnerships

Aspirants

Cyclone Robotics, FUTUROOT, inverbis, and Proxverse

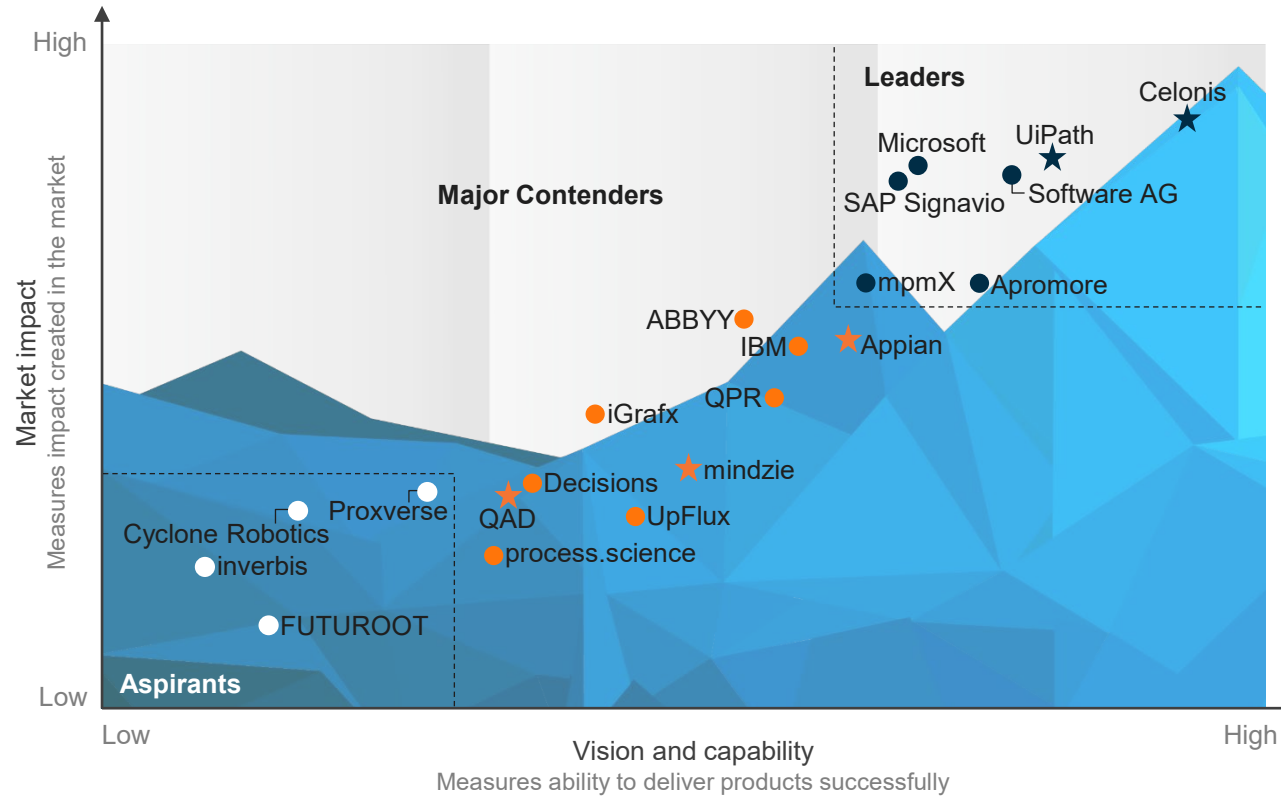
- Aspirants are relatively newer entrants in the market. They are investing in expanding data setup and preparation capabilities, enhancing core process mining capabilities around conformance checking and process monitoring, and developing advanced process enhancement features
- All the Aspirants offer a SaaS-based process mining solution and some of them have observed significant adoption of the offering among their client bases
- Most Aspirants are creating their niches and differentiating themselves by serving client needs in specific geographies, industries, process areas, or buyer size segments

Everest Group PEAK Matrix®

Process Mining Products PEAK Matrix® Assessment 2024 | Celonis is positioned as a Leader and a Star Performer

