**[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

Great reward comes with great risk. Abstineatis is no exception to this. Certain risks will be present during the start of the initiative as well as in the long term of the initiative's operations. Identifying and knowing the type of risks will be present will enable the mitigation of such risk at an early stage.

Risks that will have an impact on the resources of Abstineatis include, but are not limited to, the risk of being overpriced, insufficient skills, insufficient equipment, and over-competitive market.

* Overpriced

The target market creates the risk of having an overpriced solution. Since the target market is medium businesses, the possibility of clients without the required capital to invest in a process mining solution exists.

* Insufficient Skills

Abstineatis target market is aimed at developing countries where the education systems in place are not necessarily on the same level as that of certain Europe or North American countries. This will lead to the possibility of having a labour market without the required skills.

* Insufficient Equipment

In line with the risk of being overpriced is the lack of equipment and availability of the required equipment or even capital for the equipment. Certain equipment will be required for the solution Abstineatis will be offering to be successful.

* Over-competitive market

The previous section highlighted a few competitors already in the market focused on larger companies. With this in mind, the possibility of these companies broadening their target market is also a possibility which in turn can create an over-competitive market.

A risk matrix is used to visualize the severity of the four mentioned risks.

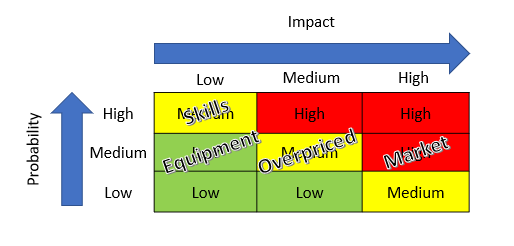


Figure I‑1: Risk Matrix

Ensuring the solution offered by Abstineatis is affordable but still profitable for the business is a mitigation step to ensure that the solution is not overpriced and can compete in the market for process mining. A mitigation step to be taken to ensure that required skills are available is to offer training for personnel and businesses requiring the solution. This will not only empower individuals but create a more acceptable market. Scarcity of equipment can be mitigated by negotiating deals with companies that build the required equipment. Equipment can be imported to ensure the availability thereof.

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).

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