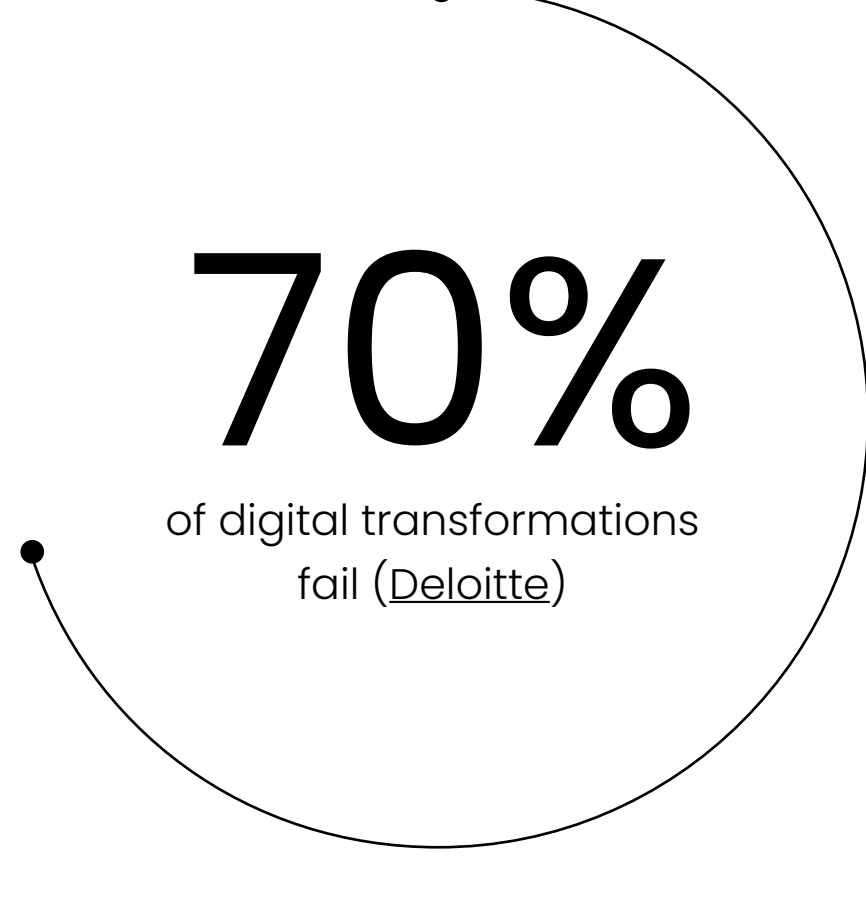


How to avoid six common pitfalls when implementing a new technology

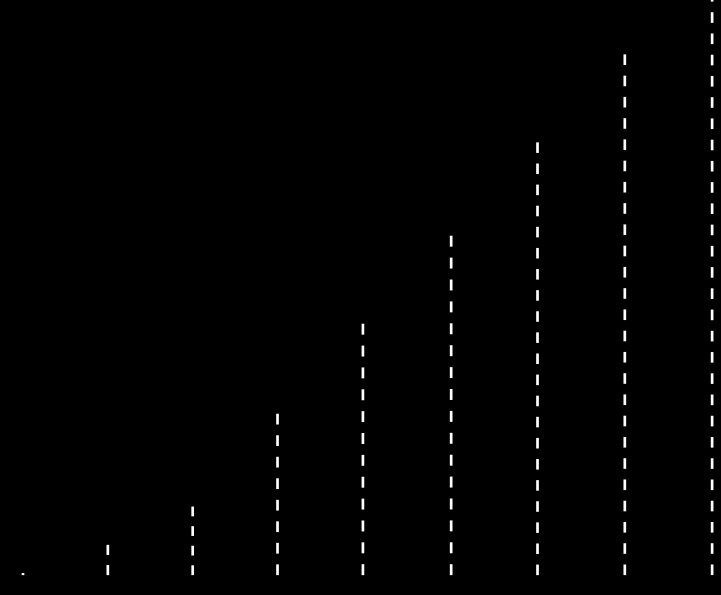
Tech implementation is an exciting journey – but one that’s riddled with hazards.

With more than a decade of experience behind us, we know the way around the pitfalls so your shiny new tech – including Celonis and our integrated apps – delights your employees and delivers for your customers.

Follow us as we walk through what to avoid and show you what Celonis customers have achieved...