Everest Group Process Mining Products PEAK Matrix® Assessment 2024¹

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



¹ Assessments for Cyclone Robotics, IBM, iGrafX, Microsoft, and process.science exclude provider inputs and are based on Everest Group's proprietary database, ongoing coverage of these providers, their public disclosures, and Everest Group's interactions with buyers. For these companies, Everest Group's data for assessment may not be complete
 Note: Star Performers are selected based on a relative comparison of providers' performance on the market impact and vision & capability dimensions in the previous and latest PEAK Matrix® assessments. Providers with the highest year-over-year (YoY) improvement are designated as Star Performers. The Star Performer title does not reflect the overall market leadership position, which is designated through Leaders, Major Contenders, or Aspirants
 Source: Everest Group (2024)

Celonis profile (page 1 of 8)

Overview

Company overview

Founded in 2011, Celonis facilitates business process optimization. Its process intelligence platform uses process mining technology and AI to present companies with a digital twin of their end-to-end processes and capture relevant business context, thereby enhancing visibility into processes and giving companies the ability to capture the value hidden within the processes. Celonis has around 3,000 employees worldwide and more than 5,000 enterprise customer deployments.

Headquarters: Munich, Germany; New York City, New York

Website: www.celonis.com

Key leaders

- Alexander Rinke, Co-Founder and Co-CEO
- Bastian Nominacher, Co-Founder and Co-CEO
- Martin Klenk, Co-Founder and CTO

Key clients include

PepsiCo, GE HealthCare, Siemens, Reckitt, Johnson & Johnson, Wells Fargo, Dell Technologies, Aldi Süd, BP, and The Coca-Cola Company

Recent deals and announcements (not exhaustive)

- **March 2024:** launched the Sailfin Accounts Receivable App suite powered by process intelligence and AI to improve cash flow and working capital
- **March 2024:** strengthened its strategic partnership with BMW Group to optimize group-wide processes to increase efficiency, productivity, and sustainability with the use of the Celonis Process Intelligence Graph for cross-process optimization
- **November 2023:** launched its new Material Emissions App that uses the power of process intelligence to simplify Scope 3 reporting
- **November 2023:** introduced the Process Intelligence Graph that integrates process data, process knowledge, and the power of the Celonis ecosystem to help companies realize more value faster
- **November 2023:** acquired Symbioworld GmbH, an innovative provider of AI-driven Business Process Management (BPM) software

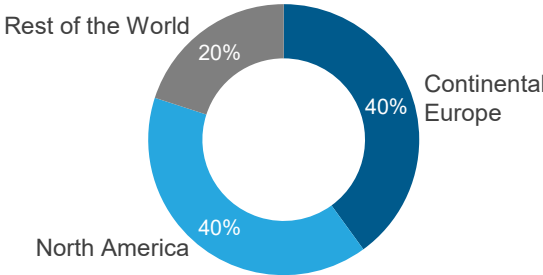
Split of process mining revenue by buyer industry

Not disclosed

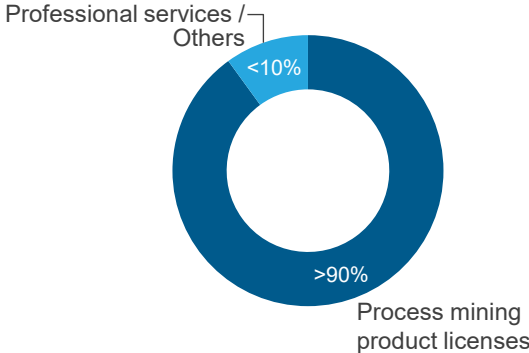
Split of process mining revenue by process areas

Not disclosed

Split of process mining revenue by buyer geography



Split of process mining revenue by offerings



Note: Operational and product/offering-related information as of December 2023, collected as part of the study / based on Everest Group estimates
Source: Everest Group (2024)

Celonis profile (page 2 of 8)

Overview

Product overview

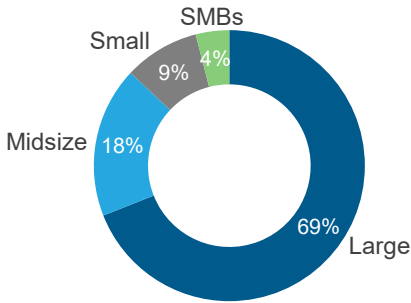
Celonis Process Intelligence leverages process mining technologies to enable businesses to analyze, improve, and monitor their processes effectively. The Celonis Process Intelligence Graph rapidly integrates data from any source, allowing real-time insights into process performance and empowering users to identify hidden value and make informed strategic decisions. With features such as Process Explorer and Celonis Studio and guided explorations with AI Copilots, users can gain comprehensive insights into their processes. It also offers pre-built apps tailored to specific industries or use cases, along with tools such as Action Flows and process management capabilities for driving process improvement and redesign. Process monitoring capabilities ensure visibility into process adherence and the business impact of improvements, with reporting features in the Transformation Hub providing a clear understanding of the value generated.

