



Celonis Domain Catalog

This document defines the Domain Modules available if and where applicable to Your Order. The provisions of each individual Order prevail over the below definitions in the event of and to the extent of a conflict.

Domain Module: A Domain Module enables Customers to mine, explore, model, simulate, build or use apps and leverage automation within a group of specific Processes. The Subscription provides access to the complete set of standard tools included in the Product Description. Access to selected premium tools may require an additional Subscription.

A Process Module is delimited by its **Business Scope**, and includes an illustrative set of typical Objects, Events, KPIs and Value Opportunities (“Characteristics”) associated with it.

- The **Business Scope** is a standard business description of the process, identifying the key object that is tracked in the process, and stating the starting and ending points of the process (e.g. The Accounts Payables process module covers the process between the reception of an invoice from a supplier until the invoice is cleared for payment in the ERP system).
- The **Object Types** are the classes of items processed (e.g., invoices, sales orders, or purchase orders).
- The **Events** are the process steps related to those Objects (e.g., approvals, changes, or status updates).
- The **Key Performance Indicators or KPIs** are a measurable and quantifiable metric that is used to assess the performance, progress, and success of an individual, team, department, or organization in achieving specific objectives or goals.
- The **Value Opportunities** are the disparity between a defined process's intended or prescribed steps and their actual implementation within an organizational context, resulting in a deviation from desired outcomes or performance.
- The list of Characteristics of each process module is not exhaustive and is meant only to be a reference to identify the process.
- Customers can use Objects, Events, KPIs and Value Opportunities not included in the reference list to adapt to Customer specific implementation of such processes. However these non-typical Characteristics cannot be used to (1) mine another process included in the Order under the Financial Metric limit defined or (2) mine a process not included in the Order. A separate Order Form should be used.

If a Customer wants to use Celonis to mine a process not included in the Catalog, Celonis and the Customer will agree on a definition of a **“Custom Process Module”**. The Order Form will contain the Business Scope, and associated Characteristics (Objects, Events, KPIs, Value Opportunities).

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Domain Module Definitions

Domain Module: Customer

- **Tier:** Tier 2
- **Business Scope:** The Customer Domain contains the processes focused on enhancing and improving the direct relationship with Customers.
- **Business Roles:** Typical business roles within this domain include Sales Representatives, Account Managers, Marketing Analysts, and Support Specialists and others.
Business Owner: Processes within the Customer domain are managed by the Chief Client Officer, Chief Commercial Officer, etc., based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Customer domain, the customer can optimize any of the individual processes identified in this catalog, including Customer Service, Customer Onboarding, Customer Retention and Loyalty Programs, Renewals Lifecycle Management, and Opportunity Management.
 - Other related processes with similar objectives, scope, business roles, and ownership, such as Customer Relationship Management (CRM), Lead Generation and Qualification, Product Demonstration, and After Sale processes.
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
<ul style="list-style-type: none"> - Customer Service Case - Customer Service Case Comment - Problem - Knowledge Article - Case Team Member - Service Contract - Service Contract Item - Opportunity - Quote - Quote Item - Campaign - Sales Lead - Sales Order - Account - Contact 	<ul style="list-style-type: none"> - Receive Ticket - Assign Agent - Set To In Progress - Close Ticket - Create Lead - Qualify Lead - Create Opportunity - Progress Opportunity - Generate Quote - Forecast Opportunity - Win Opportunity 	<ul style="list-style-type: none"> - Average Handling Time - Cost per Case - Conversion Rate (%) - Customer Churn (%) - Retained customers (%) - Customer satisfaction (%) - Opportunity conversion time (m) - Opportunity conversion rate (%)

