
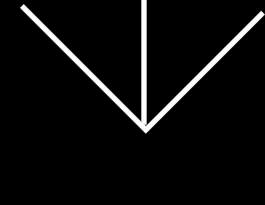


Make AI work for your enterprise



With intelligence that knows how your business flows.

EVERY SYSTEM, EVERY DEPARTMENT, EVERY PROCESS.



Scroll through to see how the business world is taking on AI. With insight from IBM, McKinsey, Gartner, and more.

5 days until ChatGPT counted 1 million users*. It took X (formerly Twitter) two years to do the same. *Statista, 2023

89%

AI Implementation is widespread

The vast majority of business leaders are already using or actively implementing AI.

72%

But so is AI concern

Almost three-quarters of those using AI are concerned that process shortcomings may hold back further successful implementations of AI (as well as other emerging technologies).

The Process Era is Here: How enterprises are using processes as a lever for value and driver for change, Celonis, 2023. →

77%

In the US, 77% say they are concerned,

64%

compared with just 64% in the **DACH region.**

Talking in the trillions

GenAI could add the equivalent of \$2.6 to \$4.4 trillion in value annually across the 63 use cases analyzed.

\$2,600,000,000,000

\$4,400,000,000,000

The economic potential of generative AI. The next productivity frontier, McKinsey 2023. →

64's the magic number

64%

of executives believe that generative AI will bridge the gap between IT and business roles.

of executives say they need to modernize apps to use generative AI.

The CEO's guide to generative AI, IBM, 2023. →

70%

Interest in harnessing emerging technologies (AI)

69%

Cost reduction

64%

Competitive pressure in our sector

Changing customer expectations

Complying with legislation or regulation

AI is THE top driver of process optimization

Interest in harnessing emerging technologies like AI is the top factor in driving the push for process optimization – according to 1,200+ business leaders.

The Process Era is Here. "Q. What factors do you see driving the need to optimize your processes over the next 12 months?" →

Different departments, different takes

IT is the department with the most AI aficionados. 81% say emerging tech like AI is driving their need to optimize processes. Finance a little less so.

The Process Era is Here →

81% IT

68% Process/Operations

63% Supply Chain

63% Finance

"There is just a natural synergy between both. With Process Mining being a true foundational baseline technology of GenAI, we will ride a wave into enterprise-wide relevancy."

Senior Process Transformation Director, Global CPG firm

Exploring the Interplay of Process Mining, and Generative AI. Celonis & Fraunhofer FIT, 2023. →

Seek, adopt, employ – says Gartner

"Generative AI will augment how organizations leverage process mining to uncover hidden patterns, optimize operations and make informed decisions."

What Gartner recommends:

Proactively seek out process mining vendors integrating generative AI capabilities

Adopt a more dynamic approach toward improving your processes

Employ a conversational approach to enable the democratization of process mining

Gartner®. The Impact of Generative AI on Process Mining, 2023. →

AI has landed. Expectations are set. The future of enterprise is now in process.

Find out more about how to make your enterprise AI-enabled. [Click here](#) →