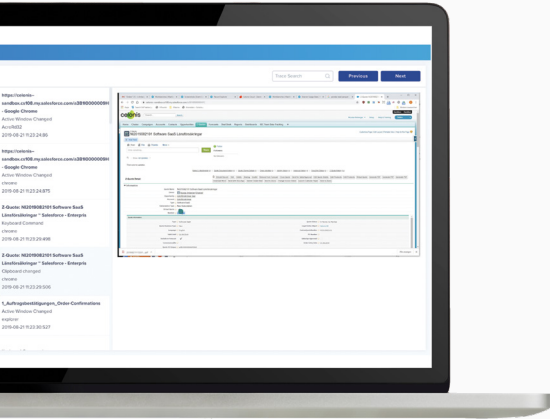




INTRODUCING TASK MINING

End-to-end process insight that combines business data with desktop data and enables unprecedented levels of automation and productivity by leveraging the entire Celonis platform.



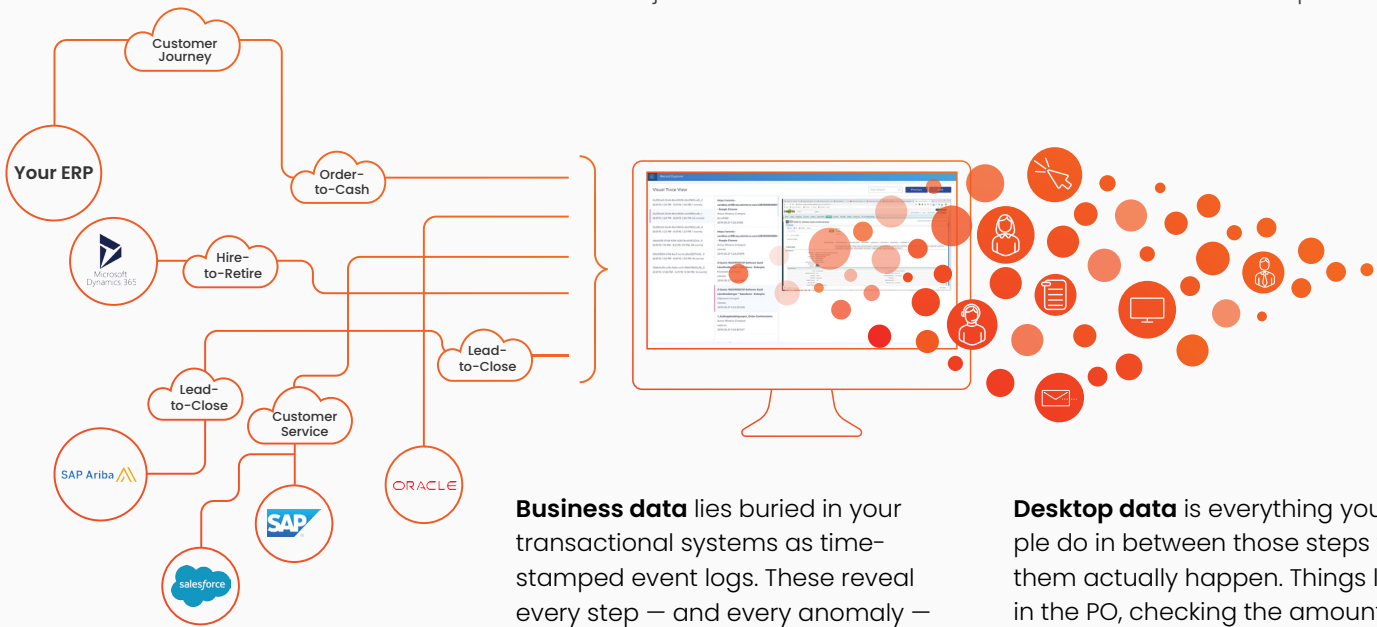
What is Task Mining?

If you think about it, every business process is really made up of two things: all the actions taken by the people involved, and all of the data moving through the systems involved. At Celonis, we help companies achieve process excellence – and up until now, our Process Mining technology has worked with business data. Now, we’re opening the door to a whole new category of data and a whole new level of process excellence.

Task Mining is the technology that allows businesses to capture desktop data, so they can analyze how their people are getting work done, and understand how they can do it even better.

By adding Task Mining to the Celonis Intelligent Business Cloud, we’re empowering companies gain a fuller picture of how their business truly works – not just process-wise, but people-wise, too.

When it comes to understanding the inherent workings of any enterprise, there are two major sources of data to look at: business data and desktop data:



Business data lies buried in your transactional systems as time-stamped event logs. These reveal every step – and every anomaly – that makes up a business process, based on what happened and when. Think things like when a PO was created, approved, fulfilled, dispatched, and so on.

Desktop data is everything your people do in between those steps to make them actually happen. Things like filling in the PO, checking the amounts are correct, matching receipts to invoices, or spending ten minutes doing account research on LinkedIn.