Domain Module: Finance

- **Tier:** Tier 1
- **Business Scope:** The Finance Domain contains the processes focused on managing and overseeing the financial aspects of a company.
- **Business Roles:** Typical business roles within this domain include Financial Analysts, Finance Manager/Controller, Treasury Managers, Accountants, Internal Auditors, and Financial Planning and Analysis (FP&A) Analysts and others.
- **Business Owner:** Processes within the Finance domain are managed by the Chief Financial Officer (CFO), Finance Director/VP of Finance etc., based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Finance domain, the customer can optimize any of the individual processes identified in this catalog, including Accounts Payables, Accounts Receivables, Record to Report, Procurement (Indirect), Cash & Treasury Management, Financial Planning, Expense Management and Revenues Operations.
 - Other related processes with similar objectives, scope, business roles, and ownership, such as Regulatory & Corporate Affairs process.
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
<ul style="list-style-type: none"> - Vendor Invoice Cancellation Item - Vendor Account Clearing Assignment - Vendor Account Credit Item - Customer Account Debit Item Blocks - Customer Account Clearing Assignment - Customer Account Credit Item - Customer Account Debit Item - Contract - Contract Item - Incoming Material Document Item - Outgoing Material Document Item - Purchase Order 	<ul style="list-style-type: none"> - Change Vendor Account Credit Item - Change Vendor Invoice - Clear Vendor Invoice - Cancel Credit Memo - Change Customer Account Debit Item - Change Customer Account Debit Item Block - Clear Customer Credit Memo - Change Purchase Order - Change Purchase Order Item - Create Purchase Order Item 	<ul style="list-style-type: none"> - Days Payables Outstanding (DPO), - On-Time Payment Rate (%) - Touchless Invoice Rate (%) - Days Sales Outstanding (DSO) - Late Payment Rate (%) - First Time Right Rate - Manual Touch Rate - Time-to-close

Domain Module: Information Technology & Support

- **Tier:** Tier 2
- **Business Scope:** The IT & Support Domain contains the processes focused on providing information technology (IT) services and support to enable various business functions.
- **Business Roles:** Typical business roles within this domain include Support Technicians, System Administrators, Security Analysts, Project Manager, Data Analysts, IT Strategy Manager and others.
- **Business Owner:** Processes within the IT & Support domain are managed by the Chief Information Officer (CIO), IT Manager/Director, etc. based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the IT & Support domain, the customer can optimize any of the individual processes identified in this catalog, including System Transformation, IT Service Management, Master Data Management, Hire to Retire, Payroll Management and Internal Control & Auditing.
 - Other related processes with similar objectives, scope, business roles, and ownership, such as Acquire-to-Retire (A2R), Data Management & Security, and Shared Services processes.
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
<ul style="list-style-type: none"> - Incident Ticket - Service Request - Customer Master Data - Product Master Data - Job Descriptions - Job Requisitions - Employee Records - Time and Attendance Data - Payroll Register 	<ul style="list-style-type: none"> - Incident Detection - Reporting - Data Creation or Entry - Data Update - Employee Onboarding - Time and Attendance Data Collection - Risk Assessment - Payroll Calculation 	<ul style="list-style-type: none"> - Automate Process Documentation - Multi-Hops - Data Quality Assessment - Automate Offer and Contract Creation - Standardized Process - Data Inaccuracies - End-to-end transparency - Design Effectiveness

Domain Module: Supply Chain & Distribution

- **Tier:** Tier 1
- **Business Scope:** The Supply Chain & Distribution contains the processes related to the movement of goods and materials from suppliers to customers.
- **Business Roles:** Typical business roles within this domain include Demand Planner, Order Fulfillment Specialist, Supplier Relationship Manager, Supply Chain Analyst, Distribution Coordinator and others.
- **Business Owner:** Processes within the Supply Chain & Distribution domain are managed by the Chief Supply Chain Officer (CSCO), Supply Chain Director/Manager, Logistics Director/Manager, etc. based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Supply Chain & Distribution domain, the customer can optimize any of the individual processes identified in this catalog, including Order Management, Inventory Management, Logistics & Transportation, Warehouse Management and Procurement (Direct).
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
<ul style="list-style-type: none"> - Credit Memo - Credit Memo Cancellation - Delivery Item - Incoming Material Document Item - Shipment - Shipment Item - Material - Material Master Plant - Contract - Contract Item 	<ul style="list-style-type: none"> - Change Sales Order Item - Clear Customer Invoice - Actual Start Time of Production Order - Create Order - Select Carrier - Create Delivery - Release Wave - Change Purchase Order - Change Purchase Order Item 	<ul style="list-style-type: none"> - Unbilled Orders - Order Blocks - Excessive Safety Stocks - Expedites - Unnecessary Transports - Failed Quality Checks - Unnecessary Quality Checks - Contract Leakage - Price Increases

