

# Welcome to Celonis for Consulting+

A starter guide to your Celonis for Consulting journey

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# 1

## Welcome to the C4C+ starter guide

Hello and welcome to Celonis for Consulting+. You might be asking yourself, what is Celonis for Consulting+?

**Celonis for Consulting+** (known as C4C+) is a solution that uniquely enables consulting firms to enhance and differentiate their service offerings in an increasingly competitive market.

Our market-leading process mining solution is purpose built for consultants and offered at no cost, empowering them to rapidly identify new engagement opportunities within their client's enterprise. Once these opportunities are assessed, our process improvement capabilities enable consultants to operationalize and drive sustained value with a revolutionary toolset for end-to-end business transformation.

In this guide, we will cover all the things you need to know to get started with Celonis for Consulting+ (C4C+) including:

- **What is C4C+?** – an introduction to Celonis and the C4C+ experience.
- **How to access your onboarding training materials** – we want to make sure you can deliver the best consulting projects with the Celonis EMS.
- **How to navigate the C4C+ Project Hub and open your consulting project environments** – this is where the magic happens, where you show your clients how you can transform their business.
- **How to view your consultancy's C4C+ stats** – manage users, upgrade workspaces, view data usage, and request new consulting project workspaces from here.
- **How to request and receive support** – the C4C+ Project Hub support page will be your first stop for all questions and support requests.
- **And much more.**

We are excited to be part of your consulting journey and look forward to supporting you. Please reach out to [digitalconsulting@celonis.com](mailto:digitalconsulting@celonis.com) with any onboarding questions.

Happy consulting!

The **Celonis Digital Consulting** Team

# 2

## What is Celonis For Consulting+?

### 2.1 Celonis and the EMS Background

Hi there! Before we get into Celonis For Consulting+, let's introduce you to Celonis. Headquartered in Munich and New York, Celonis is valued at over \$11B and has over 2,000 customer deployments. We are one of the fastest-growing global tech companies. Organisations around the world, including Siemens, Uber, L'Oreal, Dell, and AbInBev are using Celonis to maximize their execution capacity and achieve breakthrough performance and generate millions of dollars in value.

Celonis is pioneering a new class of technology: the Execution Management System (EMS). The Celonis EMS is built to maximize execution capacity — the level of performance that a company can achieve with its available time and resources. By bringing together process analytics, artificial intelligence, and automation, we help companies achieve execution capacity breakthroughs.

Why? Because most companies are not performing to their full potential. Their execution capacity is limited by the rigid and fragmented system landscape they work in. This system complexity puts an artificial cap on performance, which leads to what we call 'execution gaps': all-too-common errors, inefficiencies, and delays. As consultants, this is where you come in: to fix these execution gaps. With Celonis, it's easier and faster than ever to visualize and quantify the execution gaps limiting your clients' execution capacity. Say goodbye to sticky notes and manual flow charts. Forget subjective interviews with clients that simply don't have time. The Celonis EMS is here.

## How the EMS works

The Celonis EMS consists of execution instruments, execution applications, a developer studio, and an EMS store.

Measure	Know	Act
Celonis Applications and Instruments leverage Process Mining technology to extract data in real-time from source systems and measure capacity. They identify and visualize the execution gaps limiting execution capacity.	Celonis Execution Applications know the right course of action to close gaps. Based on machine learning and execution best practices, they suggest the best steps to eliminate most impactful execution gaps and help maximize execution capacity.	Celonis Execution Applications take action in a number of ways, both by automating real-time actions across systems, as well as developing the right people to remove gaps.

## 2.2 C4C+ Overview

Celonis for Consulting+ is our offering explicitly designed to facilitate getting the Celonis technology into the hands of every consultant – for free. We believe the power of our EMS can revolutionize the way consultants deliver value to their clients; C4C+ is designed to:

- Get Celonis on to every consultants’ desktop
- Embed Celonis capabilities into your consulting services
- Create sustainable customer value

We will talk a little bit more about the details of C4C+ in later sections, but for now, here is a high-level overview of the two parallel, non-exclusive ways you can use C4C+ (see next page).

## 2.3

### How is C4C+ Different from C4C+ Execution?

“I want to use Celonis as an enabler in my projects to generate data-driven insights and offer a competitive advantage.”

#### C4C+

New business opportunities through a **competitive edge**

Full end-to-end **transparency** & fact-based identification of **value drivers**

Decrease client resource commitment with a value-based resource allocation

The starter platform is **FREE!**

“I want to operationalize project insights by granting access to my client to drive continuous business value realization.”

#### C4C+ Execution

Grant your **clients access to the Celonis EMS**

**Extend** existing consulting engagement

Support the end-to-end **customer value journey**

Provide clients **full EMS capabilities** and **optimize their OPEX** structure (no software subscription for your client needed)

C4C+ allows you to start incorporating Celonis into your projects for free. With unlimited consultant access and an unlimited number of projects, you can easily set up a dedicated Celonis environment for your project to realize the benefits of process mining. Once you are ready to share the built dashboards and capabilities with your client, you can easily upgrade the C4C+ environment to C4C+ Execution. This enables you to invite your client to the environment and to unlock the full potential of the EMS for them. These environments can run for a year or even longer, and can be used by clients in an operational setting.

