

Snapshot of a Center of Excellence

Many of us have seen how a center of excellence (CoE) can deliver value across projects — and whole organizations — fast. But what if we could put some real data behind that observation? Well, now we can thanks to a [joint study between Celonis and Fraunhofer FIT](#).

We surveyed 214 of our customer organizations to learn about their experiences, comparing performance across companies with and without a CoE. Here are some of our findings, along with a recap on what you need to know to build and scale your own Celonis CoE.

What is a Celonis CoE?

A Celonis CoE is a team that has been mandated to drive technical deployment, establish a strong community, and provide leadership, best practices, support and training for Celonis in your organization. It's a passionate team of changemakers who want to accelerate digital transformation and drive value.

Why are CoEs a big deal?

A CoE is a commitment that can really pay off for your organization. Here are some big-picture benefits:

8.8x

Customers with a CoE and dedicated teams are 8.8x more likely to generate a positive ROI with Celonis.

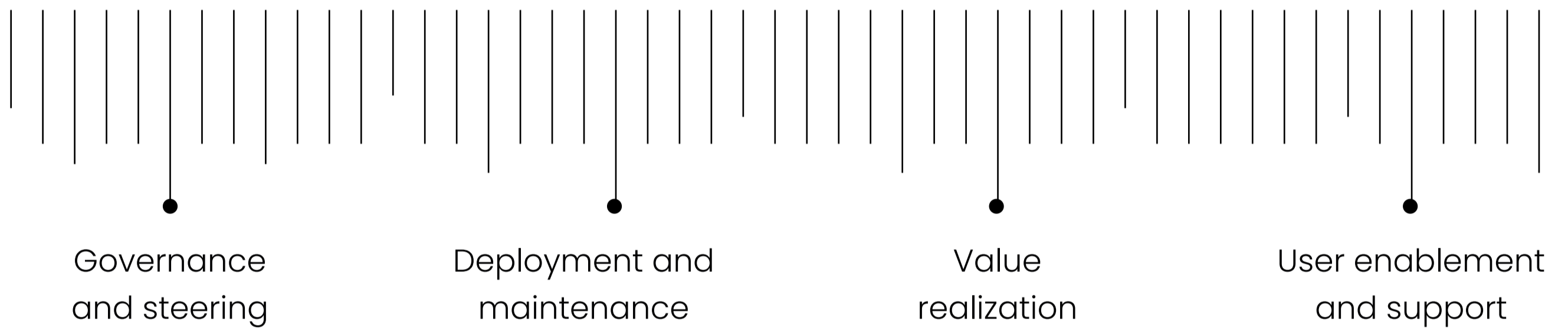
85%

For 85% of customers with 5+ processes, the investment in a CoE has already paid off.

100%

100% of our customers believe that a CoE is valuable.

What do they actually do?