Domain Module: Products & Services

- **Tier:** Tier 2
- **Business Scope:** The Products & Services domain contains the processes focused on the manufacturing and creation of physical goods.
- **Business Roles:** Typical business roles within this domain include Product Manager, Product Designer, Quality Control Specialist, Distribution Manager and others.
- **Business Owner:** Processes within the Product & Services domain are managed by the General Manager/Director of Products, Chief Operating Officer (COO), Director of Services, etc. based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Products & Services domain, the customer can optimize any of the individual processes identified in this catalog, including Production Planning, Production Scheduling, Shopfloor Management (MES), Quality Management, Product Lifecycle Management, Asset Management, Material Management, and Trade Promotion.
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
<ul style="list-style-type: none"> - Production Order - Production Order Item - Planned Production Order - Production Calendar - Workstations - Quality Standards - Product Design - Bill of Materials - Plant - Work Order 	<ul style="list-style-type: none"> - Create Production Order - Release Production Order - Order Entry - Order Receipt - Production Start and End - Inspection - Testing - Conceptualization - Create Maintenance Request - Create Delivery 	<ul style="list-style-type: none"> - Scrap - Rework & Loops - Machine Downtime - Maintenance Delays - Line Stops - Inefficient Scrap Identification and Processing - Spare Part Availability - Material Returns

Domain Module: Life Sciences & Pharma Operations

- **Tier:** Tier 2
- **Business Scope:** The Life Sciences & Pharma Operations domain contains the processes focused on the research, development, manufacturing and distribution of pharmaceutical products and medical devices.
- **Business Roles:** Typical business roles within this domain include Clinical Research Associate, Quality Assurance Specialist, Clinical Operations Manager and others.
- **Business Owner:** Processes within the Life Sciences & Pharma Operations domain are managed by the Chief Scientific Officer, Chief Quality Officer, etc. based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Life Sciences & Pharma Operations domain, the customer can optimize any of the individual processes identified in this catalog, including Clinical Trials & Quality, Study Startup, Site Execution and Change/Deviation Management.
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
- Protocol Document	- Protocol Development	- Slow Patient Recruitment
- Patient	- Patient Recruitment	- Delayed Regulatory Approvals
- Site	- Regulatory Submission	- Inefficient Site Activation
- Site Contract	- Site Initiation Visit	- Delayed Site Activation
- Informed Consent Forms	- Patient Screening	- Poor Patient Recruitment
- Change Request Form	- Submission	- Poor Patient Recruitment Planning
- Impact Assessment Report	- QA Decision	

Domain Module: Oil & Gas Operations

- **Tier:** Tier 2
- **Business Scope:** The Oil & Gas Operations domain contains the processes focused on the exploration, extraction, production and processing of oil and natural gas resources.
- **Business Roles:** Typical business roles within this domain include Petroleum Engineers, Geologists, Drilling Engineers, Facility Managers and others.
- **Business Owner:** Processes within the Oil & Gas Operations domain are managed by the Chief Executive Officer (CEO), Chief Operating Officer (COO), Exploration and Production Director/Manager, etc. based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Oil & Gas Operations domain, the customer can optimize any of the individual processes identified in this catalog, including Work Order Management, Material Management, Project Accounting, Contract Management and Trading Operations (Pre-Transfer).
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
<ul style="list-style-type: none"> - Work Order - Work Order Item - Quality Standards - Contract - Agreements - Market Data - Shipping Documents 	<ul style="list-style-type: none"> - Create Work Order - Schedule Work Order - Create Delivery - Production Management - Contract Creation - Contract Initiation - Market Analysis - Market Research 	<ul style="list-style-type: none"> - Material Availability - Labor Availability - Material Returns - Inadequate Cost Allocation - Inefficient Contract Monitoring - Inaccurate Market Analysis - Delayed Trade Execution

Domain Module: Products & Services – Retail

- **Tier:** Tier 2
- **Business Scope:** The Products & Services – Retail domain contains the processes focused on the day-to-day operations of retail businesses that sell products and services directly to customers.
- **Business Roles:** Typical business roles within this domain include Store Manager, Assistant Store Manager, Sales Associate, Visual Merchandiser and others.
- **Business Owner:** Processes within the Products & Services – Retail domain are managed by the Director/Manager of Retail Operations, Director/Manager of Store Operations, etc. based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Products & Services – Retail domain, the customer can optimize any of the individual processes identified in this catalog, including Merchandising and Store Operations.
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
- Products	- Assortment Planning	- Inventory Imbalance
- Inventory	- Product Ordering	- Poor Assessment Planning
- Promotions	- Inventory Replenishment	- Store Inventory
- Products	- Omnichannel Fulfillment	- Stock Replenishment Delays
- Packaging	- Returns	- Stock Outs
- Point of Sale	- Resources Planning	- Omnichannel Optimization