# 3

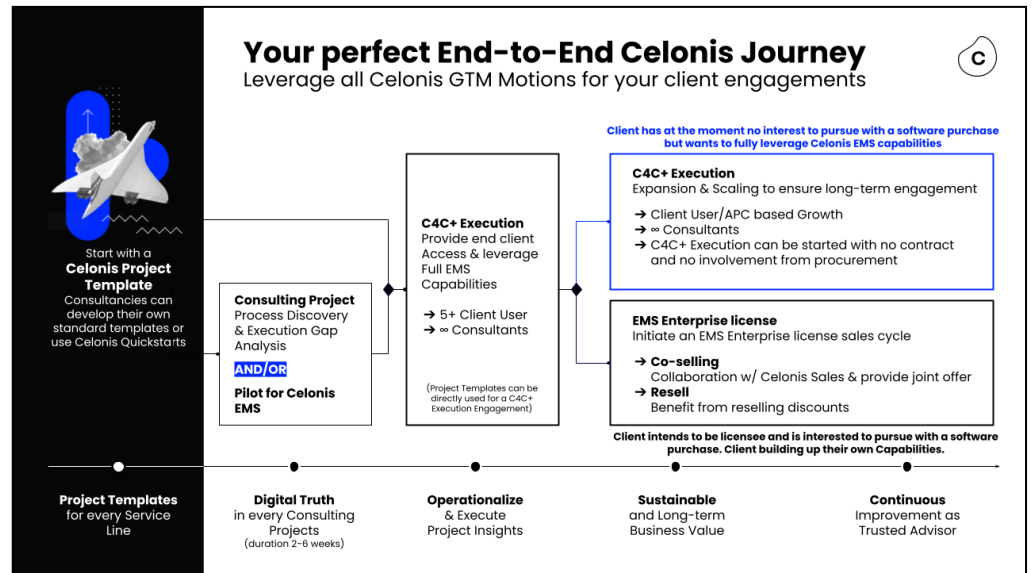
## C4C+ Products

### Product Structure

There are many ways for a consulting company to go to market with Celonis. Flexible licensing options give you the opportunity to introduce your customer to process mining with a low-entry barrier (C4C+) and organically grow the usage to an enterprise license if the client wants to own it themselves (re-sell and co-sell). The table below outlines some of the different motions, the technical details, and the ownership of different aspects of the environment.

	C4C+	C4C+ Execution
EMS Capabilities	Full functionality with the exceptions of Real-Time Connection, Scheduling, Transformation Center (available upon request) and Action Flows (available upon request)	Full
Pre-requisites	Welcome kit (incl. C4C+ kick starter)	Welcome kit (incl. C4C+ kick starter)
Consultant Users	Unlimited	Unlimited
Client Access	No	Yes
APC (analytical processing capacity)	250GB APC per partner globally - for free	Over 50GB APC (per project)
Expansion Metric	APC add-on	APC and end client user
License Ownership	Consultancy	Consultancy
Sales Cycle Ownership	Consultancy	Consultancy
Consultancy Revenue Stream	Services	Services + margin on client access





### C4C+ (Consulting Project)

The goal of C4C+ is to allow every consultancy to conduct projects using Celonis – for free. It includes all core capabilities of the Celonis EMS and can be leveraged in unlimited parallel project settings, and also to prove the value of Celonis to a client.

C4C+ comes with 250GB APC per consultancy (globally) and unlimited parallel project instances for free. If you would like to analyze a higher amount of APC without client access, this can be purchased as an add-on directly through the C4C+ Project Hub.

Initially, a C4C+ Project Environment will only have the process analytics module enabled. In order to unlock all the EMS functionalities, you must request them in the C4C+ Project Hub by clicking the “Request EMS Functionalities” button and providing the end client name.

### C4C+ Execution

With C4C+ Execution you can close the gap between the identification of inefficiencies and sustainable business value creation. With C4C+ Execution you enable your client to work with the EMS in their day-to-day business operations. And you can use action flows, machine learning and artificial intelligence to close the execution gaps hindering your client from performing at their full execution capacity. That means you are helping build the foundations of an end-to-end customer transformation journey.

This is the optimal way to provide clients access to consultant solutions built for a certain use case. At the same time, it creates flexibility to explore new use cases with the client and to extend the scope of your project. It is possible to start a project directly as C4C+ Execution and give a client access as soon as the environment is created.

The starter package comes with unlimited consultant users, one End Client Analyst User, and 50 GB APC capacity. In order to fulfill individual needs in scaling, additional End-Client Analyst Users, End-Client Business Users, and APC can be purchased upon request. The C4C+ starter package and the individual add-on can be purchased directly through the C4C+ Project Hub.

