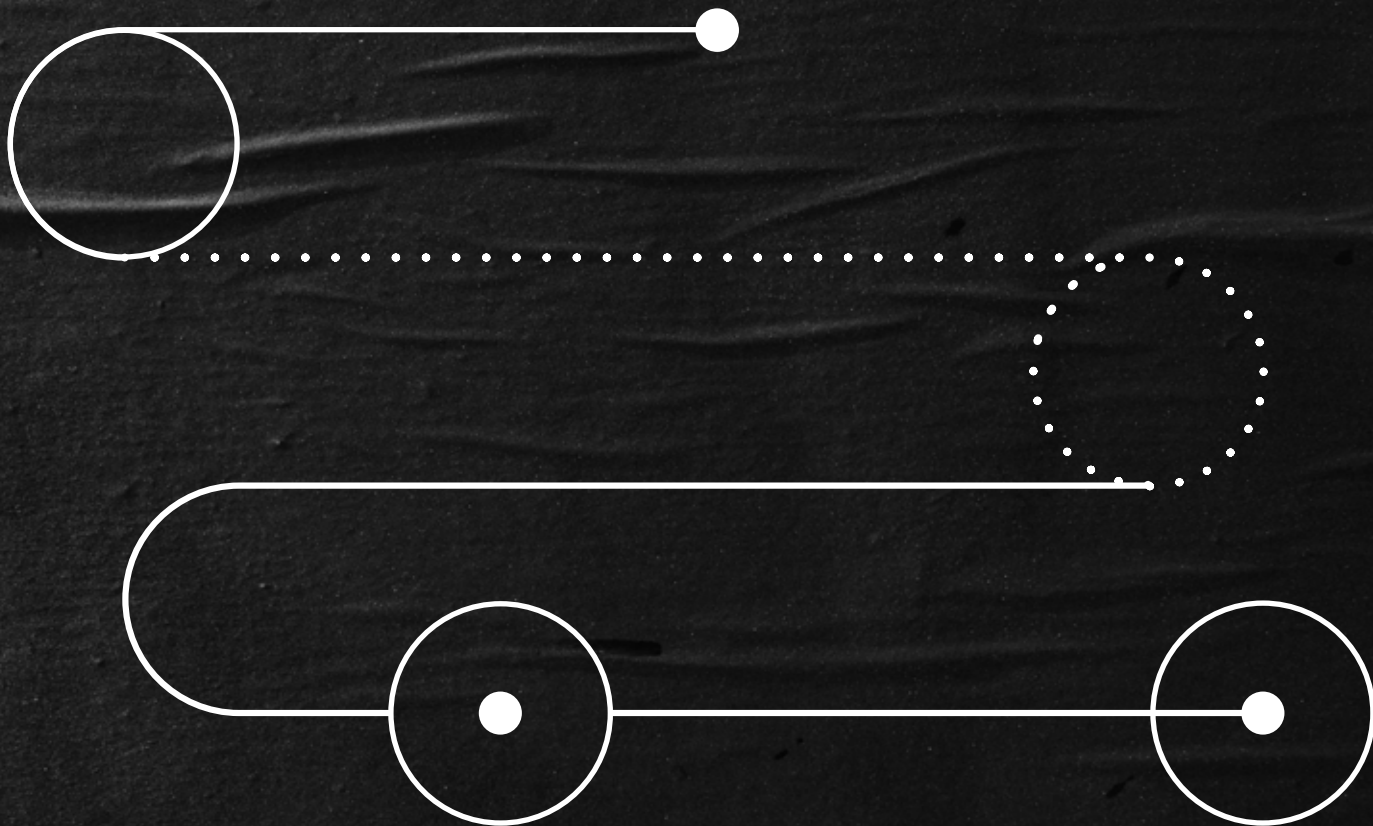# Celonis
for retail

Celonis at a glance

- Undisputed market leader in process mining, ranked #1 by all the analysts

- Over 2,500 deployments across some of the largest enterprises in the world

- Thriving ecosystem of over 250 service partners, 25k+ Celonis-certified professionals and 600+ academic partners