Domain Module: Travel & Transportation

- **Tier:** Tier 2
- **Business Scope:** The Travel & Transportation domain contains the processes focused on providing travel services and facilitating the movement, people, goods and cargo.
- **Business Roles:** Typical business roles within this domain include Travel Agents, Travel Consultants, Transportation Planners, Dispatcher and others.
- **Business Owner:** Processes within the Travel & Transportation domain are managed by the Chief Executive Officer (CEO), Chief Logistics Officer, Director/Manager of Operations, Director/Manager of Fleet Management, etc. based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Travel & Transportation domain, the customer can optimize any of the individual processes identified in this catalog, including Asset Management, Ground Operations, Fleet Management, Container Booking, Baggage Management, Cargo Terminal Operations, and Crew Management.
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
<ul style="list-style-type: none"> - Aircraft - Baggage - Vehicles - Shipping Information - Baggage Tags - Flight Crew Members - Cabin Crew Members 	<ul style="list-style-type: none"> - A/C on "block" - Start Turnaround - Vehicle Acquisition - Booking Request - Baggage Check-in - Capacity Planning - Pairing - Rostering 	<ul style="list-style-type: none"> - Flight Punctuality - Flight Cancellations - Suboptimal Route Planning - Booking Inaccuracies - Lack of Visibility - Misrouted Baggage - Duty Request Mechanism

Domain Module: Products & Services – Utilities

- **Tier:** Tier 2
- **Business Scope:** The Products & Services – Utilities domain contains the processes focused on generation, distribution, and management of essential public services such as electricity, water, natural gas and other utility services.
- **Business Roles:** Typical business roles within this domain include Power Plant Operator, Distribution System Operator, Transmission Engineer, Energy Trader and others.
- **Business Owner:** Processes within the Products & Services – Utilities domain are managed by the Chief Operating Officer (COO), Chief Technology Officer (CTO), Director/Manager of Power Generation, Director/Manager of Transmission and Distribution, etc. based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Products & Services – Utilities domain, the customer can optimize any of the individual processes identified in this catalog, including Meter to Cash, Field Service (Internal), Energy Trading, Work Order Management and Customer Activation/Deactivation.
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
<ul style="list-style-type: none"> - Meter Reading Document - Meter Reading Reason - Work Order - Technician Assignments - Energy Contracts - Work Order Item - Customer Information - Authorization 	<ul style="list-style-type: none"> - Request Meter Read - Schedule Meter Read - Service Request - Trade Execution - Trade Validation - Create Work Order - Schedule Work Order - Customer Sign-Up - Service Activation 	<ul style="list-style-type: none"> - Disputes - Late Reads - Scheduling Inefficiencies - Manual Activities - Emergency Work Orders - Work Order Types - Incomplete Documentation - Manual Errors

Domain Module: Products & Services – CSP

- **Tier:** Tier 2
- **Business Scope:** The Products & Services – CSP domain contains the processes focused on the transmission, exchange and provision of various communication services over networks.
- **Business Roles:** Typical business roles within this domain include Network Engineer, Telecom Technician, Network Administrator, Telecom Infrastructure Manager and others.
- **Business Owner:** Processes within the Products & Services – CSP domain are managed by the Chief Commercial Officer (CCO), Chief Network Officer, Chief Regulatory Officer, Chief Data Officer, etc. based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Products & Services – CSP domain, the customer can optimize any of the individual processes identified in this catalog, including Network Operations, Field Service (Internal), Construction & Engineering, Asset Management, Quality Management, Network Planning & Service to Delivery.
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
<ul style="list-style-type: none"> - Network Elements - Network Monitoring Tools - Work Order - Site Plans - Site Design - Plant - Work Order Item - Quality Standards - Coverage Maps - Service Activation Request 	<ul style="list-style-type: none"> - Network Monitoring - Incident Detection - Service Request - Site Selection - Create Maintenance Request - Inspection - Coverage Analysis - Service Activation 	<ul style="list-style-type: none"> - Poor Monitoring - Scheduling Inefficiencies - Scope Creep - Spare Part Availability - Inadequate Training - Capacity Shortages - Resource Allocation Issues