Version number: Celonis Process Intelligence Platform **Release date:** 2023

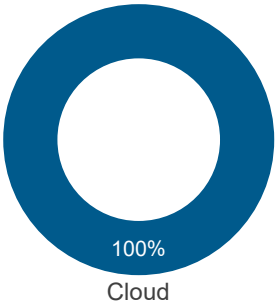
Market adoption

Description	2023	YoY growth
Process mining clients (individual logos)	1,300+	-
Process mining FTEs	2,900	4%
Number of service provider partners/resellers	300+	20%
Number of technology/software partners	40+	-
Key service provider partners/resellers	IBM, Accenture, McKinsey, KPMG, PwC, Deloitte, and EY	
Key technology/software partners	Microsoft, AWS, Google, Rossum, EcoVadis, ClimaTiq, IntegrityNext, Emporix, LivePerson, Hypatos, and WalkMe	

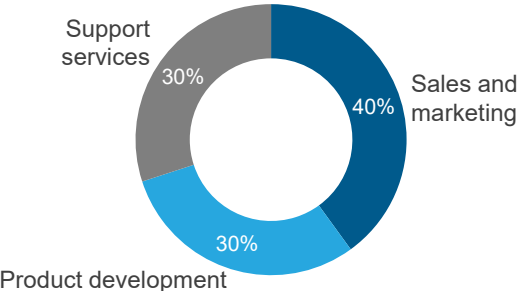
Process mining revenue mix by buyer size¹



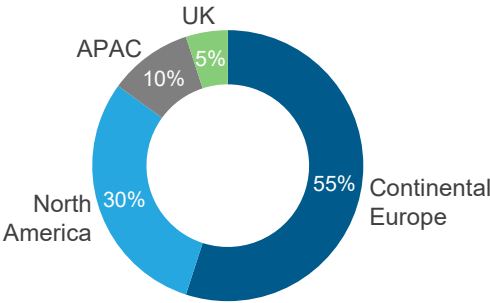
Process mining client mix by hosting model



Split of process mining FTEs by function²



Split of process mining FTEs by geography



¹ Buyer size is defined as large (>US\$5 billion in revenue), midsize (US\$1-5 billion in revenue), small (US\$50 million-US\$1 billion in revenue), and SMBs (<US\$50 million in revenue)
² Includes FTEs in product development, support services (product support, implementation, etc.), and sales and marketing; excludes FTEs in corporate functions such as HR and IT
 Note: Operational and product-offering-related information as of December 2023, collected as part of the study / based on Everest Group estimates
 Source: Everest Group (2024)

Celonis profile (page 3 of 8)

Capabilities and offerings

● Available ● In the roadmap ● Available via partner ● Not available

Process set-up and data preparation

Built-in ability to pre-process (prepare, clean, and transform) event logs data	Ability to detect outliers in the event logs	Ability to merge event logs from different information systems for a process model	Ability to configure/modify case IDs, resources, and any specific attributes in event log data
Ability to supplement event logs with data from IoT devices for discovering processes	Ability to allow multiple developers to work simultaneously through versioning systems	Ability to ingest data from event logs in near real-time	Ability to create event-relationship structures with different data models
Availability of a pre-built library for instant data processing	Ability to provide step-by-step guidance for data clean up		

Interoperability

Pre-built connectors for SAP applications	Pre-built connectors for Oracle applications	Pre-built connectors for ServiceNow applications	Pre-built connectors for Salesforce applications
Pre-built connectors for Microsoft applications	Pre-built connectors for legacy systems	Support for Windows OS	Support for Linux OS
Support for Mac OS	Online public repository of pre-built packaged solutions for specific systems/processes	Ability to create reusable data extractors for any information system that offers a REST API	Ability to access all platform functionalities through open APIs

