PRODUCT DESCRIPTION:

Intelligent Business Cloud

The Intelligent Business Cloud enables You to turn Your processes into extraordinary experiences by utilizing process mining technologies to dig into Your transactional data – where ground-up transformation starts. Due to the transparency provided by the Intelligent Business Cloud immediate actions can be taken to remove friction and drive performance. The success of optimization measures can be reviewed all at once and long-term trends as well as root causes causing frictions can be continuously monitored.

The Intelligent Business Cloud allows access to a software with the following features:

1.   Process Mining Capabilities

Feature	Description
Process Explorer	The Process Explorer allows the User to explore his/her process based on the frequency of activities performed in the process.
Variant Explorer	The Variant Explorer allows the User to explore his/her process based on the end to end variants.
Case Explorer	The Case Explorer is a tool for examining specific cases and their associated activities, timestamps and further meta data.
Filtering	Dynamic filters allow the User to create selections from any component of an analysis sheet, filtering the whole analysis document. Only cases that meet the selected filter criteria are then examined in the components.
Selection Views	Selection Views are predefined filters, which enable the User to filter based on a selection of attributes, activities, process flows, throughput times, rework rates, or cropped subprocesses.
Throughput Time Search	The Throughput Time Search allows the User to examine the throughput time between two specific activities.
Activity Explorer	The Activity Explorer provides an alternative to find out how activities relate to Your process.
Charts and tables	Charts and tables can be created and edited to illustrate certain data. The following components can be used: OLAP tables, column charts, pie charts, donut charts, line charts, area charts, marker charts, scatter plots, bubble plots, histogram charts, single KPIs (gauge, number, fill, and radial), pivot tables, box plots, and world maps.
Visual Editor	The Visual Editor creates dimensions and KPIs to be used in any component. The User can choose to use predefined standard KPIs or to create individual KPIs using the visual editor. The calculated data can be formatted or abbreviated.

KPI Library	Saved formulas allow the User to create his/her own reusable KPI Library. It is possible to define replaceable parts of the formula with the help of customizable parameters. Thereby the User can define which parts of the formula are editable by other Users.
Selection components	Selection components are built to facilitate the creation of filters. The following components can be used: dropdown, date picker, cropping, search.
Design components	With design components the User can enrich the analysis sheets with various design features. The following components are available: variable input, button, button dropdown, text components, image, line, logo.
Bookmarks	Bookmarks can be used to store findings. By setting a bookmark, the currently used filters will be saved for future use.
Roles and rights management	Users can be assigned various rights (e.g. team admins, process analysts or process viewers) towards different objects (e.g. analysis, data pools). Groups structure Users and facilitate the permission changing process. Each group can contain any number of Users. All roles and rights of Users or groups can be edited by an administrator.

2. Action Engine Capabilities

Celonis Intelligent Action Engine (or "Action Engine") supports Your organization in operationalizing insights and helps any employee focus on the most relevant items and work more efficiently, consistently, and comprehensively. The Celonis Intelligent Action Engine (1) analyzes data across the concurrent processes You connected by means of implemented use cases to derive improvement opportunities, (2) communicates these improvement opportunities to Your business users in a personalized and just-in-time manner, and (3) lets Your business users execute various actions across Your operational systems. Possible use cases include timeout detection, compliance violation, outlier recognition, or machine learning prediction. The Celonis Intelligent Action Engine is a Celonis Cloud Service accessible by Users via web browser.

Feature	Description
Autonomous and continuous data analysis	The Action Engine analyzes data across the concurrent processes (data models) that you connected, providing a comprehensive, end-to-end gathering of relevant information. With embedded interpretation capabilities, the Action Engine continuously analyzes the captured data, seeking relevant, critical incidents that require action.
Personalized communication	The Action Engine indicates the relevant incidents (signals) to the business users within their area of responsibility, based on a selected attribute such as the purchasing group.

Personalized action overview	Using their personal account, business users get an up-to-date overview of their personal required actions (actions) together with customizable additional information (action details).
Action detail information	The action details provide a fully customizable, detailed list of all relevant information associated with a specific action. For instance, in respect of a customer order that is predicted to be delayed, the details could show the single affected item and material numbers.
Parametrized actions	The Action Engine can initiate actions to be executed by the business users. The actions can be enriched with details on the respective event (e.g. client, company code, and document number affected) to gather all inputs necessary for executing the action in the subsequent operational system.
Skill configuration	The Action Engine can become increasingly powerful by setting up further skills. A skill is the combination of signal creation (analysis of data), routing (assignment to business users), signal details (context-relevant information), actions (executable actions or workflows in operational systems) and communication (automated notifications). One skill is set up for a specific use case, such as on-time shipment of express orders. The skill configuration comes with a setup wizard for guided and seamless setup.
Unlimited skills	The Action Engine can be empowered with as many skills as needed for your organization.
Unlimited processes	A skill of the Action Engine can span multiple concurrent processes. Given a connection between separate concurrent processes for customer orders and purchase orders, the Action Engine can capture and connect data from both to come up with comprehensive actions.

You can access the Celonis Intelligent Action Engine by using a standard, up-to-date web browser on your personal computer, mobile, or tablet. For logging into and working in the Action Engine, internet access is required.

3. Other Components

Feature	Description
Event Collection	Event Collection connects to a multitude of source systems to capture events in the form of digital footprints. Furthermore, it allows You to transform the extracted data and to construct a data model. The data pipeline can be orchestrated and automated through an intuitive user interface.

Intelligent Business App Store	The Intelligent Business App Store offers pre-configured proven and business ready content for other Celonis Products. It comes with pre-configured apps, including analyses for Process Analytics, objectives for the Transformation Center, skills for the Action Engine, as well as algorithms for the Machine Learning Workbench. The App Store also provides pre-configured process connectors including a table request, configurations for data extraction, data transformation and data models.
Machine Learning Workbench	The Machine Learning Workbench (1) provides other Celonis products such as Process Analytics, Action Engine, or open application framework applications with advanced analytics data including predictions, simulation scenarios, or analysis of unstructured data, (2) is a platform for data scientists to build advanced analytics use-cases in an open ecosystem, (3) contains the ML Suite, a python package to help you solve the most common process related machine learning tasks. *For heavy ML workloads, a dedicated instance is available as an add-on product.*
Transformation Center	The Transformation Center helps You monitor the performance of all Your processes in one central place. It provides you with an overview of Your objectives and KPI development. The Transformation Center is designed to measure the success of Your process improvement and transformation initiatives. In the Transformation Center, You can define qualitative Objectives (e.g. strategic initiatives) and assign associated quantifiable KPIs for any Data Model. This allows You to align Your team, department and company and monitor your transformation journey. *The Transformation Center is available as an add-on product.*

The Intelligent Business Cloud is a cloud service accessed via a web interface. You may require hosting all or some of Your data on Your own premises. In this case, you are entitled to make use of the Celonis hybrid deployment. To this end, we will provide you with the materials required for the Celonis hybrid deployment. Therefore, during and limited to the Term of your Order, we grant you a non-exclusive, non-transferable license in the software, programs, tools, and other materials made available to you in the course of the provision of the Celonis hybrid deployment.