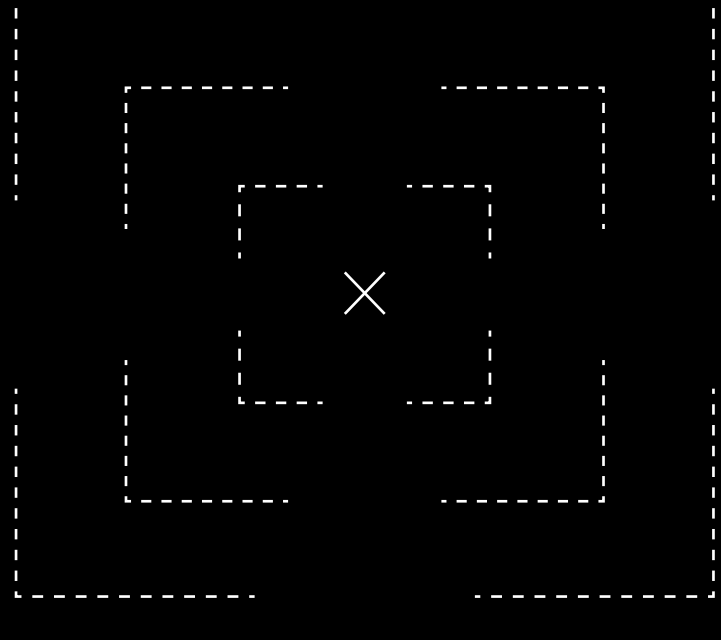
Pitfall 1: Don't try to climb the mountain in a single step



Start with smaller, quick wins that prove value and capture stakeholders' imagination, rather than the biggest, most important initiatives.

>17x
return on Celonis investment
[Read about Malvern Panalytical's success](#)

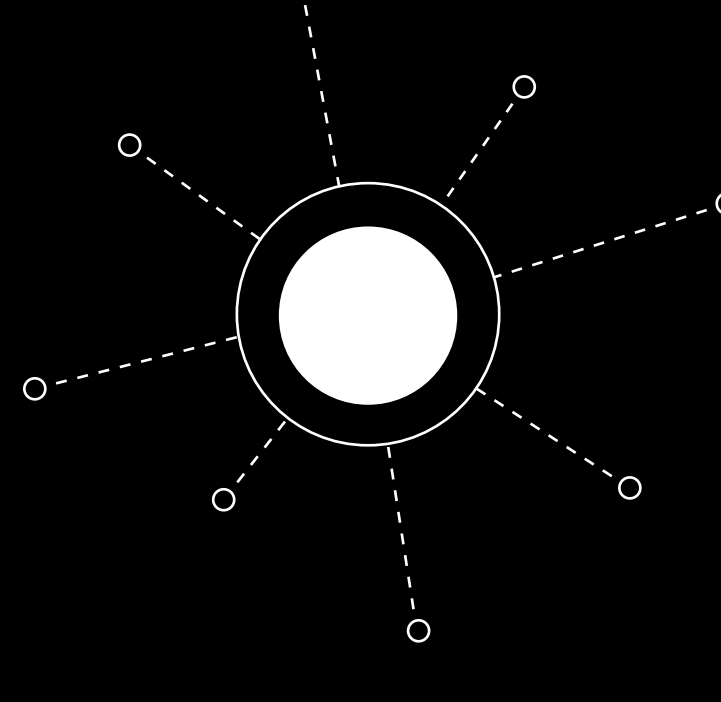
Pitfall 2: Don't focus too heavily on the technology



Get users invested with an onboarding phase that begins with the benefits, converts them into objectives, then upskills.

>800%
increase in Celonis users in 1 year
[Find out what Bayer achieved](#)

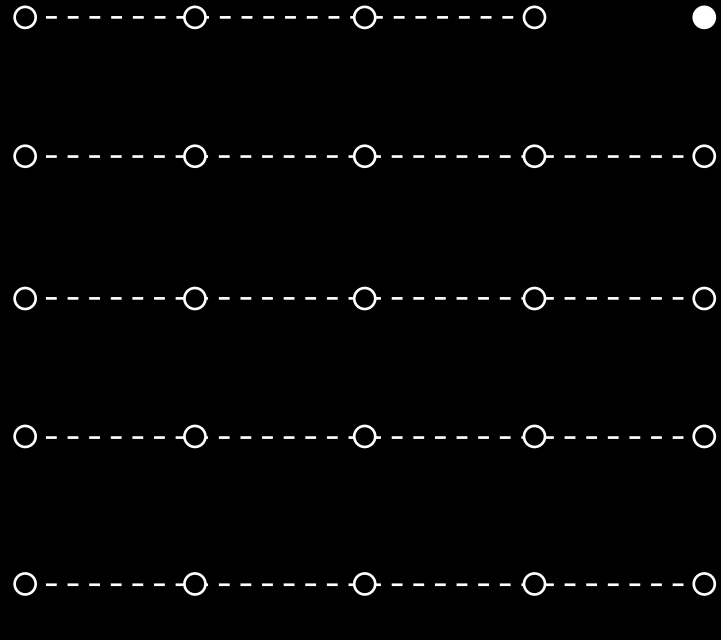
Pitfall 3: Don't run the risk of unclear ownership



A center of excellence with clearly defined roles and responsibilities means there's always someone at the helm.