### **EMS Enterprise License**

#### **Co-Selling Opportunities**

Co-selling opportunities are jointly driven by Celonis and the Partner, with the deal being closed by Celonis. For such opportunities, the Partner is eligible for a referral fee. The revenue counts towards a higher level within the AcCelerate program. In order to pursue co-selling opportunities with Celonis and to claim referral fees, the Partner must have signed the Celonis partner program agreement and have fulfilled applicable certification requirements outlined in the **partner program guide**.

#### **Reselling Opportunities**

These are opportunities where the Partner is authorized to resell Celonis products to the end user, and may involve the Partner bundling the Celonis technology with services and/or other product offerings. The revenue counts towards a higher level within the AcCelerate program. Reselling requires a signed partner program and reselling agreement between the Partner and Celonis.

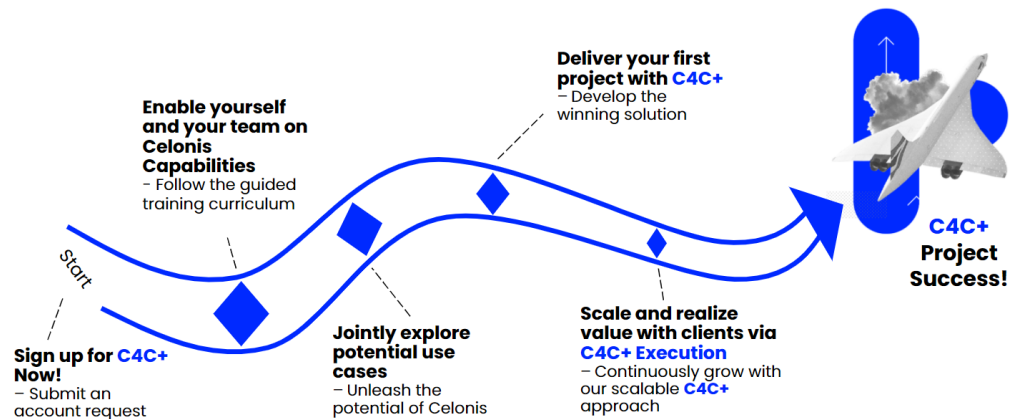
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## **C4C+ Journey Overview**

In this section, we will walk you through everything you need to know to get started with C4C+.

The key resource for your C4C+ journey is the C4C+ Project Hub. The project hub serves as the central place for creating and managing your projects, accessing enablement material, and getting support. Every user is automatically linked to their consultancy and can see all associated information and projects.

We will demonstrate this process with a typical journey of a C4C+ project from the consultant perspective – here is an overview of the C4C+ life cycle:



**Let's take a look at the steps outlined above in a little more detail.**

**Sign up for C4C+:** The first step in your journey is to get access to the C4C+ Project Hub. Please register with us via our [sign-up page](#). If your company already has an account, you will directly get access to our C4C+ Project Hub, where you can request a new project. If your company is new to the platform, we will review your request and set up a new account for you.

**Master the capabilities of Celonis:** The Celonis training platform is available to all C4C+ users and will help accelerate your enablement based on the role you will be fulfilling. As a minimum, everyone must complete the Welcome Kit Training Track, including the C4C+ Kickstarter course. More can be found on training in a later section.

**Jointly explore potential use cases:** Perhaps you already have clients where you will immediately deploy the new C4C+, or perhaps you want to package your expertise into a repeatable solution on the Celonis EMS. For this step, consultancies can work with their Celonis counterparts to identify where and how their expertise can be combined with Celonis technology to maximize the value delivered for companies and the end customers.

**Deliver your first project with C4C+:** This is where the expertise of your consultancy meets the problems of the end client. You can now unleash the full potential of the Celonis EMS to help your clients achieve their goals.

**Scale and realize value with Clients via C4C+ Execution:** Now that you have shown your client what you are capable of with Celonis, you can give them access to the C4C+ project environment by upgrading to C4C+ Execution. More on how to do that later.

The first project is only the beginning! Once you have a feel for the platform and its potential, Celonis Digital Consulting Managers can help you replicate the magic again and again with different clients.

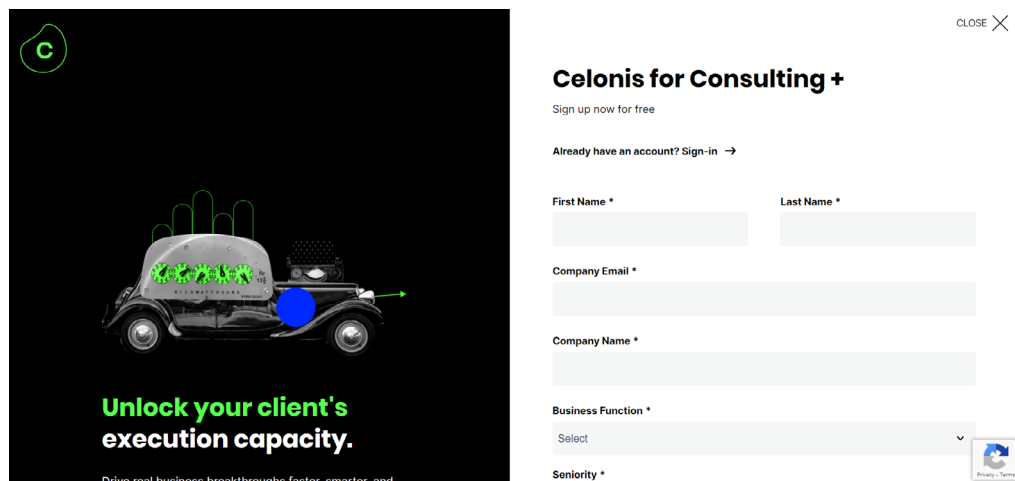
# 5

## Starting with C4C+

### 5.1

#### Getting Access

It's super easy: sign up [here](#) using your company email address.



