**Company Context**

**1. Similar Company**

Celonis SE is a global leader in **process mining and execution management solutions**, founded in 2011 and headquartered in Munich, Germany, with offices across Europe, North America, and Asia. Celonis develops advanced software tools that help organizations visualize, analyze, and optimize their business processes using event data.

The company’s flagship product, the **Celonis Execution Management System (EMS)**, combines process mining, task mining, automation, and analytics into an integrated platform. It enables enterprises to extract event logs from transactional systems (such as SAP, Oracle, and Salesforce), discover process flows, detect inefficiencies, and recommend improvement actions.

Celonis’ mission, *“Unlocking the world’s processes,”* aligns with the objectives of this master’s thesis—enhancing the analysis and understanding of software system event logs to improve model accuracy, process transparency, and operational performance. Its focus on hybrid process intelligence and AI-driven optimization provides an ideal industrial context for applying and validating the proposed research.