Integration with complementary capabilities

Task mining	Robotic Process Automation (RPA)	Process orchestration	Business Intelligence (BI)
Intelligent Document Processing (IDP)	Conversational AI	Extract Transform Load (ETL)	API automation

Process discovery

Ability to create BPMN 2.0-compliant process models	Ability to detect exceptions (failed transactions) in the process	Ability to detect anomalies / fraudulent transactions in a process	OOTB dashboards to assess the rework percentage for identified process loops
Ability to merge two or more process models	Ability to discover organization-level relationships / social networks	Ability to discover customer journey maps by mining customer interactions (through websites)	Object-centric Process Mining (OCPM) to detect parallel behavior in a process
Ability to generate detailed process documentation for discovered processes	Availability of an indicator to display the complexity of a discovered process	Ability to identify and group activities into clusters in the form of a hierarchy	Ability to automatically save the current version of the process model when changes are made

Celonis profile (page 4 of 8)

Capabilities and offerings

● Available ● In the roadmap ● Available via partner ● Not available

Process conformance

Ability to define the target process workflow through a built-in process modeler	Ability to import BPMN 2.0 models to define a standard model	OOTB process templates based on industry best practices (e.g., for O2C and P2P)	Ability to perform gap analysis to identify (un-) desirable deviances/violations
Ability to perform root cause analysis to identify the causes of process path deviations	Ability to leverage AI/ML algorithms to identify the root cause of attributes	Ability to check compliance rules such as the segregation of duties	Ability to track changes in process maps and designs made by business users

Process monitoring and reporting

Ability to create customized dashboards based on user requirements	Ability to create predictive dashboards that can predict process inefficiencies	Ability to support text search capability in the process map	Ability to monitor processes in near real-time against the defined KPIs
Ability to estimate lead time and predict delays based on near real-time process information	Ability to monitor customer experience metrics (such as NPS and CSAT)	Ability to enable business users to create custom KPIs for monitoring process performance	Ability of the software to identify and recommend the optimal process variant
Ability to export dashboards and insights via presentation tools such as PDF and PPT	Availability of OOTB integration with collaboration tools such as Teams and SharePoint	Ability of users to leverage generative AI to query and consume insights in natural language	Ability to create process documents with summarized insights using generative AI

Process enhancement

Ability to automatically send notifications to users for post KPI breaches	Ability to use AI/ML to predict and highlight any potential KPI breaches	Ability to automatically send notifications to users in case of an expected KPI breach	Ability to use AI/ML to recommend next-best-actions to process owners in near real-time
Ability to define scenarios and run multiple simulations (what-if analysis / scenario testing)	Ability to leverage AI/ML to recommend possible scenarios based on derived business rules	Ability to save and export simulated process models of what-if scenarios in the BPMN format	Availability of a built-in process modeler to redesign processes
Ability to identify processes for automation	Ability to calculate automation rate to prioritize identified tasks for the automation pipeline	Ability to directly export workflows to an automation platform's design studio	Ability to automatically trigger RPA robots to carry out high-severity process steps

Product architecture and hosting options

On-premise (central server or virtual machine)	Private cloud	Public cloud	Product architecture based on loosely coupled microservices
Supports multi-tenant deployments	Product deployed in containerized form	Delivered as a Software-as-a-Service (SaaS) offering	Hybrid model with some components on-premise and some components on the cloud

Celonis profile (page 5 of 8)

Capabilities and offerings

● Available ● In the roadmap ● Available via partner ● Not available

Security and compliance

Integration with an active directory to store and manage passwords, audit logs, etc.	Compliant with System and Organization Controls (SOCs)	Compliant with General Data Protection Regulation (GDPR)	Compliant with Health Insurance Portability and Accountability Act (HIPAA)
Compliant with Federal Risk and Authorization Management Program (FedRAMP)	Availability of role-based access to the system	Ability to selectively grant users with permission to view the attributes of a process model	Availability of an anonymization option for any specific attributes in log data
Availability of CDN and DDOS attack protection via security providers	Availability of in-house or third-party GRC tools to manage risk and compliance		