**Celonis for Consulting +**

Sign up now for free

Already have an account? Sign-in →

First Name \*

Last Name \*

Company Email \*

Company Name \*

Business Function \*

Seniority \*

[Privacy - Terms](#)

If your company already has an account, you will receive a confirmation email that directs you to our C4C+ Project Hub.

If your company is new to Celonis, please give us some time to verify your identity. This process can take 3-4 business days.

### 5.2

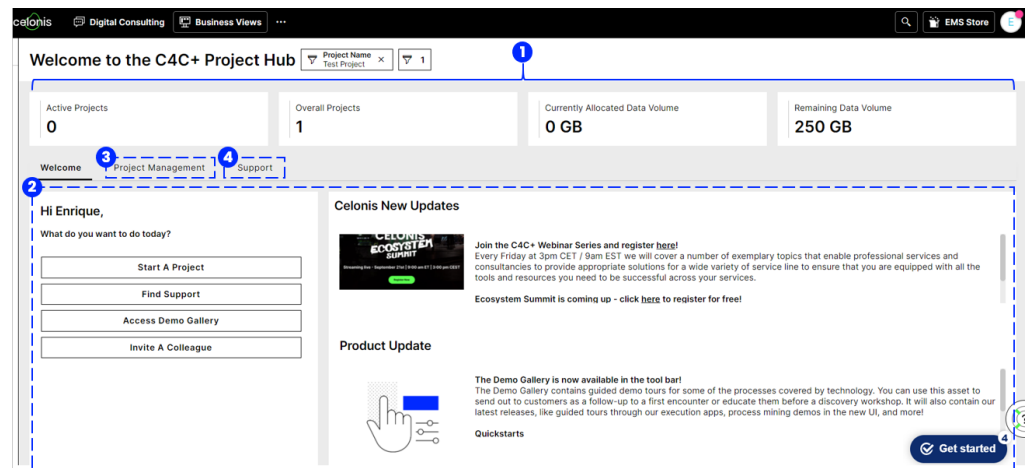
#### C4C+ Environment Details

The C4C+ Project Hub provides consultancies with 250GB of APC data per consultancy (globally) and an unlimited number of consultant users. Each consultancy can work on unlimited projects up to the 250GB of free capacity and any additional APC they have purchased.

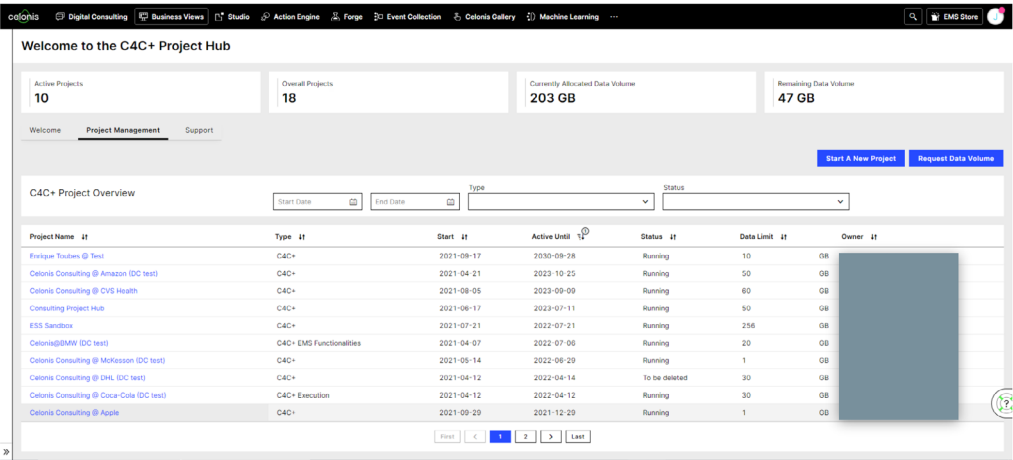
The duration of a project in the C4C+ Project Hub is not limited, although it is set to three months by default. After a project has finished, and in order to free up your C4C+ Project Hub APC for new project environments, you can store your results in your respective sandbox (EMS environment for non-productive use).

