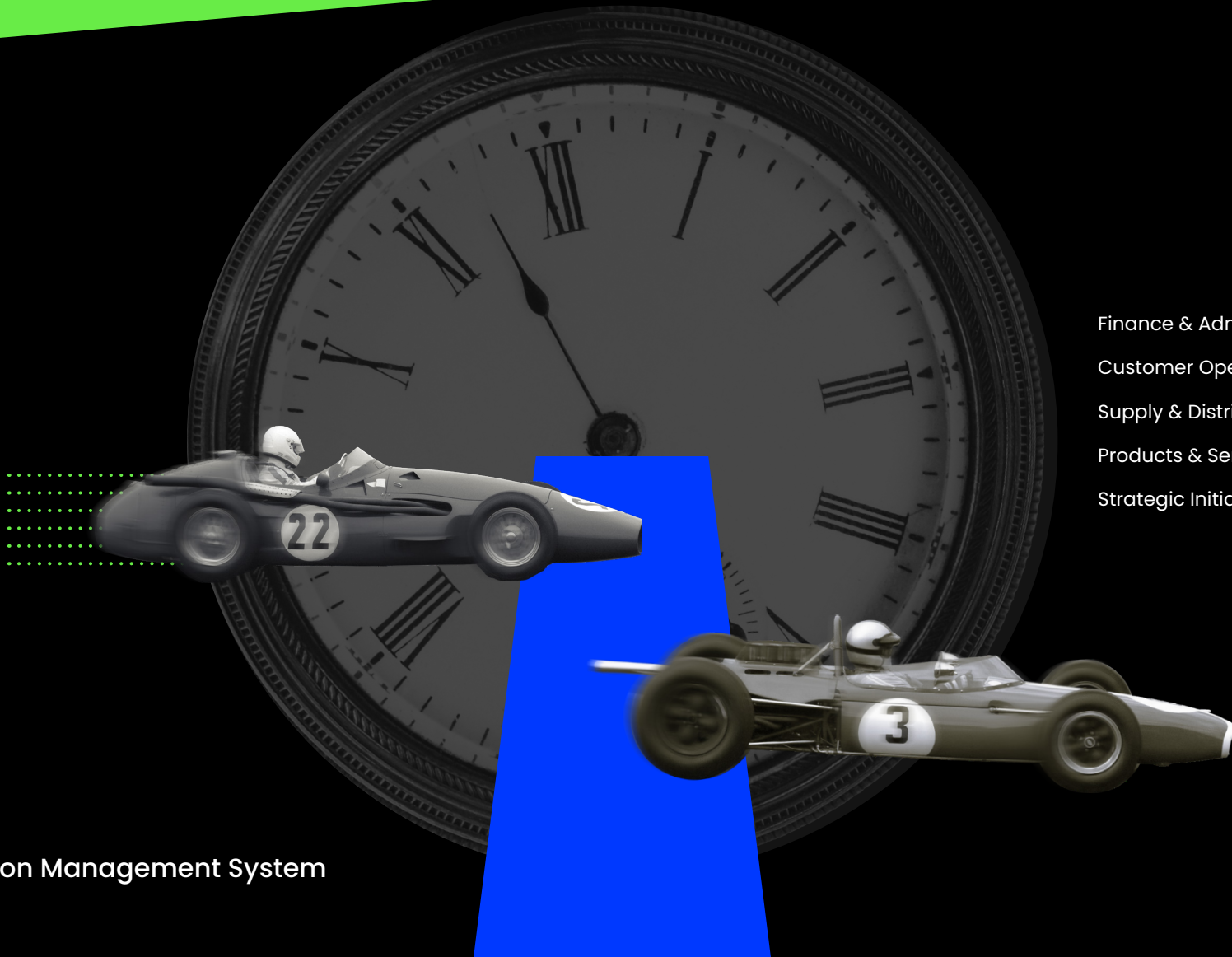


# The Big Book of EMS Use Cases



Finance & Administration  
Customer Operations  
Supply & Distribution  
Products & Services  
Strategic Initiatives

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# Introduction

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## At Celonis, we're in the business of business breakthroughs.

We believe in helping every company break free from the constraints of the rigid and fragmented systems that run their core business processes, so they can maximize their capacity to execute.

For different companies — and for different departments across every company — “execution” means very different things. And the gaps that need to be closed are just as varied.

Take the **Accounts Payable** process. A key measure of execution capacity here is the **touchless invoice rate**, which contributes to clerk productivity: the fewer invoices clerks need to touch, the more they can focus on the ones that truly need manual processing. By using intelligent automation to fix discrepancies in invoices' master data, so that fewer of them need to be reviewed by a human, best-in-class AP departments are climbing north of 85% touchless invoices.

Now, if we look at **Order Management**, one way we gauge execution capacity is **on-time, in-full delivery**, or OTIF. A common gap here is long-running credit checks that block orders and delay processing — often for top customers with a history of good credit and paying on time. But a real-time intelligence engine can predict which orders are likely to be delayed due to credit checks, and automatically unblock those orders for customers in great standing. This is one strategy used in industry-leading Supply Chains to keep OTIF high.

