**[Initiative Title]**

**[Initiative Type]**

**Business Engineering Plan**



**[Company Logo]**

Executive Summary

Xxxxx Xxxxx Xxxxx

Core Value Proposition

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# The Industry [Where]

Abstineatis is focused on medium-sized companies in the developing world that are interested in modernizing. The focus for Abstineatis, in the beginning, will also be more focused on companies with integrated, and often automated, business processes. Discrete manufacturing processes would also be able to make use of this technology to improve the process, reduce carbon footprint, and increase productivity. Abstineatis is not solely focussed on a single industry, but instead can be applied to any industry where data is produced, a process of some kind that produces data, and the data is useful to be analyzed.

"The goal of process mining is to use event data to extract process-related information, e.g., to automatically discover a process model by observing events recorded by some enterprise system." – Wil van der Aalst [1]

## Competitive Landscape

Technology is becoming more and more accessible and cheaper to use. This enables more and more companies to utilize tools that were previously unheard of and almost impossible to incorporate in how they conduct their business. Early adopters of process mining are companies situated in the retail, telecommunication and finance industry with other industries short on their heels with adopting this new way of analyzing data [2].

The top-ranked software providing the process mining solution is ranked by AIMultiple [3]. These solutions will be the competitors of Abstineatis. Below follows an overview of the highest-ranked competitors.

1. Celonis [4]

Celonis makes use of an Intelligent Business cloud to conduct its business. They offer various models suited for different companies at different levels of operation. Furthermore, they offer solutions based on different roles, business initiative, process, and different systems. The size of Celonis enables them to offer different levels of pricing options for their software which will be difficult to compete within the short term.

1. UiPath [5]

Also known as ProcessGold enables a company to use the data from their existing ERP and CRM software to gain a thorough understanding of its processes. UiPath provides smooth integration with already well known ERP and CRM software currently available with the option to run a 30-day free trial before purchasing a license for operating the software. They offer both cloud-based solutions and offline solutions.

1. Minit [6]

Minit offers seamless integration with well-known data sources and claims to run smoothly on average priced hardware. Minit offers a free consultation to determine the possibility of integrating their process mining software into your company. Although Minit's focus is mainly in Europe, North-America and parts of Asia, they are looking at expanding even more. They will be a large competitor in developing countries as their business model compares in certain aspects to that of Abstineatis.

1. Summary

Celonis is more focused on providing solutions to larger companies with capital for automation or with the automation of processes already in place. The same goes for UiPath. Minit, on the other hand, shifts their focus more to the smaller companies who are just entering this realm of technological advancements. In the short-term Minit can be seen as the direct competitor, whereas companies such as UiPath and Celonis would-be competitors in the long-term.

## Risk Mitigation Strategies

Xxxx – What risks can you solidly identify as challenges in this (using a risk matrix). How do you deal with them or mitigate them? What can destroy your business? **EXTRA**: Discuss the difference between your long term and short-term strategy and goals in this industry. How will you achieve this (in detail)? Go into detail on the impact of all potential risks on your resources (time, cost, staff… etc).

Specialized skill – expensive labour

Specialized equipment – expensive but companies interested in going this direction carry most of the cost of the hardware required.

Short-term: Enable companies to gain the automation and data generation capacity to implement process mining over the long term.

Long-term: Create a one-click solution for mid-size companies to implement process mining into their process.

References

[1] W. v. d. Aalst, *Process mining : data science in action*, Second edition. ed. Springer, 2016.

[2] M. Rosik, "3 Industries and Companies Doing Process Mining Right," in *Minit Process Mining* vol. 2020, ed: Minit, 2018.

[3] AIMultiple. "Process Mining Software." <https://aimultiple.com/process-mining-software> (accessed 21 September, 2020).

[4] Celonis. "The Celonis Intelligent Business Cloud." <https://www.celonis.com/intelligent-business-cloud/> (accessed 21 September, 2020).

[5] UiPath. "UiPath Process Mining." <https://www.uipath.com/product/process-mining> (accessed 21 September, 2020).

[6] Minit. "Minit Process Mining." <https://www.minit.io/software> (accessed 21 September, 2020).

## Summarise

I would see the competitive landscape and risk mitigation strategies be the 2 subsections to go forward with. With this the macro forces can intertwine into these subsections. The pestle analysis can still be included in the competitive landscape subsection.