## 5.3 Navigating the C4C+ Project Hub

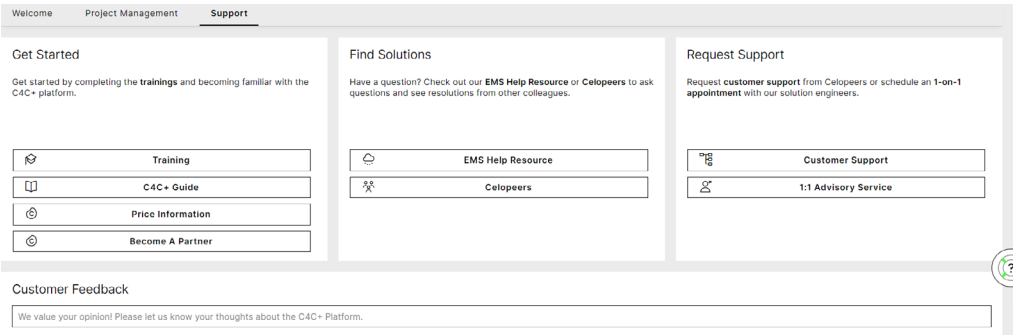
Within the C4C+ Project Hub, there are a number of different areas that are useful for consultants. Below you will see a screenshot showing where the C4C+ Project Hub is located. This will be your main entry point into all the Celonis capabilities and support. Let's talk about a few of them in a little more detail.



1. **KPI panel:** it displays the most important information of your account, including number of projects and APC overview:
  - a) Active Projects - counts only existing running projects
  - b) Overall Projects - sums up running and deactivated projects
  - c) Currently Allocated Data Volume - data allocated in both running and deactivated projects
  - d) Remaining Data Volume - difference between purchased and currently allocated data
2. **Welcome tab:** this gives you quick access to the key tasks you will likely most often be looking to do on the platform. For example, starting a new project or accessing support. It also gives you the latest Celonis news and product development information.
3. **Project Management tab:** this is the gateway to your workspace. You will find an overview of all the projects running in your firm globally. You can also start new projects, manage current projects, upgrade projects, and increase the C4C+ Project Hub data volume.



4. **Support tab:** this will let you ask for help if you encounter any difficulties and open a Service Desk ticket.



# 5.4

## How to Request and Set Up New Projects

Once logged in, you can request project environments directly in your C4C+ Project Hub. These project environments can be used by an unlimited number of consultants to conduct client work.

In order to request a new C4C+ Project environment in your C4C+ Project Hub, please click on the “Start A New Project” button (or go to it directly from the welcome tab). You will be asked to fill out a form for the new project environment and you will be notified when the environment is available.

The user creating the environment will be the admin in the newly created space and can invite others. Consultants can only access environments to which they have been invited by the respective owners.

Project Request

Please fill out the following information to start your project.

Project Name \*

Project Name

Client Name \*

Client Name

Email Address \*

Your Mail Address

Process(es) \*

Process(es) to be analyzed

Data Volume (in GB) \*

20 GB

Hosting Location and Provider \*

Provider

You have 30 GB available.

Project Type \*

Project Type Dropdown

Execution Order Number \*

order number

Comment

Comment

The training courses outlined later in this document will provide detailed guidance on how to best work within the EMS.

One way to get started easily and quickly is by leveraging our Celonis Quickstarts, which are preconfigured to allow you to analyse your business process with just a few clicks. Tasks such as data transformation, data modelling and analysis creation, which would normally be performed by a data scientist, are automated within Quickstart. Quickstarts are available for SAP (AP, P2P, O2C, SC, CP) and other systems like ServiceNow and Salesforce – and more source systems are coming!

To invite colleagues, navigate to team settings by clicking on your profile in the top-right corner. You can include them as members and change their permissions at any point. Navigate to the permission section for further options.

celonis

Business Views

Studio

EMS Store

Welcome to the C4C+ Project Hub

Active Projects

11

Overall Projects

23

Currently Allocated Data Volume

225 GB

Remaining Data Volume

25 GB

Welcome

Project Management

Support

Hi Enrique,

What do you want to do today?

Start A Project

Find Support

Access Celonis Gallery

Invite A Colleague

Celonis New Updates

Accelerating Business Excellence with C4C+

Join the C4C+ Webinar Series and register [here!](#)  
Every Friday at 3 pm CET / 9 am EST we will cover relevant topics to ensure that you are equipped with all the tools and resources you need to be successful leveraging process mining, machine learning and systems integration.

