



Dear Faculty and Staff,

It's 2023. Year 12 for Celonis. 12 years since three masters students at the Technical University of Munich gathered in Bastian Nominacher's student apartment to eventually cofound today's tech titan, Celonis. Since then, Celonis has grown to become larger than any of us could have dreamed. 3 consecutive appearances on the Forbes Cloud 100, another \$1B in funding, 3,000 customer deployments, with massive strides in sustainability along the way. We've navigated CoVid, recessions, and more. But together, we have come out stronger than ever. And this year, we celebrate. And... it all leads back to process mining in academia.

As the commercial world continues to evolve, so have we here at Academic Alliance. Amidst the seasons of change, we have continued to excel, perform, and become an integral part of the process mining commercial community, while establishing dominance in the academic world- leading in students educated, research publications, job market openings, and university partnerships.

300,000 students trained.

40+ countries.

9 Global Conference Headlines.

500+ research papers published.

100% YoY growth in the Process Mining Job Market.

1300 Academic Partners

70% weighted coverage on global top institutions

All... thanks to you. Thank you for believing in the future of process mining, of Object-Centered Process Mining, and the future of sustainability. Thank you for equipping your students for the next generation, one with the fastest growing discipline of data science in the world.

We have grown, overcome, excelled, and now, we are ready to take our goals to the next level. In a community of 1000+ institution partners, this year we will select **20 Global Centers of Excellence**. We are looking for the institutions who are not just ready to educate students, but build changemakers, and directly participate in our community of commercial customers, partners and more. To place students on the front lines of solving some of the world's most complex problems like sustainable procurement, human trafficking, the global economy, and more... all using process mining.

Does your university have what it takes?

Apply today.

In Gratitude,

Celonis Academic Alliance



Academic Centers of Excellence - FAQ

1. When do I need to submit my application? The final deadline for submission is October 23rd, 2023 by EOD in your respective time zone.

2. How do I submit my application? You will need to submit your application via email to your respective Academic Alliance Manager, and put in cc academic.alliance@celonis.com . After submission, you should receive a confirmation email from your manager within 48 hours. Below, you can find a reference to each Academic Alliance Manager who oversees your region. For any questions, please contact your respective manager. You can submit your application in a word document, PDF, or Adobe Acrobat format. Please do not submit a file with the extension .jpg, .txt, or in a web browser format. We will ask you to resubmit.

DACH: Angela Gebert, as.gebert@celonis.com, Ngoc Anh Ngo, n.ngo@celonis.com

Spain and LATAM: Eugenio Hernandez Gomez, e.hernandez-gomez@celonis.com

UKI and Nordics: Angela Gebert, as.gebert@celonis.com

US + Canada: Elsa Welshofer, e.welshofer@celonis.com, Sarah Polech s.polech@celonis.com

India: Manjunath Chandrashekar, m.gorurchandrashekar@celonis.com

Japan: Angela Gebert, as.gebert@celonis.com

Any other country or region: academic.alliance@celonis.com

3. How long should my submission be, and do you prefer a specific template or format? We are not mandating a specific minimum length requirement, nor a specific format. We want you to be creative! If you need guidance on how to highlight the strengths of your application, please refer to the guiding rubric below, or reach out to your respective market manager you are in contact with.

4. How are you judging my submission, how can my university find out how we did, and is there anything I can do to stand out? We will be judging all submissions holistically while using the rubric we have attached below as a guide AND taking into consideration any additional factors that might shine through outside a traditional application. For every single application, whether your university advances or not, you will receive notification of your results along with comments. For each submission created, we will be evaluating as a global team of 16 to prevent any bias towards a specific region, subject area, or university.



5. The final deadline for submission is October 23rd, 2023. How can I request a deadline extension? If your university needs a deadline extension, you will need to reach out before October 23rd to your Academic Alliance Manager to request an extension. If approved, you will receive a 1- week extension, thus until October 31st, 2023.

6. When will you announce this year's winners? We will be announcing this year's this year's winners by the end of November 2023. Tune in during the week of Celosphere 2023 to hear the winner's announced (still to be announced whether this will be live or in the preview days!)

7. Should my application outline what I have already done or what our university plans for the upcoming academic year? We will be considering your application in two parts: what you have accomplished in the process mining academic realm this past school year, and your future plans to grow this community at your institution in 2023-2024. Please be sure to provide specific examples and success goalposts to help us track and facilitate your success, should be selected.

8. Do I have to include ideas from each of the core criteria? No! We want you to highlight and focus on your institution's specific strengths. If you have not fully developed ideas in a particular core criteria, feel free to include them, but you will not be disqualified from consideration if you focus on your University's engagements in a more concentrated way. We also encourage you to add any additional factors that you think are important to your application that are not included specifically in the scoring rubric.

9. Are there any legal documents that Celonis and my university will need to reach an agreement under? No. Celonis does not mandate entering into a legally binding agreement, unless your application includes requests for proprietary information, or if your standard operating procedures at your respective universities includes an MOU and NDA. If that is the case, we do keep on file a boilerplate agreement. Please reach out to your designated Academic Alliance Manager for details.

