

PREFACE

Business Activities:

- Celonis is a leading technology company that specializes in Process Mining and business transformation. Founded in 2011 by Bastian Nominacher, Alexander Rinke, and Martin Klenk, Celonis emerged from the Technical University of Munich with a vision to revolutionize the way businesses understand and optimize their processes.
- The founders recognized the untapped potential of utilizing event data recorded in digital footprints of business operations. This realization led to the development of Celonis Process Mining, a technology that could analyze these event logs to create a visual representation of processes as they actually occur, rather than as they are intended to occur. This unique approach allowed organizations to uncover inefficiencies, bottlenecks, and variations in their processes, leading to data-driven insights for process improvement.
- The company's early years were marked by a strong emphasis on research and development, refining the Process Mining technology and its algorithms. As Process Mining gained recognition as a game-changing solution for business process optimization.
- Its technology offered organizations the means to identify and eliminate operational bottlenecks, streamline workflows, reduce costs, and ultimately deliver better experiences to customers.
- Over the years, Celonis garnered significant investments, enabling the company to expand its offerings and establish a global presence. By forming strategic partnerships and collaborating with industry leaders, Celonis solidified its position as a pioneer in Process Mining. The company also embraced advancements in artificial intelligence and machine learning to further enhance its solutions.
- As organizations across various industries recognized the transformative potential of Celonis Process Mining, the company's customer base expanded rapidly. Today, Celonis serves a diverse array of sectors, including manufacturing, healthcare, finance, retail, and more.

- Celonis's journey is a testament to the power of innovation and the impact that technology can have on reshaping business practices. From its academic roots to becoming a globally recognized player in the technology landscape, Celonis continues to push the boundaries of what's possible in process optimization and data-driven decision-making. As businesses continue to seek ways to thrive in an increasingly competitive environment, Celonis remains at the forefront, enabling organizations to unlock the hidden insights within their processes and drive sustainable growth.