CELONIS ECOSYSTEM SUMMIT

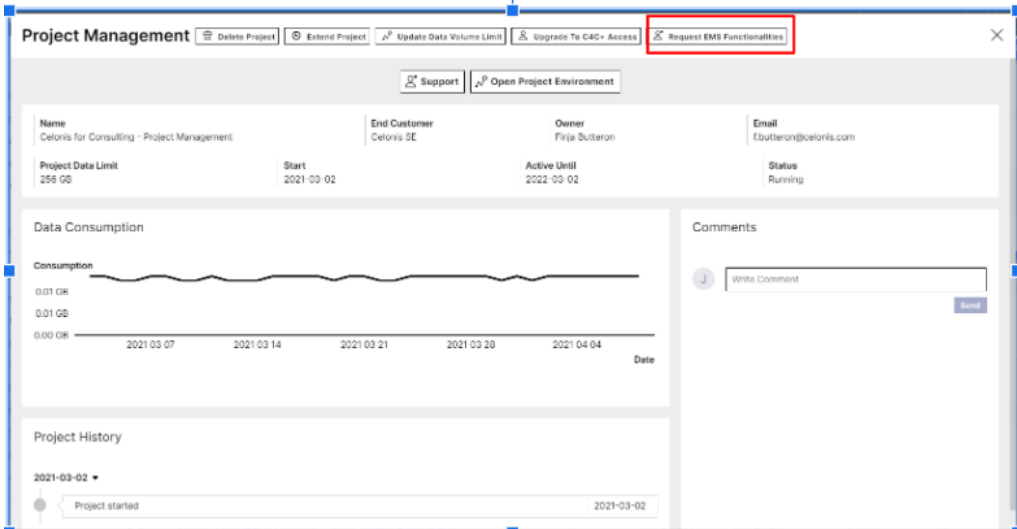
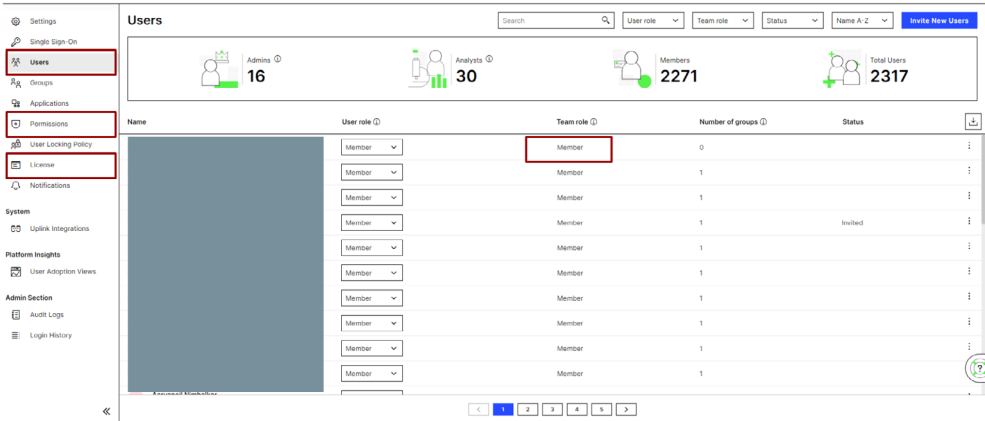
Ecosystem Summit record - [click here!](#)  
Watch the recording of our Ecosystem Summit to learn more about how you can expand and differentiate your offerings, generate more customer value, and create new revenue streams using Celonis solutions.

New to Celonis for Consulting? Check out the functionalities [here!](#)

Get started

6

Upgrading and Maintaining Environments



6.1  
How to  
Request  
Full EMS  
Functionalities

If you would like to unlock the full EMS functionalities for your project environment, including action flows and machine learning, please navigate to the Project Management tab in the C4C+ Project Hub and click on the project you want to upgrade.

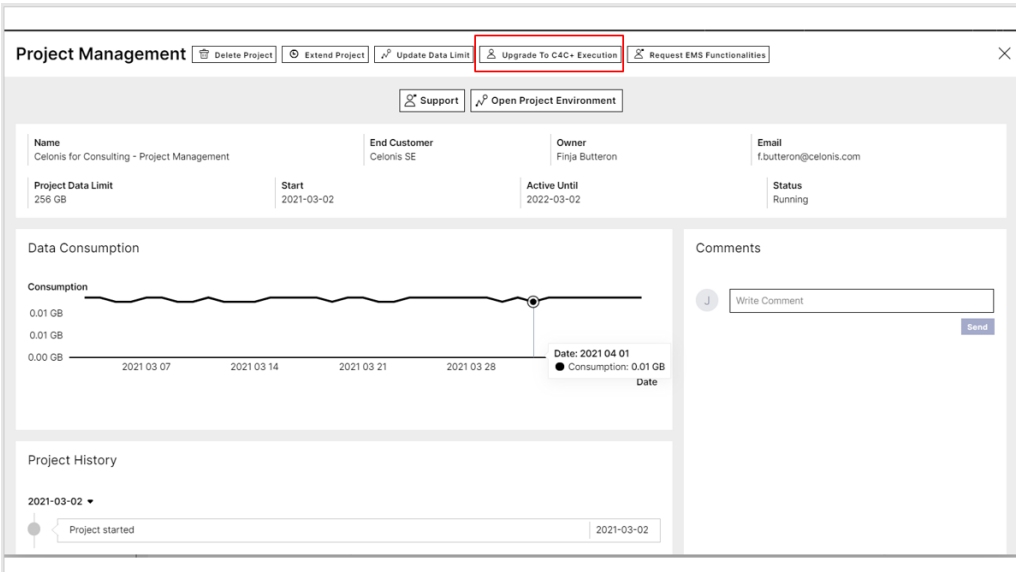
On the profile page of project details, please click on the “Request EMS Functionalities” button (highlighted in the screenshot above) and provide relevant information to request full EMS functions. We will send you a confirmation once we receive the request. For your end clients located in EMEA or North America with >USD 2bn in annual revenue or if they are existing Celonis clients, we will need to review the request case-by-case and provide approval. Please allow 3–4 working days in these cases to be able to process your request.