- We help some of the world's largest and most iconic retail brands to reveal and fix inefficiencies in their processes
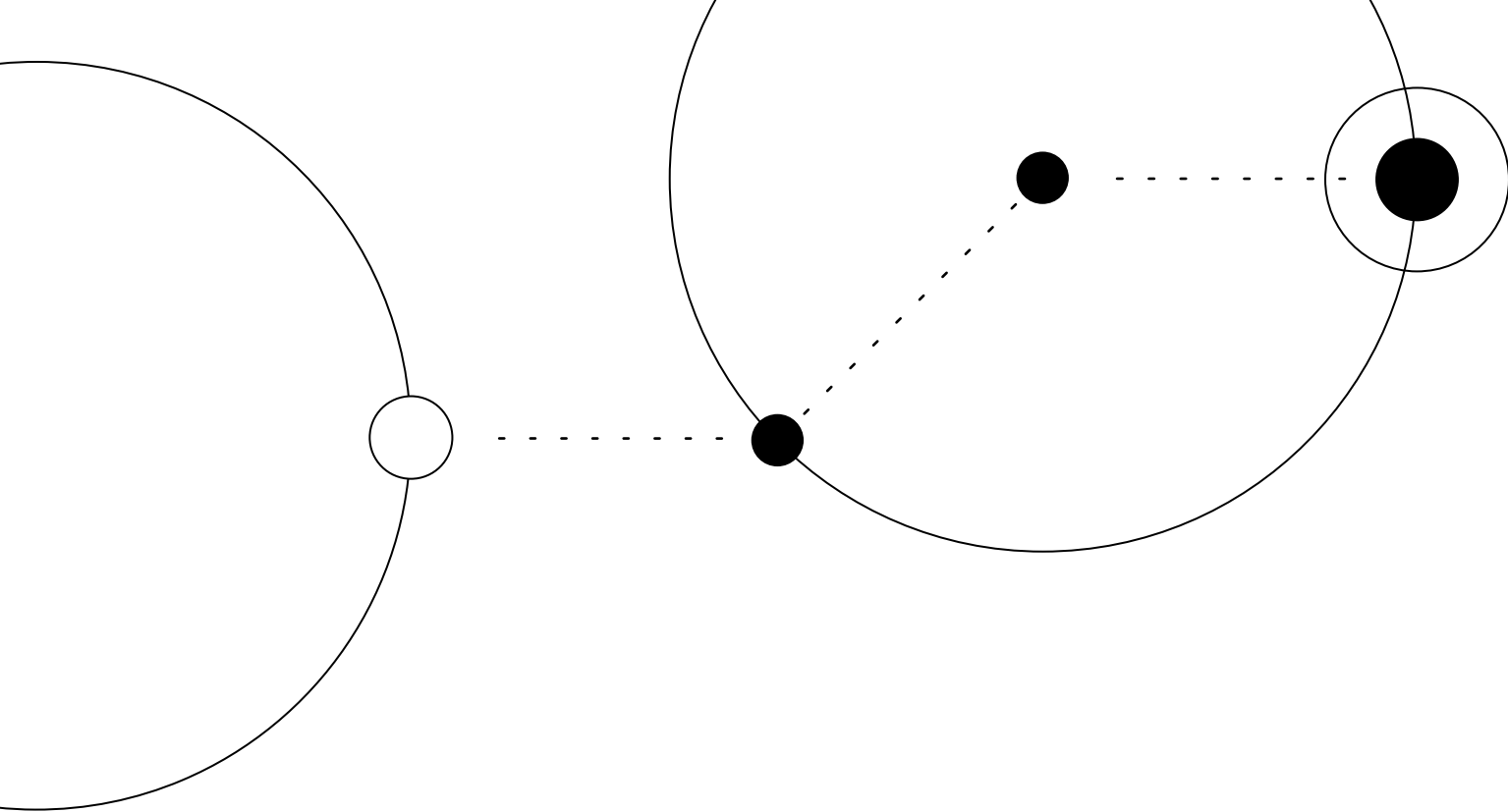
The continuous retail reset

The last few years have been turbulent for every industry, but there are few places where the disruption has been as obvious or extreme as in Retail. The industry has been squeezed on all sides by shifting customer expectations, macroeconomic uncertainty, and a global supply chain crisis. All that pressure has caused 'the great retail reset' where retailers are constantly scrambling to innovate in every direction in order to maintain competitive advantage.

