

Business Case Summary: WoodCorp O2C Process Mining

Company Background

WoodCorp Inc. is a German manufacturer of wooden pallets and boxes, operating across multiple locations with both automated and non-automated warehouses. It uses a mix of push and pull strategies for production.

Project Goal

The objective of this project was to use Celonis EMS to analyze the Order-to-Cash (O2C) process and improve the On-Time Delivery (OTD) of customer orders.

Dataset Overview

Two main datasets were provided:

1. Activity Table:- Tracks every step in the O2C process.- Columns: CASE_KEY, ACTIVITY_EN, EVENTTIME, SORTING

2. Case Table:- Provides order context.- Key Columns: PRODUCT_TYPE, FACTORY, ORDERED_QUANTITY, DELIVERED_DATE, WAREHOUSE_TYPE, PROMISED_DATE, etc.

Tasks

1. Customer Analysis: Assess customer delivery conformance.

2. Business Case: Estimate savings if OTD reaches 80%. Each late KG costs EUR 0.75.

Business Insights

-OTD goal: 80%

- Cost per late KG: EUR 0.75

- Identify delay causes: warehouse type, bottlenecks, high volume, etc.

Celonis Work

Steps:

- Upload and connect data tables

- Assign data types and relationships

- Build KPI dashboards in Celonis focusing on clarity and value