Value opportunities realized by the Celonis Platform

# Why Companies Need Process Mining

Process mining use cases are infinite because the technology spans across business functions and industries. Common use cases include but are not limited to:

* [**Process excellence**](https://www.celonis.com/solutions/process-excellence/) to find and realize the value opportunities that were previously unseen.
* [**Transforming supply chain**](https://www.celonis.com/solutions/supply-chain-transformation/) by eliminating inefficiencies, making the supply chain more resilient.
* [**Remodeling shared services**](https://www.celonis.com/solutions/shared-services/) to evolve from a cost center to an innovation hub.
* [**Systems transformation**](https://www.celonis.com/solutions/system-transformation/) to become more agile by migrating IT systems.
* [**Sustainability**](https://www.celonis.com/sustainability/), which is an emerging space for process mining. More efficiency means more sustainability and often a lower carbon footprint.

These can be seen across multiple process mining customers in varied industries such as automotive, consumer, energy, financial services, healthcare, manufacturing, media, professional services, retail, telecommunications, travel and transportation.

# Examples of Process-specific Use Cases

There are additional benefits to process mining that are specific to the process you’re working on. The examples below demonstrate upgrades realized in four key processes.  
**To spice things up for Celonis Kickstarter, let's think of these use cases as Heroes triumphing over villains.***For a snapshot of the Celonis tools used to visualize and investigate processes, see the section:*[*How Celonis has Expanded Process Intelligence*](https://academy.celonis.com/learn/course/celonis-kickstarter-1/real-world-examples/value-opportunities-realized-by-the-celonis-platform?page=5)*.*

## Order Management

Process analysts and the battle for on-time delivery

### Heroes

Process analysts investigate the order management process to find the root causes of inefficient order processing. When they triumph they make their customers happy by delivering orders on time and cutting costs.

### Villains

Unfortunately, this turns out to be more difficult that expected. Crucial orders can't be prioritized without a central view of all orders and order performance. On top of that, manual tasks and tedious rework around order changes, blocks and cancellations slow progress.

### Victory

**Our heroes outsmart villains by using Celonis.**  
Celonis x-rays the order management process and creates an easy-to-use analysis that gives complete visibility into how orders run. **The victory is powerful:**

* Accelerate order processing time
* Improve on-time delivery
* Prioritize orders intelligently
* Increase touchless order processing

## Accounts Receivables

AR managers and the obstacles to optimizing working capital.

### Heroes

AR managers have a clear and ambitious target: Get customers to pay on time.

### Villains

Easier said than done. Invoice processing is slow and often inaccurate. Worst of all, AR managers can't find what's causing these issues, their upstream root causes and how to fix them.

### Victory

**Our heroes outsmart villains by using Celonis.**  
Celonis gives visibility into how open receivables impact company KPIs like Days Sales Outstanding (DSO) and cash flow. With the process mapped out in Celonis analysis, our heroes can identify patterns of late payments, processing issues, and problematic customers. Bottlenecks and compliance violations are vanquished because Celonis allows AR managers to troubleshoot and take action immediately. **The victory is powerful:**

* Improve Days Sales Outstanding
* Accelerate throughput times
* Optimize dunning
* Recover unjustified cash discounts
* Minimize changes and manual effort
* Leverage touchless invoice processing

## Accounts Payables

AP team leads and the challenge of non-compliant invoicing.

### Heroes

AP team leads know that efficient and compliant invoice processing is vital.  They work their magic to optimize cash flow, improve the on-time payment rate and realize cash discounts.

### Villains

But reality brings challenges: AP team leads struggle with unknown process hurdles, high volumes of manual work and poor-quality, siloed data.

### Victory

**Our heroes outsmart villains by using Celonis.**  
Celonis x-rays the accounts payable process and creates an easy-to-use analysis that provides insights to boost our heroes' performance.  
**The victory is powerful:**

* Monitor Days Payable Outstanding (DPO)
* Detect late invoices
* Realize cash discounts
* Prevent dunning charges
* Identify manual entry errors or missing invoices
* Spot maverick buying behavior
* Benchmark across all your company codes
* Optimize dunning
* Recover unjustified cash discounts

## Procurement

Procurement leads and the fight to improve supplier reliability.

### Heroes

Procurement leads aim to strike the perfect balance: the right goods, at the right time, in the right quantity and quality. And of course, in the right place.