Domain Module: Healthcare Services Provider

- **Tier:** Tier 2
- **Business Scope:** The Healthcare Services Provider domain contains the processes focused on the provision of high-quality healthcare services.
- **Business Roles:** Typical business roles within this domain include Physicians and Healthcare Providers, Hospital Administrators, Clinical Managers, and others.
- **Business Owner:** Processes within the Healthcare Services Provider domain are managed by individual Practitioners, Physician Groups, Hospitals, etc. based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Healthcare Services Provider domain, the customer can optimize any of the individual processes identified in this catalog, including Patient Journey, QR Scheduling, Home Health, EMR Documentation, Revenue Cycle Management & Pharmacy Management.
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
- Patient	- Appointment Scheduling	- Long Wait Times
- Medical Encounter	- Patient Check-in	- Scheduling Conflicts
- Surgical Cases	- Surgical Request	- Lack of Care Coordination
- Care Plan	- Patient Assessment	- Incomplete Records
- Patient Records	- Patient Registration	- Resolution Time Variation
- Appointments	- Verification	- Medication Errors
- Medication Orders	- Submission	
- Pharmacy Inventory	- Medication Dispensing	

Domain Module: *Healthcare Services Payor*

- **Tier:** Tier 2
- **Business Scope:** The Healthcare Services Payor domain contains the processes focused on the administration of healthcare insurance plans and the management of the financial aspects within the healthcare system.
- **Business Roles:** Typical business roles within this domain include Enrollment and Eligibility Specialists, Claims Processing Managers, Benefit Design Analysts and others.
- **Business Owner:** Processes within the Healthcare Services Payor domain are managed by the Chief Operating Officer, Chief Compliance Manager, Chief Financial Officer, etc. based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Healthcare Services Payor domain, the customer can optimize any of the individual processes identified in this catalog, including Claims Management, Provider Management and Specialty Pharmacy.
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
- Claim	- Receive claim	- Automated Responses
- Policy	- Assign Claim	- Manual Rework
- Provider Contracts	- Provider Onboarding	- Delayed Onboarding
- Agreements	- Provider Credentialing	- Credential Verification Issues
- Specialty Medication	- Receive Order	- Communication Breakdown
- Patient Benefit Verification	- Insurance Verification	- Coordination Challenges

Domain Module: Sales & Marketing – Software

- **Tier:** Tier 1
- **Business Scope:** The Sales & Marketing – Software domain contains the processes focused on promoting, selling, and distributing software products and solutions to target customers.
- **Business Roles:** Typical business roles within this domain include Content Marketing Specialist, Product Marketing Manager, Marketing Analysts, Sales Representatives/Accounts Executives, Deal Desk Associates and others.
- **Business Owner:** Processes within the Sales & Marketing – Software domain are managed by the Chief Sales Officer (CSO), Sales Director/Manager, Chief Marketing Officer (CMO), Head of Business Development, etc. based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Sales & Marketing – Software domain, the customer can optimize any of the individual processes identified in this catalog, including Lead to Order, CPQ/Deal Desk and Trade Promotion.
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
<ul style="list-style-type: none"> - Leads - Opportunities - Product Configuration - Pricing Rules - Customer - Promotion 	<ul style="list-style-type: none"> - Lead Generation - Lead Qualification - Progress Opportunity - Engage Deal Desk - Create Promotion - Receive Claim 	<ul style="list-style-type: none"> - Lack of Follow-up - Incomplete Information - Deal Desk Pipeline Progression - Stalled Opportunities - Dispute Lay Time - Multi-Hop Disputes

Domain Module: Software Operations

- **Tier:** Tier 2
- **Business Scope:** The Software Operations domain contains the processes focused on development, deployment, management and support of software products and solutions through their lifecycle.
- **Business Roles:** Typical business roles within this domain include Software Developer/Engineer, Front-end Developer, Back-end Developer, DevOps Engineer, Monitoring Engineer and others.
- **Business Owner:** Processes within the Software Operations domain are managed by the Chief Technology Officer (CTO), Vice President of Engineering, Director/Manager of Software Development, etc. based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Software Core Operations domain, the customer can optimize any of the individual processes identified in this catalog, including Partner Onboarding, Software Customization & Integration, IP Management, and DevOps and Release Management.
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
<ul style="list-style-type: none"> - Partner Agreements - Partner Contract - Customization Requirements - Integrations Points - Patent - Trademarks - Version Control Repositories 	<ul style="list-style-type: none"> - Partner Application - Partner Screening - Requirements Gathering - IP Identification - IP Documentation - Data Collection - Code Development 	<ul style="list-style-type: none"> - Poor Documentation - Scope Creep - Misalignment with Needs - Inadequate IP Identification - Data Quality Issues - Poor Code Quality