Product training and support

Training and certification by providers	Training and certification by partners	Classroom training	Online portal for product training/certification
Online self-paced training modules	Role-based product training courses	Online certification courses	Embedded help tool
PDF manual for the product	Online user community	Online support portal	Free community version of the product

Commercial models

Perpetual licensing	Subscription licensing	User-based licensing	Process-based licensing
Event logs volume-based / case-based / server capacity-based licensing	Outcome-based licensing	Hybrid of user-based and event logs volume-based licensing	Hybrid of user-based and process-based licensing
Hybrid of event logs volume-based and process-based licensing	Hybrid of user-based, process-based, and event logs volume-based licensing		

Celonis profile (page 6 of 8)

Key enhancements











Key areas of enhancements in the latest product releases (as of December 2023)

- Interoperability
 - Introduced Intelligence API, which serves as an interface for developers to easily connect to Celonis Process Intelligence to pull process intelligence into third-party applications
- Process discovery
 - Released the Process Intelligence Graph, which combines process data and process knowledge to achieve faster time-to-value, easier scaling, and faster identification of key use cases
 - Introduced a standardized, system-agnostic, and object-centric data model that allows users to deploy Celonis once and scale to multiple processes with a short time-to-value
 - Enhanced the Process Explorer to use the object-centric data model to allow users to see their multi-object processes; users can then validate their process and gain first insights into improvement opportunities
 - Added a Knowledge Layer where users can view, edit, customize, and create metrics, strategic objectives, improvement opportunities, filters, and other objects; it also provides OOTB knowledge for core processes
 - Introduced a new query engine that can go up to 20 billion rows and operate with 10x faster data model loads, allowing users to deploy operational real-time use cases and bring in relevant data for analysis
- Integration with complementary capabilities
 - Realized new BPM capabilities through Celonis' acquisition of Symbio; these capabilities let users model their process landscape, enterprise architecture, and organizational structure with the Process Designer
- Process conformance
 - Added a Process Adherence Manager that allows users to find deviations from their ideal processes; it also allows users to model their ideal process using data-driven process variants in their actual process
- Process monitoring and reporting
 - Launched an AI Copilot, which uses LLM technology to enable users to query metrics, create charts and tables, and get recommendations for specific process improvements in an intuitive chat interface
 - Added a Transformation Hub, which provides a value report that captures the value realized by improving processes; users can also manage improvement opportunities and see if they are on track to hit targets
- Process enhancement
 - Developed new studio capabilities to allow users to drag-and-drop components in views for a more user-friendly experience

Celonis profile (page 7 of 8)

Everest Group assessment – Leader and Star Performer

Measure of capability:  Low  High

Market impact				Vision and capability					
Market success	Portfolio mix	Value delivered	Overall	Vision and strategy	Process set-up and integration	Process intelligence	Implementation and support	Commercial model	Overall
									

Strengths











- Celonis’ vision is to help enterprises achieve the desired business outcomes through its AI-powered process intelligence solution. It focuses on enabling enterprises to maximize their business value by optimizing processes and accelerating digital transformation initiatives
- It continues to be the leading player in the process mining market in terms of both revenue and clients. Its investments include innovative features such as guided data clean-up, Process Intelligence Graph, Process Sphere, Business Miner, Action Flows, Process Copilot, and new business apps
- Celonis Data Integration is its built-in data pre-processing technology that enables near real-time data extraction automatically through pre-packaged connectors or Data Explorer. Celonis also offers step-by-step guidance for data clean-up, which helps users to detect errors in logs and fix the data quality
- Celonis offers a three-dimensional view of end-to-end business processes through its Process Sphere capability, and it allows users to detect parallel behavior across processes enabled by Object-centric Process Mining (OCPM) technology. Clients expressed satisfaction with the OCPM capability
- Celonis launched Process Copilot in 2023, a generative AI chatbot that allows users to query metrics,