## 6.2

### How to Request Client Access to a C4C+ Project

If you have determined you would like to upgrade the environment to C4C+ Execution, click on it in the Project Management tab to display the project details. Then, click on the “Upgrade to C4C+ Execution” button. This will trigger the workflow and relevant forms to get your environment upgraded.



## 6.3

### How to Request Additional users

(C4C+ Execution environments only)

Once you have created a C4C+ Execution environment, you can choose to scale it later on according to how the project is progressing. One way to do that is to increase the number of end-client users in your C4C+ Execution environment. Remember that you have an unlimited number of consultant users and the limit only applies to end-client users.



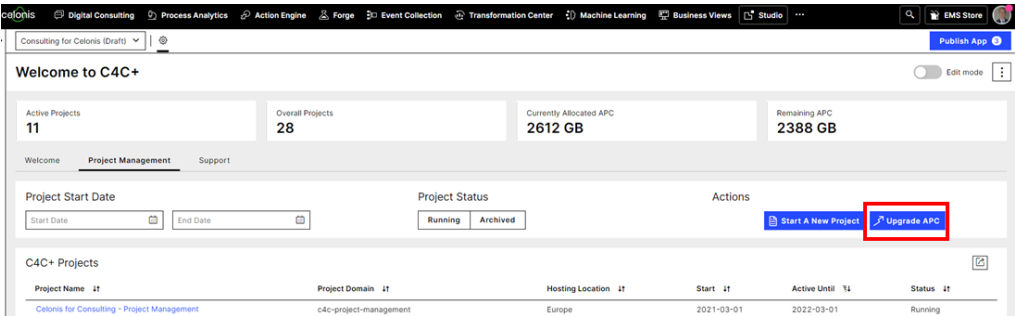
To request additional users, click on your project within the C4C+ Project Hub and click on the “Add Client Users” button. This will trigger a form for you to fill out, specifying the user’s information. After completing the form, start the workflow to get the order form created and processed. Once the order form is processed, the new users will be added to the environment.

If you would like to add more viewers or analysts for a C4C+ Execution Project, you can request for them to join by using the same button.

## 6.4

### How to Request Additional APC

To request more APC for the overall Consultancy C4C+ Project Hub, you can click on the “Upgrade APC” button located on the dashboard. This will give a form asking you to specify how much additional APC you need. You can then allocate the total APC to the individual projects by navigating to the project detail page and requesting data limit updates from there.



You can also use the same button if you would like to request additional project APC on a C4C+ Execution environment.

## 6.5

### How to Extend a Project Environment

Project environments are set to expire after three months by default. You can extend a project an unlimited number of times. However, once they expire, they will be permanently deleted after six weeks. If during the six-week period you realize you want to keep the project, you can reactivate it by extending it. To do so, click on the project details and click “Extend Project”. This will extend it for an additional three months.



Users will be notified by email before environments expire.

## 6.6

### How to Delete a Project

If you are finished with a project and do not want to keep the analysis or data, you can delete it. To do so, navigate to the project details and click “Delete Project”. You will be asked to confirm via an email that you intend to do this. Please note this is permanent and effective as soon as you confirm you want to delete it – you will not be able to recover any of the data after this.



# 7

## Training

Celonis has a well-developed, award-winning online training program to support users in becoming proficient in using the Celonis EMS. We have introductory courses we recommend to users to get them started on C4C+ as well as a wealth of technical and business training tracks to further develop EMS skills based on a user’s role, all free of charge. Find out more about our training on offer below.

### 7.1 Training Tracks

Depending on your role, different training tracks will be suggested for you. Let’s start with an overview of the tracks.

Please follow this [link](#) to access the Training Portal and start your journey.

Training	Description
Welcome Kit Training Track, including the C4C+ Kickstarter course (2hrs)	<p>This introductory track will walk you through the landscape of Celonis EMS, our Partner Ecosystem, and C4C+.</p> <ul style="list-style-type: none"><li>• Understand the main functionalities of the Celonis EMS, the setup and structure of our Partner Ecosystem, and learn about C4C+ and C4C+ Execution</li><li>• Get to know the typical journey of a C4C+ project</li><li>• Navigate the C4C+ Project Hub</li><li>• Discover all the training and support options available as part of C4C+</li><li>• Understand how to upgrade license models</li><li>• At the end of the course, we will recommend the next training track based on your user type</li></ul> <p>This is all you need to start exploring and using your C4C+ platform’s analyses as a viewer. You may also want to complete the <b>Review and Interpret Analyses</b> Training Track to learn more about how to understand and explore your data.</p>