Domain Module: Pre-Production – Media

- **Tier:** Tier 1
- **Business Scope:** The Pre-Production – Media domain contains the processes focused on the planning, organization, and preparation of all the necessary elements that will be used in the production phase.
- **Business Roles:** Typical business roles within this domain include Production Designer, Screenwriter/Scriptwriter, Production Coordinator, Artistic Coordinator, and others.
- **Business Owner:** Processes within the Pre-Production – Media domain are managed by the Creative Director, Head of Production, Artistic Director, Casting Director, etc. based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Pre-Production – Media domain, the customer can optimize any of the individual processes identified in this catalog, including Content Acquisition & Sourcing, Distribution & Delivery and Production Planning & Coordination.
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
- Content Requirements	- Content Licensing	- Content Discovery Gaps
- Briefs	- Contract Negotiation	- Contractual Delays
- Production Schedule	- Script Development	- Inaccurate Timelines
- Script	- Casting	- Resources Constraints
- Content Files	- Content Formatting	- Technical Glitches
- Distribution Channels	- Content Encryption	- Quality Degradation

Domain Module: Post-Production – Media

- **Tier:** Tier 2
- **Business Scope:** The Post-Production – Media domain contains the processes focused on editing, enhancing, and finalizing the content to create the finished product that will be distributed to audiences.
- **Business Roles:** Typical business roles within this domain include Editors, Colorists, Graphic Designers, Media Asset Manager, Post-Production Supervisors, and others.
- **Business Owner:** Processes within the Post-Production – Media domain are managed by the Executive Producer, Editor-in-Chief, Sound Director, etc. based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Post-Production – Media domain, the customer can optimize any of the individual processes identified in this catalog, including Broadcast Operations, Digital Rights Management, Event Management, Film Production & Development, IP Management and Post-Production & Editing.
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
<ul style="list-style-type: none"> - Content Payout Servers - Broadcast Automation Systems - Scripts - Screenplay - Event Concept - Patents - Trademarks - Content - Rights - Raw Footage 	<ul style="list-style-type: none"> - Live Broadcasting - Screenwriting - Event Conceptualization and Planning - IP Identification - IP Documentation - Rights Acquisition - Footage Ingestion 	<ul style="list-style-type: none"> - Technical Glitches - Budget Overruns - Logistical Issues - inadequate IP Identification - Copyrights Violation - Editing Mistakes - Timeline Overruns

Domain Module: Insurance Operations

- **Tier:** Tier 1
- **Business Scope:** The Insurance Operations domain contains the processes focused on the essential functions related to underwriting, policy issuance, claims processing, product development, and other core aspects of the insurance industry.
- **Business Roles:** Typical business roles within this domain include Underwriter, Claims Adjuster, Claims Processor, Actuary, and other.
- **Business Owner:** Processes within the Insurance Operations domain are managed by the Head of Insurance Operations, Chief Underwriting Officer (CUO), Chief Claims Officer (CCO), etc. based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Insurance Operations domain, the customer can optimize any of the individual processes identified in this catalog, including Policy Lifecycle, Claims Management, Product Development and Insurance Distribution.
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
<ul style="list-style-type: none"> - Application - Approval - Claim - Policy - Market Research - Products - Channels 	<ul style="list-style-type: none"> - Application Submission - Underwriting Decision - First Notification of Loss - Assign Claim - Product Conceptualization - Product Design - Product Approval - Agent or Broker Onboarding 	<ul style="list-style-type: none"> - Delayed Issuance - Poor Customer Support - Multi-Hops - Market Misalignment - Misaligned Product Offerings - Lack of Intermediary Training