### Villains

Sadly, there is a lot to overcome between perfect balance and the current situation. Price and quantity changes slow down the process. Manual input lengthens cycle times and drive up operational costs. On-time delivery rate is low. While compliance violations like maverick buying are on the increase. Worst of all our heroes have limited insight into which inefficiencies are most destructive. All of this leads to wasted time, effort and money.

### Victory

**Our heroes outsmart villains by using Celonis.**  
Celonis x-rays the procurement process and creates an easy-to-use analysis that gives visibility into the process. Additionally, the root causes behind inefficiencies are no longer hidden. Our heroes can identify maverick buying, price or quantity changes and track supplier performance over time. **The victory is powerful:**

* Cut costs and increase the rate of perfect Purchase Orders (PO)
* Optimize purchasing spending
* Increase purchasing productivity
* Improve supplier reliability and on-time delivery
* Manage risk
* Ensure compliance

## Capabilities and Benefits of the Celonis Platforms

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[The Celonis Kickstarter - Value Opportunities Realized by the Celonis Platform | Public](https://academy.celonis.com/learn/course/celonis-kickstarter-1/real-world-examples/value-opportunities-realized-by-the-celonis-platform?client=public-panorama&page=3&wvideo=944gviq6f3)

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## Make a bold move - Journey to Process Intelligence

Once you’ve used process mining to gain visibility into a process, you can start to ask questions like:

* Where do activities or steps need to be changed?
* Which activities could potentially be automated?
* Which actions will drive better outcomes?

You’ll get the most value from process mining by using it as part of a larger set of tools and initiatives to improve overall business execution.

**Sidenote**: *A good metaphor for the Celonis Platform is that of an orchestra conductor. A conductor leads a symphony by directing the simultaneous performance of several musicians to play the right note, at the right time in the exact tempo required. Similarly, the Celonis Platform syncs your existing systems, provides data to optimize processes and maximize value opportunities. Fast.*

**Process Intelligence is a game-changer. It leverages process mining to reveal value opportunities within processes. The capabilities of the Celonis Platform are based on three foundational components:**

### Real-Time Data

The Celonis Platform integrates data across systems, desktops, documents, and event streams. Additionally, it gathers the data needed to create an event log and perform an intelligent analysis. By displaying graphs and visualizations, as well as streaming data from multiple systems; you're able to understand how processes influence each other. Bonus - you can better view and understand dependencies.

### Process Intelligence

The Celonis Platform x-rays all the moving parts of your processes. And recommends relevant improvements to realize the value opportunities that have been detected.  By simulating processes, Celonis creates [a process digital twin](https://www.celonis.com/blog/what-is-a-digital-twin-the-answer-is-evolving-due-to-process-mining/) of an organization.

### Targeted Action

Celonis empowers teams to operate effectively and efficiently by executing recommended improvements through automation, prioritization and task improvements.

## How Celonis has Expanded Process Intelligence

The purpose of the Celonis Platform is to drive intelligent orchestration and to improve business performance. By expanding the Process Intelligence category of enterprise software, Celonis has iterated on expanding how valuable insights are delivered.

Below is a summary of the types of **process exploration, process discovery and process visualization**tools. We've also included the process mining framework that each one is based on.

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| --- | --- | --- |
|  | Purpose | Process Mining |
| [Process Explorer using OCPM](https://academy.celonis.com/courses/configure-a-multi-object-process-explorer-in-views) | Exploration and analysis tool to drill down on specific object processes involved in the required use case. Multiple objects can be selected to investigate their impact in a process, in order to answer a specific data question. | Object-centric |
| [Process Adherence Manager™](https://academy.celonis.com/courses/using-the-deviation-explorer-in-pam) | Modeling, mining and exploration across enterprise-wide processes. Multiple objects and events are selected to investigate conformance, performance and root causes of deviation. Enables you to review end-to-end process interactions and identify where to-be model is bypassed. | Object-centric |
| [Process Explorer](https://academy.celonis.com/courses/whats-the-analysis-process-explorer) | Analysis tool to take an exploratory approach. Displays most frequent activities and connections. You can add further additional activities to the graph and analyze their impact on the process. Any number of event logs can be visualized together to understand the relationships between multiple processes. | Case-centric |
| [Variant Explorer](https://academy.celonis.com/courses/whats-the-variant-explorer) | Analysis tool to see the individual activities within each process variant and the frequency of each variant (based on number of cases). You can compare variants to each other and see metrics for individual variants, such as Activity Frequency and Throughput Time. Provides a quick way to see whether most process cases follow an acceptable flow of activities. It helps you develop your first analysis questions. | Case-cent |