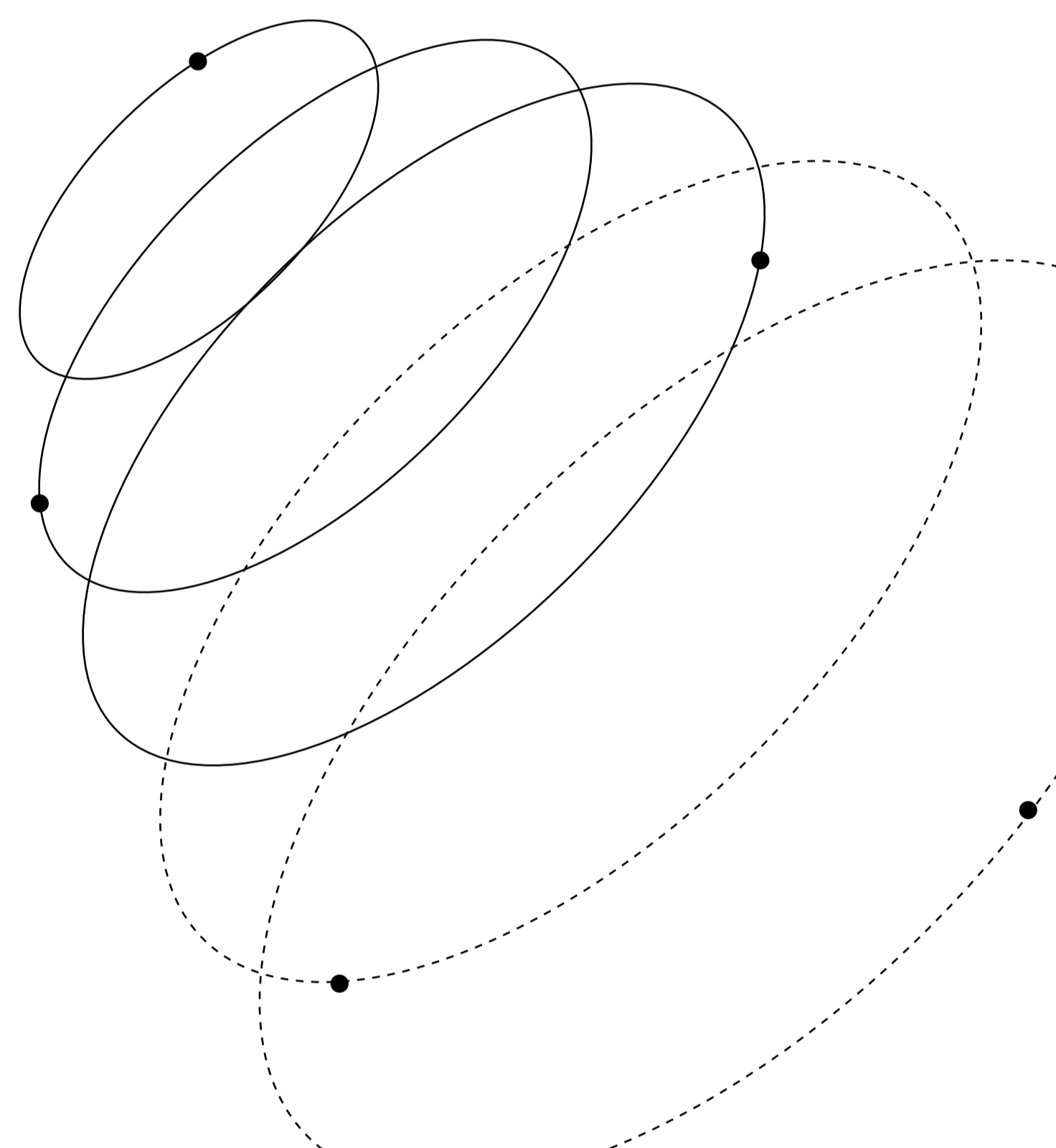
What are the success factors to scale your CoE?

Top success factors:

- 1 Executive sponsorship
- 2 Committed and highly qualified team
- 3 Business knowledge about the processes in focus

Others

- 4 Clearly defined and incentivized strategic targets
- 5 Transparency concerning actual value achieved



What's the best structure for a CoE?

We see our customers succeeding with two main structures, depending on the scope and maturity of their operation:

Centralized

A single, centralized CoE that covers all roles, responsibilities and activities.