- create dashboards, and get insights on discovered processes using natural language
- It offers out-of-the-box process templates in its marketplace for benchmarking analysis. The Conformance Checker capability enables users to perform ML-based root-cause analysis for each violation and quantify the impact on the target outcome metric
- Celonis offers a built-in process analytics engine with proprietary calculation operators and also offers a proprietary language called Celonis Process Query Language (PQL) for the creation of new operators or KPIs within the dashboards for analysis
- It allows users to integrate ML models via its built-in ML workbench to predict any potential KPI breaches and notify users via email or Microsoft Teams or in-app notifications. It also recommends next-best-actions to improve process KPIs through its ML workbench
- Its Action Flows capability allows the users to define business rules on the existing data and insights as well as on any external data (e.g., new email) to trigger actions or API-based automations. The Action Flows can be created by citizen developers in the Celonis Studio
- Clients expressed satisfaction with Celonis’ vision, roadmap, and continuous innovation; overall performance and functionality; scalability; and process discovery capability

Celonis profile (page 8 of 8)

Everest Group assessment – Leader and Star Performer

Measure of capability:  Low  High

Market impact				Vision and capability					
Market success	Portfolio mix	Value delivered	Overall	Vision and strategy	Process set-up and integration	Process intelligence	Implementation and support	Commercial model	Overall
									

Limitations

- Celonis’ process mining client portfolio is skewed toward small, midsize, and large enterprise segments. Its experience of serving enterprises in the SMB segment, with revenue less than US\$50 million, is relatively untested
- Celonis has built-in task mining and has recently launched a workforce productivity solution, but it can consider partnerships with pure-play task mining providers to strengthen its value proposition for enterprises looking for flexibility to integrate best-of-breed technologies
- Though Celonis EMS is compliant with different security standards such as System and Organization Controls (SOC), GDPR, and HIPAA, the platform is currently not compliant with the Federal Risk and Authorization Management Program (FedRAMP) and it is in the roadmap
- Its 24/7 customer support is only available to premium clients and not to all. Clients continue to highlight that there is scope to improve the product support offered by Celonis and provide better insights into the best practices leveraged by other customers
- Celonis currently offers process-based, a hybrid of user- and event logs volume-based, and execution-based pricing models to its customers and lacks other options such as user-based, event-logs volume-based, and other hybrid models. Clients expect greater stability in commercial models offered by Celonis
- Clients have indicated the need for intuitive UI for business users with little-to-no technical experience, maintenance of existing functionalities and features, and its compatibility on mobile devices
- Clients expect Celonis to further enhance the ease of use for advanced features such as Action Flows as well as enhance conformance checking capabilities. Clients have also indicated that there is scope to further improve the simulation capability

