

Celonis for Tech: Scaling Your Business with Superfluid Operations



Today's leading tech companies must maintain the agility of a startup, and the scale of an enterprise.

This means establishing processes that facilitate growth and innovation, without sacrificing customer experience. Yet each phase of growth adds new people, processes, and systems that—rather than making things easier—creates friction that slows down the organization and obscurs root causes of issues. Operational friction is the enemy of scale.

Celonis enables businesses to discover the root-causes of operational friction, enhance processes to remove that friction, and continuously monitor improvements in agility and customer experience. Powered by process mining technology and machine learning, Celonis uncovers friction points across departments and accelerates operations with AI-powered next-best-action recommendations that optimize the outcomes of business processes.

How Celonis accelerates growth and transformation at leading tech companies

Discover

Explore objective process data from any operational system including Salesforce, Oracle, or JIRA to:

- Uncover friction points and process weaknesses
- Quantify the impact of enhancing workflows and systems
- Identify and prioritize opportunities to automate and reduce manual effort

Enhance

Optimize the business outcome of a process with AI-powered enhancements:

- Course correct in-flight processes prior to impact
- Automatically trigger optimizations in your operational systems
- Receive next-best action recommendations and alert users to take data-driven actions

Monitor

Report on the business value created by process improvements:

- Measure the success of your transformation initiatives
- Track adoption and compliance with processes
- Discover on-going opportunities to optimize

The world's most innovative technology companies rely on Celonis to accelerate enterprise performance, including:

ServiceNow: Increased on-time payment rate by **25%**

Uber: Decreased ticket resolution time for **150M** tickets

Siemens: Saved **\$15M** in order processing costs



How Celonis Delivers Value Across the Enterprise

Finance

Celonis helps optimize internal resources and capital to more effectively support rapid scaling and strategic pivots.

Results:

- Optimize working capital
- Improve perfect PO rate
- Reduce DSO
- Improve DPO

Customer Support

Celonis empowers CS to proactively resolve customer issues, and make data-driven prioritizations to maximize LTV.

Results:

- Increase NPS
- Decrease ticket resolution time
- Decrease SLA violations

Marketing

Celonis uncovers the friction points that have the biggest impact on conversion rates in the sales and marketing funnel, and recommends the next-best actions in real-time to optimize deal flow.

Results:

- Decrease time-to-close
 - Increase MQL conversion rate
 - Prioritize marketing spend
- Product Development

Product Development

Celonis helps accelerate development cycles across products, by uncovering and fixing systemic causes of rework and bugs.

Results:

- Increase sprint velocity
- Decrease issue cycle time
- Decrease time-to-market

Fulfillment and Provisioning

Celonis enables fulfillment and provisioning to anticipate issues and rank orders to maximize on-time, in-full delivery and provisioning rates.

Results:

- Reduce time-to-fulfillment
- Reduce returns and cancellations
- Increase CSAT rating

IT Service Management

Celonis helps ITSM optimize resolution processes across organizational and system complexity, and prioritize issues that impact business outcomes and productivity.

Results:

- Increase first contact resolution
- Decrease time-to-resolution
- Decrease cost per contact

Driving Superfluid Customer Experiences at Uber

In 2010, Uber fundamentally changed the transportation industry with their revolutionary technology. But with the rapid expansion of its global operations and customer base, it became increasingly difficult to ensure each and every user receives consistently excellent customer service throughout every region. To solve this issue, Uber turned to Process Mining technology.

Using the Celonis Intelligent Business Cloud, the Process Excellence team is now able to visualize how different customer service processes are performing across every region, and make adjustments to standardize best practices for its 20,000 employees and millions of customers worldwide.

Celonis in particular has helped Uber detect ticket inefficiencies, ultimately eliminating long ticket resolution times, and saving the company massive amounts of time and capital each year.

"Celonis is a way to identify failure, and resolve it to fix the process as soon as possible. Having that visibility through Celonis Process Mining is very powerful. It gives us the ability to understand what everybody's doing, and start moving to a standardized, more efficient model."

Martin Rowison, Head of Process Excellence, Uber

Uber