10. In my application, I am submitting my university plans to engage with Celonis. Are we mandated to keep these plans in the upcoming year? What happens if my idea falls through? In your application, we will be looking for a differentiation between preliminary ideas, and committed plans of action if chosen as a Center. Your academic alliance manager will monitor the completion of committed activities throughout the year. If a significant portion of your application is not completed, this will be heavily considered in your



following year's application. If you are chosen as a CoE and one of your application plans of action falls through and you would like to discuss potential exemptions/exceptions, you should reach out to your respective manager as soon as possible to discuss. We will be evaluating this on a situation by situation basis.

11. If chosen, how long does my university tenure last as a CoE? Each university chosen will be a certified CoE for the 2023-2024 academic year. Every institution has the opportunity to be re-selected each year, should they choose to re-apply.

Center of Excellence Scoring Rubric

0= not included in application

1= 1 Idea included in application, but incomplete or not fully developed

2= 1-2 strong ideas included, with start date in mind and some detail provided

3= 1-2 very robust ideas, fully developed and plan for execution with planning details

Number of Students Certified in Process Mining: refers to the initiative of the University to train students, in an effort to make them workforce ready. *Examples of Celonis certifications: Any of The Rising Star Tracks (including the Process Mining Fundamentals course and Process Mining from Theory to Execution), The Process Mining for Audit Track, Introduction to OCPM.*

0= This application is primarily research or project focused

1= Institution has access to a smaller number of students, or if student certifications are less of a priority on application. One event planned per year, with limited attendance planned. Ex: one guest lecture a semester or one classroom completes PMF

2= Institution has access to and prioritizes a clear pathway to student engagement through several learning engagements or several (4+ Faculty) are bringing process mining certification into the classroom

Example: 3-4 guest lectures per semester combined with department wide certification of students (ex: process mining for audit)

3= Institution has massive student reach and a clear, fully developed plan to mobilize and certify this base. Additionally, 3 points are automatically awarded to institutions where certified students accept jobs within the Process Mining Community.



Ex: university-wide certification course, hack-a-thons with 500+ students trained a year, full partnership across a department, speaking engagements at a tech day.

Curriculum and Education: This refers to an institution's interest in producing educational materials, creating specialized courses, or integrating Process Mining in the classroom beyond a traditional engagement such as a guest lecture or course support.

note: In order to be eligible for any section points, all university professors must be enrolled in the Celonis partner portal.

0= This application does not include material creation

1= Faculty plans to attend teaching events such as Train-the-Teacher sessions, but do not have a clear path to integrating Process Mining into their curriculum beyond a class or two. Faculty may include plans to direct students to outside learning opportunities such as Process Mining Fundamentals certification courses or Master-Classes.

2= Faculty has flushed out plans to include Process Mining education into their classroom curriculum and have materials prepared. Faculty may include mandatory certification of students through learning paths such as Process Mining Fundamentals, Data-Driven Management, Automation Bootcamp, or the Process Mining for Audit Badge. Faculty should also note here if they currently have students enrolled in the Celonis thesis program.

3= Faculty has robust plans for curriculum integration, and plans to create new Process Mining learning materials that can be replicated across universities and learning. Faculty will integrate a multidisciplinary approach to Process Mining classroom instruction through the use of Capstones and other experiential in-depth learning and development. ****If a university has already done this, please include in your application.**

Connecting Industry and Academia: This criteria specifically pertains to connecting local/national Celonis customers and partners with students and faculty on campus, through events, projects, and research.

Some examples of this include collaborating with a local customer on a graduation project or capstone, hosting an event or lecture with partners, or collaboration in research outside the university.

0= This application does not include community-based initiatives.

1= This application has an idea for a community initiative or event, but it is incomplete and resources are limited (or something similar has never been executed before).

2= This application includes a pretty flushed out plan for a new event or an adaptation of community based programs and initiatives that a university has done in the past, that can be



adapted to include Celonis or become a Celonis event. This may include running a joint site visit, working with customers and partners on case studies, or hosting an industry day.

3= This application includes a robust, multi-disciplinary and multi-engagement plan to integrate Celonis into the University and its community at large. The university has concrete plans to execute, allocated department faculty to run point, etc. *Ex. "Every month we have students volunteer at a local Celonis customer in the manufacturing space. This year, our student cohorts will be using Process Mining to optimize their operations. They will begin on x date"*

** In this particular core criteria, there might be some overlap between community and students reached. This is okay!**

Outstanding Criteria (intangibles): This criteria refers to other relevant intangible engagements that institutions take part in with Celonis, such as community activities, events, research projects, and international conferences.

Some examples include Celosphere, partner summits, World Tour, Office visits, speaking circuits, keynotes, or research projects

0 = This application does not have any active participation in the Process Mining greater community.

1 = This application joined/ are planning to join 1 event in the year

2 = This application joined several events or conducted research projects

3 = This application is very actively engaged with Celonis events & research on the national scale, and its faculty are thought leaders in the process mining community.

If you are a University that is actively engaged with Celonis in a way that is not listed below, please write and tell us what you are doing, any special plans not listed in the points, and why you think you deserve to be named as a 2023-2024 Center of Excellence. Some examples of this include research publication, co-innovation, new product contributions, exceptional university reputation in the field of Process Mining, and more. Don't be shy- please boast about your institution!

For any outstanding questions, please contact Keisha Glori Natalia at k.natalia@celonis.de.

Thank you, and happy process mining!