What Task Mining helps you do

Uncover inefficiencies in manual work patterns outside your transactional systems

Measure and optimize your workforce productivity

Link manual processes with your enterprise business processes and drive next-best-action across your teams' desktops

How Task Mining helps you achieve Process Excellence

Discover the key steps to any process

The manual workarounds people use, like copy/pasting from a spreadsheet to complete an order.



Consolidate duplicate or out-of-date systems

Understand if the systems employees are using are helping them do their job.



Benchmark work across teams

Compare outcomes and establish best practices across systems and teams.



Identify and invest in high-value work

Work that can't be automated, like salespeople researching their prospects before calling them.



Enhance the user experience of your employees

Improve UI that people struggle to use effectively.



Identify candidates for automation

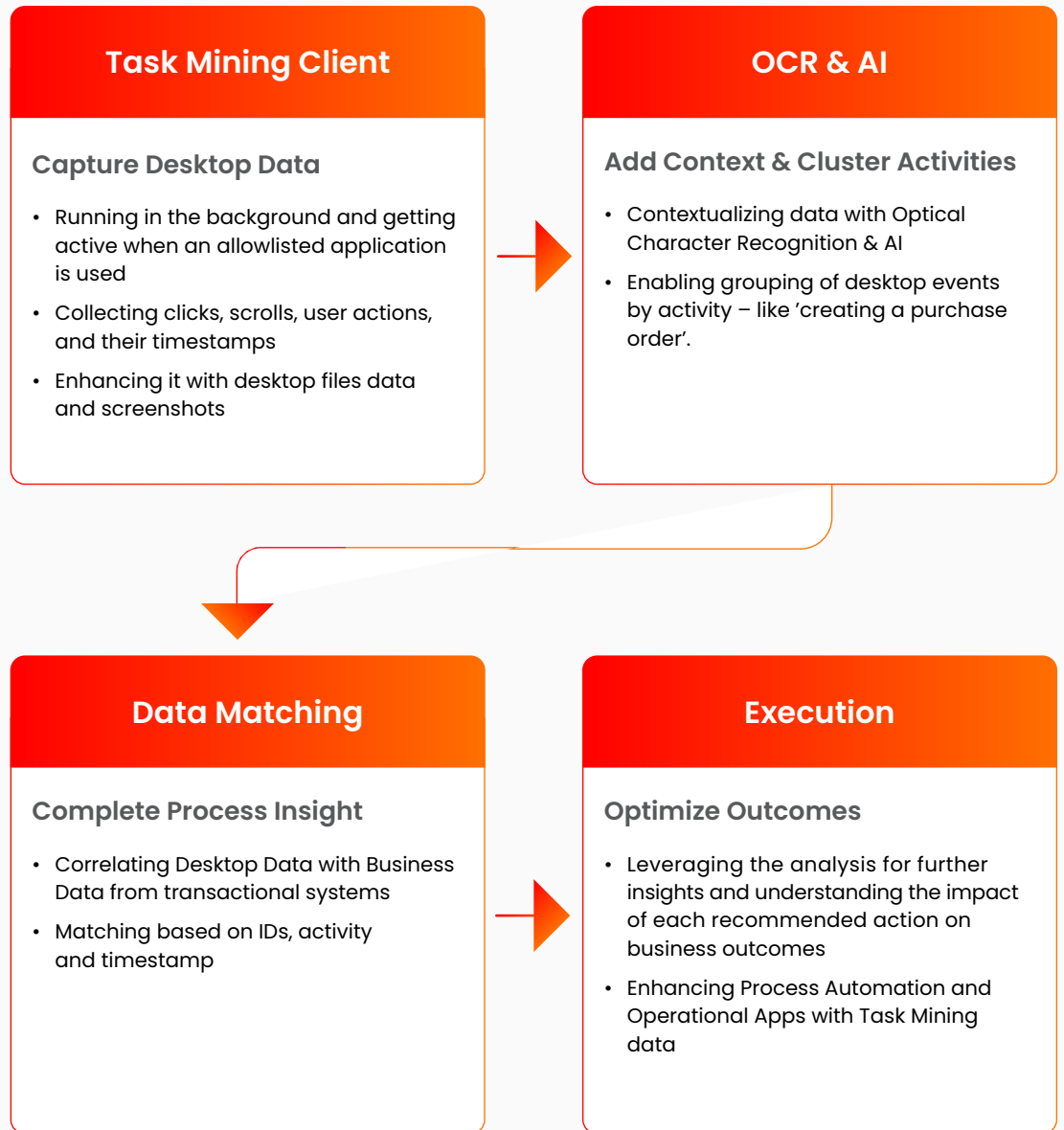
Know where automation tools could be an effective solution — and where they would not be.



How Does the Celonis Task Mining Work?

Celonis Task Mining leverages cutting-edge, AI-powered activity clustering, and intelligent case matching to reunite data with business data, creating a complete picture of how your processes run.

The combination of business data and desktop data – which is unique in the Process Mining space – gives the most complete view of how work is done inside organizations – and how to optimize for business outcomes.



Start your journey to process excellence.