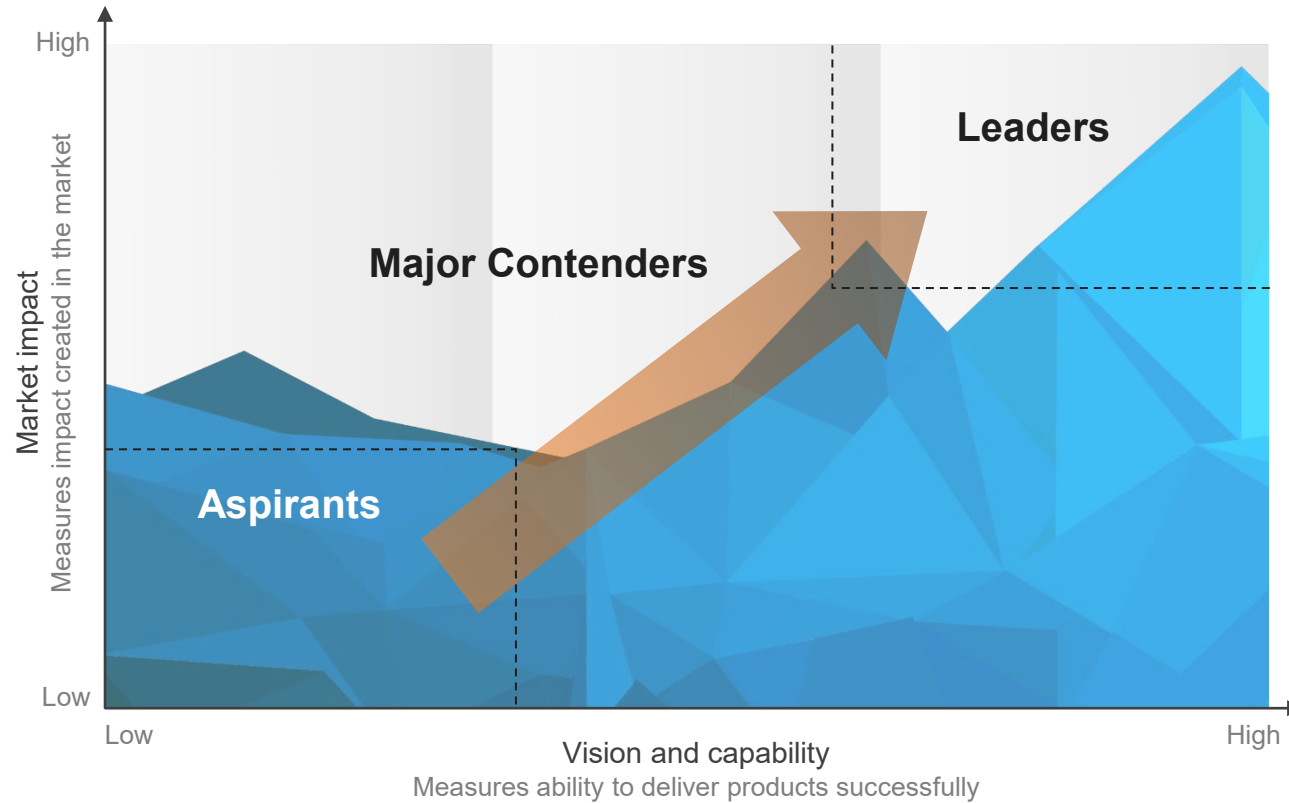
Appendix

PEAK Matrix® framework

FAQs

Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision and capability

Everest Group PEAK Matrix



Products PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

Market adoption

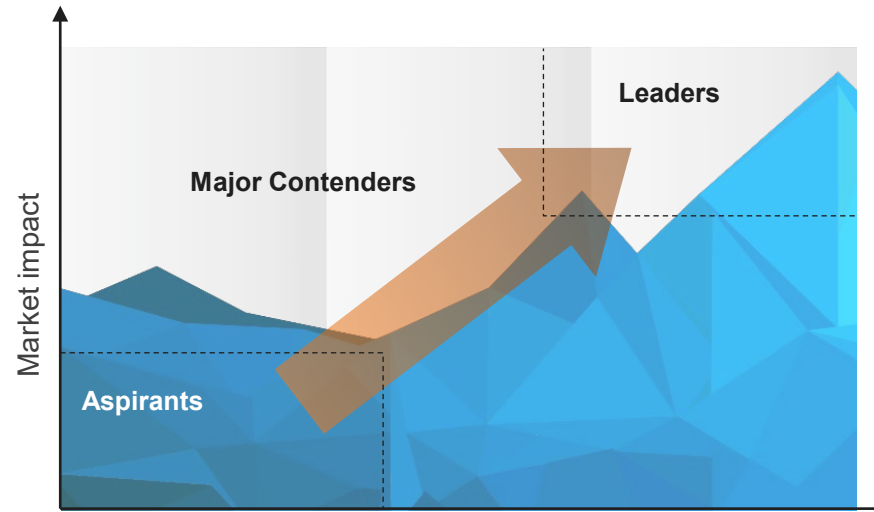
Number of clients, revenue base, and YoY growth

Portfolio mix

Diversity of client base across industries, geographies, and enterprise size class

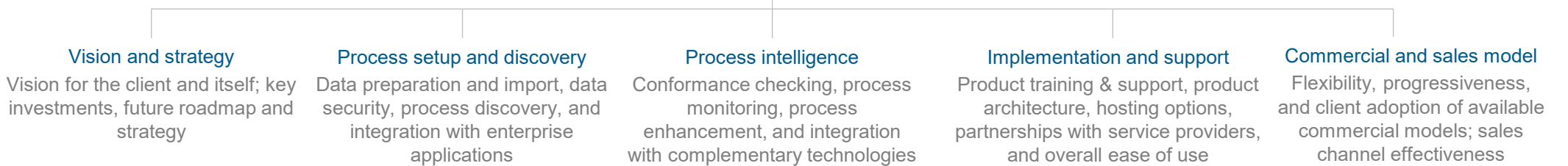
Value delivered

Value delivered to the client and their satisfaction with the product as well as the support, based on client feedback