That means creating omnichannel strategies to meet customers where they are, expanding partnerships and portfolios to create new products and offerings, and doubling down on

ESG initiatives to address customer and employee expectations.

But there's a problem. If your operations don't keep pace with your innovations, your competitive advantage is capped. Your operations are run over an incredibly complex landscape of people, processes, and systems. This is an incubator for hidden inefficiencies that silently kill your performance. Celonis is the world leader at revealing and fixing these inefficiencies, having spent over ten years helping the world's most successful enterprises to perform at levels they never thought possible.

In the next couple of pages we're going to see what that could look like for you in retail.

Buying power

Now more than at any point in history, you need to be confident in your buying decisions. There's no room for poorly negotiated contracts, excessive maverick buying, or suppliers who pump out more emissions than products.

Celonis can strengthen your negotiation levers by aggregating demand by vendor, giving you better insight into what your business needs and what you should expect from your supplier. Then we ensure your negotiated contracts are fully utilized by reducing maverick buying and flagging contract violations, price variations, and requisitioned spending.

And as a cherry on top, we help you analyze how your suppliers are performing — whether that's lead times or emissions — so you can make smart decisions about who you partner with.

Labor productivity

So, you need your people to be as productive as they possibly can be, but don't want to burn people out with the usual 'do more with less' pressure, and there are only so many unquantifiable initiatives you can run around morale and short meetings.

Celonis can help identify repetitive, non-value add tasks that are sucking up time, and automate them, so your people are free to work on tasks that drive value and matter most. And because we're able to spot and fix errors that lead to rework, they only have to do a job once.

So you get more work done faster, and they get a job they enjoy doing more.

Customer satisfaction

There's no way around it: customer expectations have shifted. They want what they want, when they want it, where they want it. And they're prepared to look elsewhere if they don't get it in the way they want.

This means having the right stock in the right place at the right time. And if you aren't going to be able to deliver on customer expectations, you better be able to say why, and when they're going to get it. Celonis can help by giving you real-time visibility of your operations, so you can see when stockouts are likely, and divert stock to where you need it, before it becomes an issue. And if you aren't going to be able to deliver, it helps your customer service teams to reset expectations.

Plus, we can help your logistics teams get ahead of customer returns and cancellations by identifying and eliminating errors that result in orders being sent back or canceled.

Celonis in action

GLOBUS

Problem: Globus were having issues with orders getting canceled because it was possible for one customer to reserve an item online and another to buy that same item.

Solution: By pointing Celonis at their systems, they were able to reveal and fix the inefficiency hiding between systems.

This meant they were able to **reduce order cancellations by 20%** and improve the customer experience, because they could deliver on their promises.

zalando

Problem: Zalando noticed their maverick spend in Procurement was higher than they'd like it to be.

Solution: Using Celonis, they identified the root cause of the problem was unnecessary free-text purchase requisitions.

They were able to cut their number of free-text PRs in half, **reducing maverick spend by 75%**.

ALDI SÜD

Problem: ALDI SÜD were undergoing a huge digital transformation, redesigning more than 400 business processes.

Solution: By using Celonis, they were able to optimize their new processes, and make sure they were as efficient as possible.

They have handled more than 2 billion transactions in Celonis, and have seen **€3.1 million in value realized and costs avoided**.

READY TO MAKE YOUR RETAIL RESET RESILIENT?

Start your Celonis journey today.

celonis