Further training for consultants	<p>As consultants, you have full access to our partner enablement training. This consists of five role-based training tracks. You can discover all the details about what's covered in each training track and who it's targeted at <a href="#">here</a>.</p> <p>In particular, we recommend the following tracks based on what you're looking to achieve with Celonis:</p> <ul style="list-style-type: none"> <li>• <b>To connect data and build analyses:</b> if your C4C+ platform doesn't have any analyses yet, or you want to add a new one, we recommend you complete the <b>Solution Professional Training Track</b>, where you will learn how to connect Celonis to your source systems, or those of your client, as well as how to build your own analyses. This also covers how to demo and prove the value of Celonis to other people.</li> <li>• <b>To identify process improvement opportunities and drive value:</b> you can dig deep into Celonis' knowledge and the best practices you need to best consult for your clients by doing the <b>Business Value Architect Training Track</b>. This covers how to frame, realize and sustain value, as well as drive adoption.</li> </ul>
End-Client User Recommended Courses (1 hr)	<p>End clients get the same free training that we provide to all our customers. For detailed information about our customer training tracks, take a look at our <b>dedicated guide</b>. As a starting point, we recommend end users of C4C+ to complete the Celonis EMS Kickstarter training course, before moving onto one of the customer training tracks.</p> <p>After completing the Celonis EMS Kickstarter, clients will be able to:</p> <ul style="list-style-type: none"> <li>• Articulate the key concepts and capabilities of the Celonis EMS</li> <li>• Understand the core technology of Process Mining, which is the foundation of the Execution Management System</li> <li>• Navigate the different components of the Celonis EMS platform</li> <li>• Decide when to use pre-built Execution Applications and when to build their own</li> </ul>

## 7.2

### Availability of Support based on Training

We have rigorous training tracks that should answer most of your questions. If you still have questions after you have completed the training, we offer a number of support options. Please note you must complete the appropriate training before 1:1 support sessions can be scheduled. More information on support can be found in the support section of this document.

Resources like the knowledge library, help page and **Celonis Servicedesk** are always available to users.

# 8

## 8.1

### Support Overview

#### Support

In addition to the Celonis training, we provide many additional assets to support project success. We have the self-service Asset Library, the Celonis Celop-eers, and the Celonis help pages to help you deliver a successful project.


And at every stage of your C4C+ journey, Celonis has targeted support mechanisms to keep you moving forwards and delivering projects effectively. Some of our options include:

- **Technology Advisory Service:** Book 25-min advisory slots with our team of ecosystem solution managers who can answer your technical, scoping and value-framing related questions
- **Support Desk:** Speak with our dedicated team focused on delivering specific support on C4C+
- **Value Packages:** Packages that are designed to help you in your initial engagements by supporting your teams and ensuring project success

## 8.2

### Support Option Details

Find a more detailed look at each of our support options below.

Support Type	Description
C4C+ Project Handbook	Step-by-step guide designed by Celonis experts and ex-consultants to help deliver higher customer value with C4C+ and C4C+ Execution. Get started <a href="#">here</a> !
Partner Asset Library	The Asset Library has a vast variety of resources across different topics to help you get the most out of Celonis. Asset categories include: Enablement, Sales, Use Cases, Pitch Decks, Marketing, Pre-sales, Implementation and Events. The Asset library can be accessed <a href="#">here</a> .
Celonis Celopeers	Celopeers was created for Celonis customers, partners, Snap users, academics, and other stakeholders. Use it to: <ul style="list-style-type: none"> <li>To get questions answered, chat with our product managers, and share experiences with like-minded change agents.</li> <li>Access support via our new ticketing system and self-service desk, which connect you to resources to help you on your EMS journey, as well as keeping you up-to-date on upcoming events, webinars, and news.</li> <li>To check out the community, go <a href="#">here</a>.</li> </ul>
Celonis Help Pages 	Celonis Help pages are available throughout the EMS and can provide guidance on almost every topic. They can be accessed by clicking on the life ring in the lower right hand corner, or by clicking on your user icon at the top right and navigating to "help resources" within any EMS environment.
Support Desk	Celopeers Support is a group of Celonauts dedicated to supporting our consulting partners.  This offers the broadest support to you. You can submit requests related to our EMS by clicking <a href="#">here</a> or emailing <a href="mailto:partner-support@celonis.com">partner-support@celonis.com</a> .
Technology Advisory Service	These 25-min advisory sessions can be booked to help you address more complex questions on the Celonis EMS. A session can help with a specific PQL query, how to create a data connection or how to create a visualization, for example. It is important to note this option is only available to you after you have completed introductory training.  You can book the advisory slot on your project hub under the support section or through the partner portal.
C4C+ Value Packages	C4C+ Value Packages is a project-based enablement program designed to ensure C4C+ success. Package-supported projects are partner-led, with Celonis providing input through best practice workshops, office hours, and ad-hoc support in each project phase.  Please reach out to your Digital Consulting Manager for further details on our C4C+ Value Packages.

If you have any additional questions, please reach out to your Digital Consulting Manager or [digitalconsulting@celonis.com](mailto:digitalconsulting@celonis.com)

