

Ready for a retail reset?

Celonis and IBM can help

A partnership that unlocks huge value

Global instability, recessionary pressures, and fast-changing customer expectations mean retailers must reset to survive and thrive. Transforming your processes and operations is the essential first step. Celonis and IBM are helping some of the world's leading retailers use process mining technology to do just that. We can help you:

- Get a real-time MRI of how your processes run.
- Find hidden value opportunities and receive recommended actions and process interventions.
- Orchestrate actions across all your people, processes, and technologies — including using generative AI.
- Bridge the gaps between process mining, technology, business context, and enterprise change management.

\$16M merchandising success story

\$16M put in the pockets of a leading US grocer thanks to IBM and Celonis. Using process mining, we analyzed their new item set-up and maintenance processes, and with Celonis' market-leading technology we helped to reduce stockouts, increase revenue and cash flow, and improve productivity for category managers and operations teams.

How IBM and Celonis can help

IBM's ability to understand — and integrate into — any platform and landscape means even retailers dragged down by cumbersome, complex, decades-old systems can use process mining technology to rapidly capture business value within their processes. Three major value opportunities we're unlocking for retailers:

IBM has more than 10,000 trained Celonis practitioners and 1,750 Celonis-certified resources.

1. Customer satisfaction

Enjoy real-time visibility of your omnichannel operations so you can predict and prevent stockouts and divert stock to where you need it (or at minimum, manage customer expectations). Eliminate errors that lead to orders being sent back or canceled.

2. Buying power

Strengthen your negotiating levers by aggregating demand by vendor. Realize the potential of contracts by reducing maverick spending and flagging violations and price variations. Use performance and ESG metrics to inform buying decisions.

3. Labor productivity

Keep productivity and morale high by identifying then automating repetitive, non-value-add tasks. Free up people to work on tasks that drive maximum value. Better processes mean less re-work, so teams only have to do a job once.

3 steps to better processes

01 Real-Time Data

Celonis and IBM simplify the process of integrating data across your transactional and analytical systems in real time. To make things easy, more than 100 pre-built connectors with the most frequently used systems are available. (We can also help you build your own data connectors for home-grown systems). We'll help you ingest data from employee system interactions, sales and finance documents, and from real-time event data streams too – producing a holistic view of your retail processes.

02 Process intelligence

We apply process mining to produce an MRI of your processes to reveal inefficiencies and their root causes. IBM consultants, backed by Celonis' support team, help you address what to fix and how. We'll start small, drive value quickly, then implement process-transformation plans and roadmaps. We'll also leverage IBV (IBM's Institute for Business Value) benchmarks to evaluate processes against industry-leading KPIs – enabling continuous improvement.

03 Targeted action

Based on prioritized recommendations, Celonis orchestrates your systems and triggers actions (within the same platform) to identify and unlock value opportunities. That may mean automating real-time actions across systems, as well as alerting and deploying the right people to find and capture value hiding across processes. Building on Celonis' power, IBM brings AI, data analytics, automation, and other technologies together to improve business performance.

It's never been easier to unlock value

- We continue to develop purpose-built apps for departmental use cases that make the transformation of retail processes and operations easier and quicker across areas such as: Supply Chain, Purchasing, Omnichannel Execution, Merchandising, Transportation and Logistics, and Customer Service.
- IBM's world-leading generative AI expertise – coupled with the world's biggest repository of process mining data built by Celonis – unleashes predictive capabilities that can address big retail challenges and accelerate modernization projects.
- By relying on a partnership that covers the entire value stream – program set-up, process mining, insight analysis, process transformation – retailers can remove all barriers to capturing value opportunities in their processes.

Join the best retail performers

The future of retail belongs to those who are ready to perform to their full potential.

Join the retail giants that are already achieving breakthrough results and successfully resetting their operations – thanks to the Celonis-IBM strategic partnership.

Get in touch now.