9x
more likely to see positive ROI from Celonis with a **center of excellence**

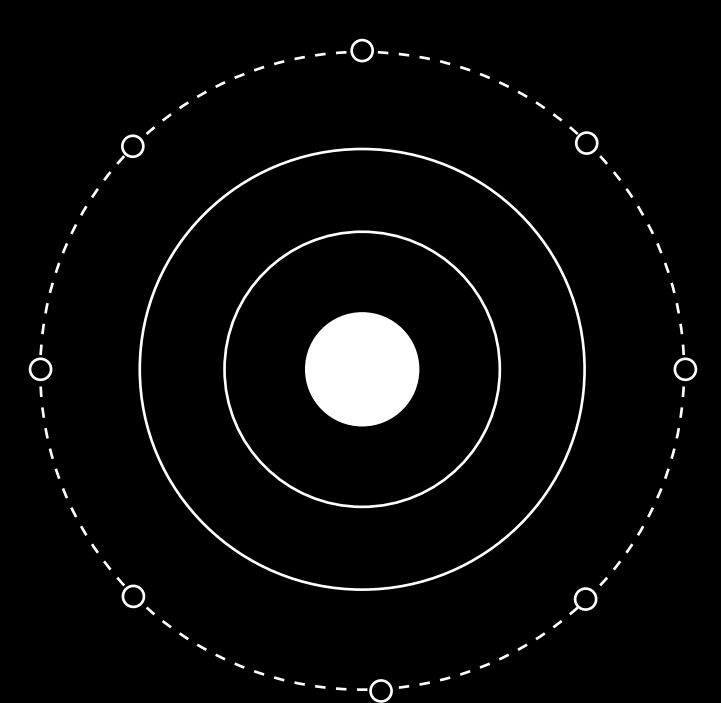
Pitfall 4: Don't go it alone



Source help from a partner ecosystem, customer success team and community network, so you're not trying to make the implementation work by yourself.

>15
use cases successfully rolled out
[Discover the benefits for Novartis and Accenture](#)

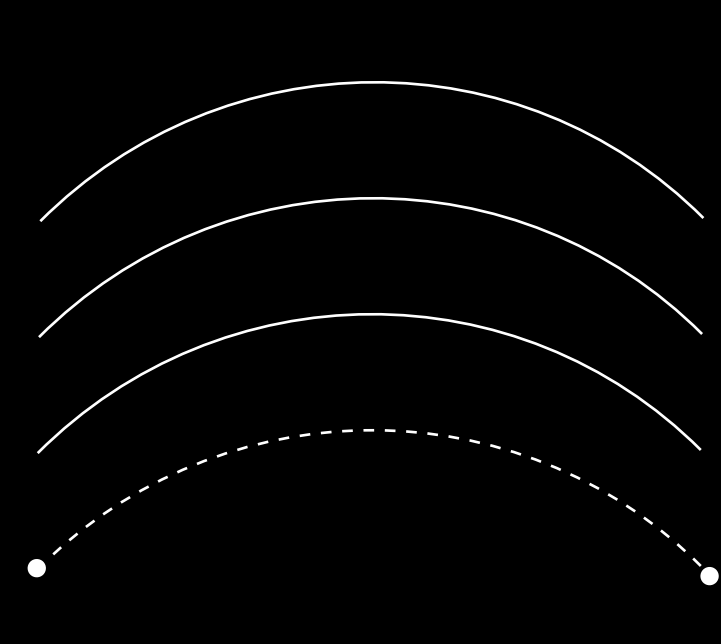
Pitfall 5: Don't start without establishing what a win is



Align stakeholders on success criteria by dividing up the implementation with metrics beyond money and time saved, such as visibility and adoption.

>40
processes optimized
[See how Reckitt did it](#)

Pitfall 6(ish): Don't neglect what comes next



Prevent plateauing by sharing your success and using it as a business case to engage similar areas of the organization.

9
additional processes optimized
[Explore how PepsiCo expanded Celonis after initial success](#)

Set your implementation up for success

Learn more about sidestepping these slip-ups in the full ebook

[Start reading](#)