Vision and capability

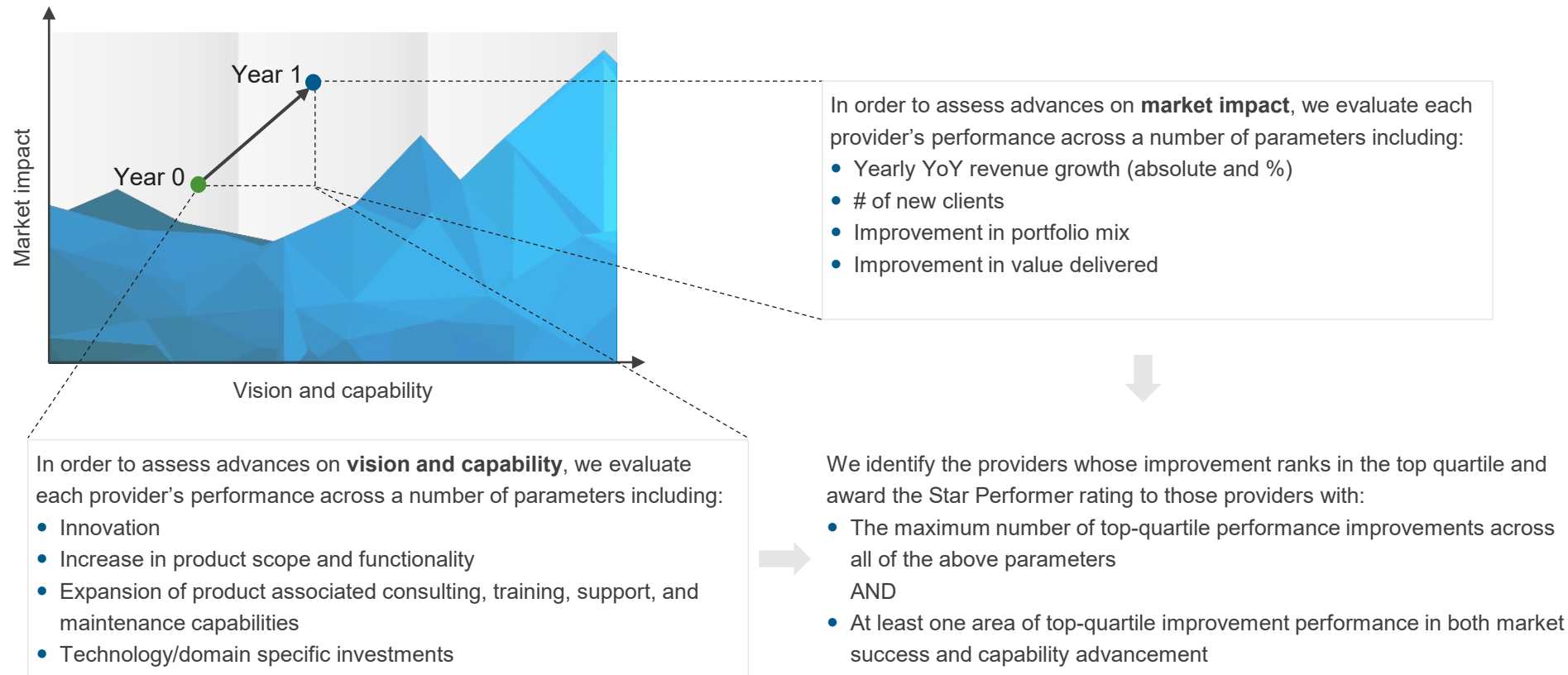
Measures ability to deliver products successfully. This is captured through five subdimensions



Everest Group confers the Star Performer title on providers that demonstrate the most improvement over time on the PEAK Matrix®

Methodology

Everest Group selects Star Performers based on the relative YoY improvement on the PEAK Matrix



The Star Performer title relates to YoY performance for a given provider and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

FAQs

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?

A: Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

Q: Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?

A: No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A: A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

Q: What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

A: Enterprise participants receive summary of key findings from the PEAK Matrix assessment

For providers

- The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
- In addition, it helps the provider/vendor organization gain brand visibility through being included in our research reports

Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

A: Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:

- Issue a press release declaring positioning; see our citation policies
- Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
- Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)

The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or contact us

Q: Does the PEAK Matrix evaluation criteria change over a period of time?

A: PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.

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