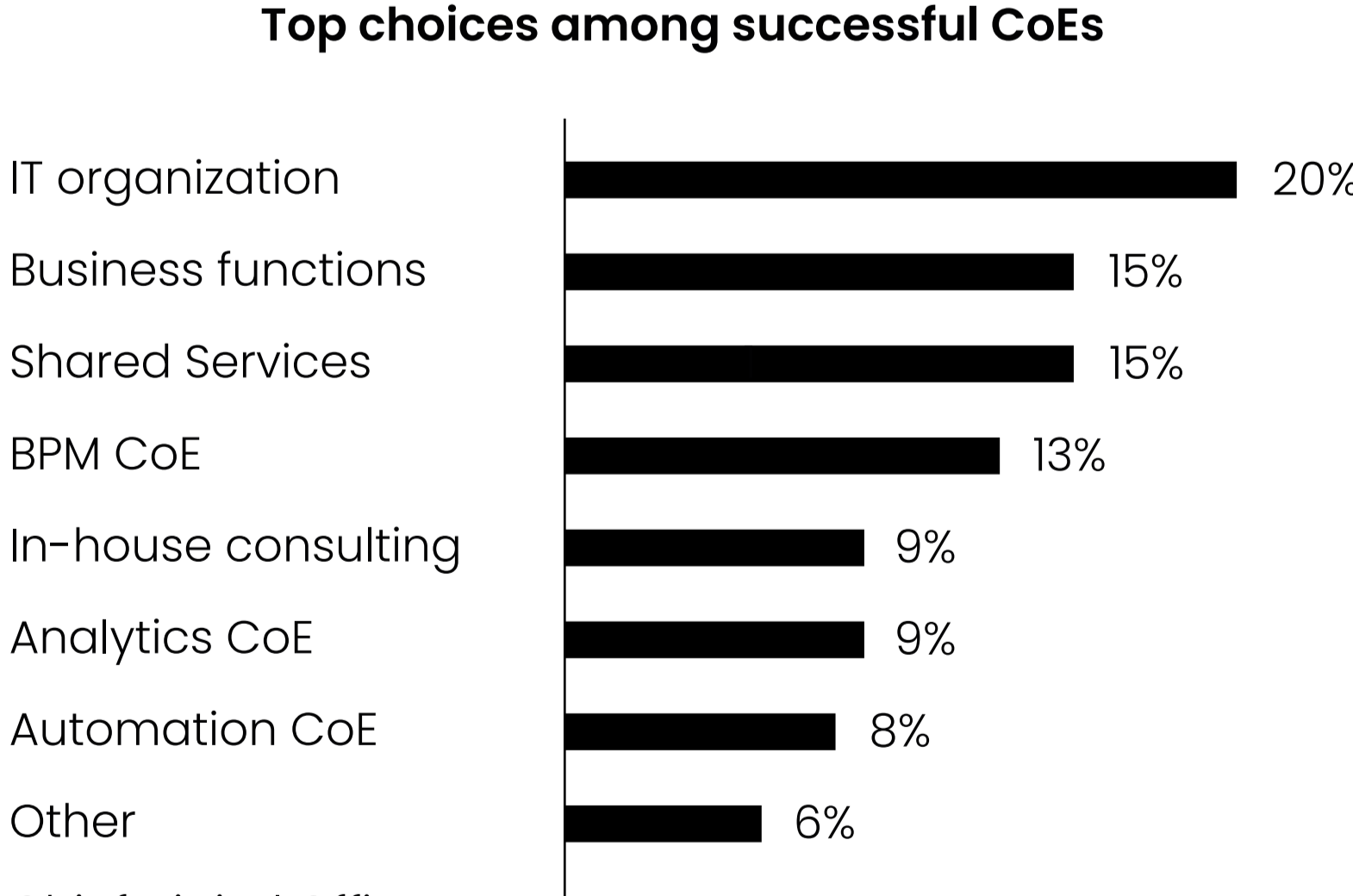
Hybrid

Also known as hub-and-spoke, this model features one centralized CoE (for example, with Finance as the hub) and one or several additional centers of excellence in other functions (for example, Procurement and Accounts Payable as the spokes).

Where should your CoE sit?

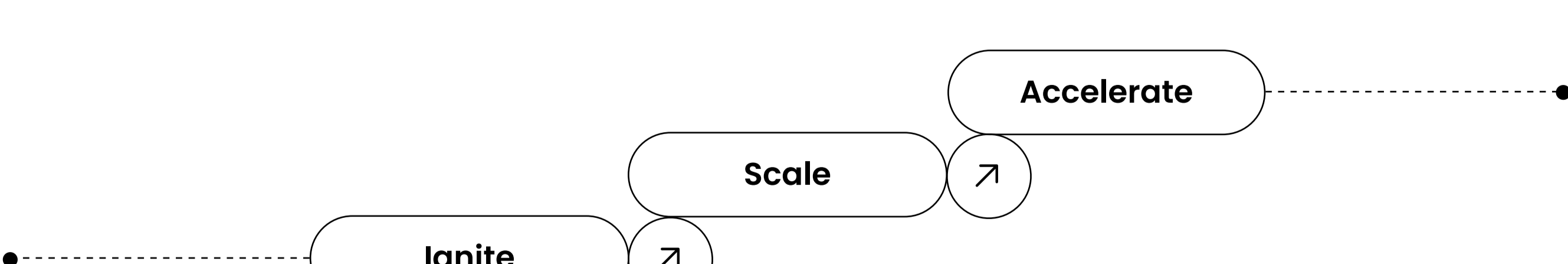
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Top choices among successful CoEs



How do you build one?

We support our customers in three key stages of CoE growth.



Learn more in our roll-up-your-sleeves guide, *How to Build a Center of Excellence*.

[Start reading](#)