Domain Module: Risk & Compliance – Insurance

- **Tier:** Tier 2
- **Business Scope:** The Risk & Compliance – Insurance domain contains the processes focused on activities critical for maintaining the financial stability of insurance companies, safeguarding policyholders’ interests and complying with industry regulations.
- **Business Roles:** Typical business roles within this domain include Risk Manager, Risk Analyst, Compliance Manager, Regulatory Affairs Specialist, and others.
- **Business Owner:** Processes within the Risk & Compliance – Insurance domain are managed by the Chief Risk Officer (CRO), Chief Compliance Officer, Risk Management Director, etc. based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Risk & Compliance – Insurance domain, the customer can optimize any of the individual processes identified in this catalog, including Risk Management, Regulatory Response & Reporting, Reinsurance, Fraud & Compliance and Investments.
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
- Risk Assessment Data	- Risk Identification	- Ineffective Risk Assessment
- Risk Registers	- Risk Assessment	- Lack of Risk Mitigation
- Regulatory Requirements	- Identify Regulatory Requirements	- Unaligned Coverage
- Ceding Company	- Risk Assessment	- Missed Deadlines
- Customer	- Send Notification to Customer	- Segregation of Duties
- Proof of Identity	- Portfolio Allocation	- Misaligned Investment Strategy
- Investment Portfolio	- Investment Execution	
- Investment Guidelines		

Domain Module: Banking Operations

- **Tier:** Tier 1
- **Business Scope:** The Banking Operations domain contains the processes focused on providing banking services to customers, managing financial transactions, and maintaining the overall stability and efficiency of the bank.
- **Business Roles:** Typical business roles within this domain include Account Manager, Payment Specialist, Trade Finance Officer, and others.
- **Business Owner:** Processes within the Banking Operations domain are managed by Chief Operating Officer (COO), Deposit Operations Manager, Cash Management Director, etc. based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Banking Operations domain, the customer can optimize any of the individual processes identified in this catalog, including Account Opening & Management, Disputes & Chargebacks, Payments, Product Development, Trade Management and Transfers & Remittance.
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
<ul style="list-style-type: none"> - Customer - Application - Promotion - Payer - Payee - Trade Order - Sender - Recipient/Beneficiary 	<ul style="list-style-type: none"> - Submit Application - Create Promotion - Payment initiation - Identify payment or trading operation - Validate Transaction - Execute Transaction 	<ul style="list-style-type: none"> - Documentation Errors - Dispute Lay Time - Transaction Errors - Trade Documentation Issues - Transfer Delays - Exchange Rate Fluctuations

Domain Module: Credit – Banking

- **Tier:** Tier 2
- **Business Scope:** The Credit – Banking domain contains the processes focused on managing credit and lending operations within a bank.
- **Business Roles:** Typical business roles within this domain include Loan Processor, Loan Officer, Credit Risk Analyst, Credit Policy Analyst, and others.
- **Business Owner:** Processes within the Credit – Banking domain are managed by the Chief Credit Officer (CCO), Head of Credit Operations, Loan Servicing Director, etc. based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Credit – Banking domain, the customer can optimize any of the individual processes identified in this catalog, including Asset Appraisal, Collections & Recovery, Credit Application and Credit Servicing.
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
<ul style="list-style-type: none"> - Assets - Appraisal Report - Delinquent Account - Applicant - Credit Application Form - Loan Account - Loan Statements 	<ul style="list-style-type: none"> - Identify Collateral - Identify Overdue accounts - Identify customer’s credit needs - Identify borrower - Assess payment history 	<ul style="list-style-type: none"> - Inaccurate Valuations - Inaccurate Customer Information - Incomplete Documentation - Payment Processing Errors - Customer Communication

Domain Module: Corporate & Investment Banking

- **Tier:** Tier 2
- **Business Scope:** The Corporate & Investment Banking domain contains processes focused on meeting the financing, investment, and advisory needs of clients.
- **Business Roles:** Typical business roles within this domain include Investment Banker, Corporate Banker, Financial Analyst, and others.
- **Business Owner:** Processes within the Corporate & Investment Banking domain are managed by the Board of Directors, Senior Managers, Shareholders, etc. based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Corporate & Investment Banking domain, the customer can optimize any of the individual processes identified in this catalog, including Corporate Finance, Capital Markets, Investment Banking, Trade & Supply Chain Finance and Wealth Management.
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
<ul style="list-style-type: none"> - Financial Advisory Services - Capital Structure - Stocks - Bonds - initial Public Offering - Trade Transaction - Client Profile - Purchase Order 	<ul style="list-style-type: none"> - Budgeting - Financial Planning - Initial Public Offering - Client Consultation - Trade Financing Request - Investment Portfolio Review 	<ul style="list-style-type: none"> - Lack of Strategic Alignment - Market Volatility - Conflicts of Interest - Inaccurate Valuation - Inefficient Verification - Poor Client Understanding

Domain Module: Governance, Risk & Compliance – Banking

- **Tier:** Tier 2
- **Business Scope:** The Governance, Risk & Compliance – Banking domain contains the processes focused on identifying, assessing, mitigating, and preventing various types of risks and fraudulent activities within financial institutions.
- **Business Roles:** Typical business roles within this domain include Risk Manager, Risk Analyst, Compliance Manager, Regulatory Affairs Specialist, and others.
- **Business Owner:** Processes within the Governance, Risk & Compliance – Banking domain are managed by the Chief Executive Officer, Chief Financial Officer, Chief Risk Officer, etc. based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Governance, Risk & Compliance – Banking domain, the customer can optimize any of the individual processes identified in this catalog, including Operational Risk Management, Credit Risk Management, Compliance Management, and Regulatory Response & Reporting.
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
<ul style="list-style-type: none"> - Operational Risk Event - Risk Identification - Key Risk Indicators - Risk Mitigation Plans - Risk Appetite - Credit Risk Assessment - Credit Scoring Models - Credit Limits - Credit Monitoring - Loan Portfolio Analysis - Compliance Regulation - Compliance Incident - Incident Report - Regulatory Requirements - Report Templates - Financial Data - Claims Data - Compliance Documents 	<ul style="list-style-type: none"> - Identify operational risks - Assess operational risks - Develop risk mitigation strategies - Implement risk mitigation strategies and controls - Monitor and review risks and controls - Identify Credit Risk - Assess credit risk - Set credit risk limits - Monitor credit risk - Control credit risk - Detect Potential Compliance Incidents - Assess the nature and extent of the incident - Confirm and classify the compliance breach - Report the incident to relevant parties - Investigate the causes of the breach - Identify Regulatory Requirements - Develop Response Plan - Implement Controls - Monitor Compliance - Communicate with Regulators 	<ul style="list-style-type: none"> - Key Risk Indicators - Incident Response Time - Operational Risk Capital Allocation - Risk Mitigation Rate - Operational Risk Awareness Training - Non-Performing Loan Ratio - Credit Loss Ratio - Loan-to-Value Ratio - Default Probability Modeling - Portfolio Concentration Risk - Incident Response Time - Incident Severity - Root Cause Analysis - Corrective Action Completion Rate - Incident Trend Analysis - Regulatory Compliance Rate - Response Time to Regulatory Requests - Accuracy of Regulatory Reportings - Number of Regulatory Penalties - Regulatory Audit Success Rate

Domain Module: Fraud & Anti-Money Laundering – Banking

- **Tier:** Tier 2
- **Business Scope:** The Governance, Risk & Compliance – Banking domain contains the processes focused on identifying, assessing, mitigating, and preventing various types of risks and fraudulent activities within financial institutions.
- **Business Roles:** Typical business roles within this domain include Risk Managers, Fraud Investigators, Fraud Analysts, and others.
- **Business Owner:** Processes within the Governance, Risk & Compliance – Banking domain are managed by the Chief Executive Officer, Chief Financial Officer, Chief Risk Officer, etc. based on the specific scope in the client setting to align the domain with the business owner.
- **Processes Included:**
 - Under the Fraud & Anti-Money Laundering – Banking domain, the customer can optimize any of the individual processes identified in this catalog, including Fraud Management, Know Your Customer (KYC) and Transaction Monitoring.
 - Other Custom processes with similar objectives, scope, and business ownership, described using a similar set of objects, events, and KPIs, are also included in the domain.
- As a further illustration of the process the following table includes some of the most **typical object, events, and KPIs** which are typically related to processes in this domain:

Objects	Events	KPIs
<ul style="list-style-type: none"> - Fraud Policy - Suspicious Activity Reports - Fraud Detection Models - Watchlists - Customer - Customer Due Diligence - Customer Investigation - Risk Assessment - Transaction - Transaction Investigation - Monitoring System 	<ul style="list-style-type: none"> - Define fraud policy - Identify fraud types - Identify potential fraud - Detect fraud event - Gather evidence - Analyze evidence - Prepare report - Present findings - Collect Documentation - Verify Document Authenticity And Validity - Analyze Source Of Funds - Analyze Business Activities - Review Financial Statements 	<ul style="list-style-type: none"> - Fraud Prevention Effectiveness - Fraud Detection Rate - False Positive Rate - Suspicious Activity Reports Filed - Anti-Money Laundering Training Completion - Fraud Resolution Time - KYC Cycle Time - Screening Effectiveness - Customer Satisfaction