Two very different processes, in two very different departments. What do they have in common? They both run on a web of transactional systems like ERPs that make it difficult to close these gaps and increase these KPIs.

Luckily, the **Celonis Execution Management System** can help you do just that.

In this book, you'll find more than **70 examples of ways the Celonis EMS can help you increase execution capacity**, in over **20 use cases**, spanning **5 business areas**.

You might ask: “Are these Process Mining use cases?” Yes, they are, since Process Mining is at the core of the EMS Platform. But, as you'll see in all of these use cases, the EMS goes much further, turning process intelligence into real business outcomes through AI, automation, and other cutting-edge capabilities.

We hope you'll see the power of this new class of technology and share in our vision that process improvement is not the end game — it's the first step to maximizing execution across your entire company.

*Let's go!*



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# Finance & Administration

Leaders in **Finance & Administration** play an increasingly strategic role in companies today. They must carry the weight of their decisions knowing they can cause potential consequences that greatly impact profits, cash flow, and even the financial wellbeing of the company. It's time to offload some of that pressure. These leaders recognize the best way to manage the financial and shared services activities of a company is to have optimal transparency, accuracy, and efficiency across every function.

Whether you're looking to improve budgeting and forecasting, better understand and track your cash flow, minimize resolution cost in your IT Helpdesk, reduce employee turnover, or find new ways to automate cumbersome, manual steps, Celonis can help you measure your performance, identify and visualize the existing execution gaps, and recommend the best course of action. Now, you can remove the constraints in your F&A systems, freeing up your execution capacity and enabling your team and your company to execute to their full potential.

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# Accounts Payable

Accounts Payable is the backbone of finance operations, and processing invoices productively and paying at exactly the right time can have a huge impact on working capital and operating margins. But execution gaps in invoice processing hamper performance. Celonis helps you optimize DPO, save cash, and increase productivity during invoice processing.

Process Involved:  
**Account Payable**  
Department involved:  
**Account Payable**

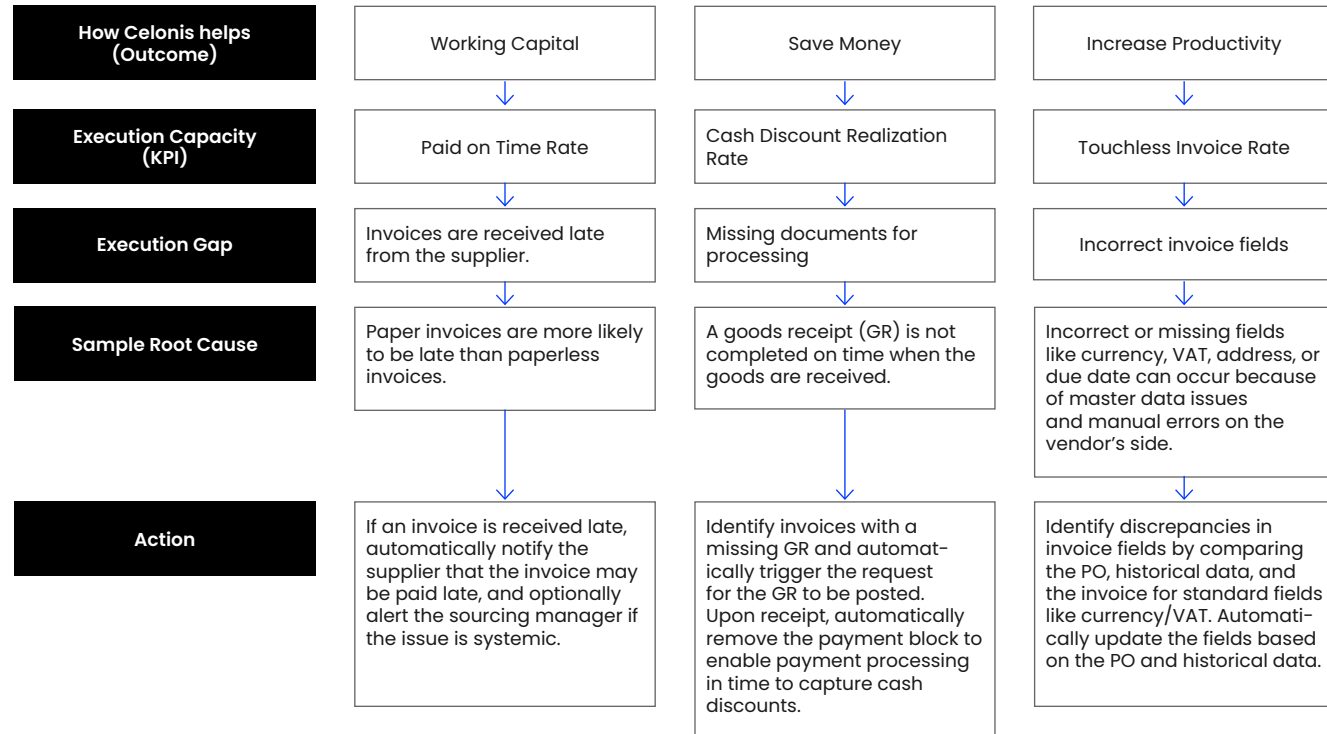
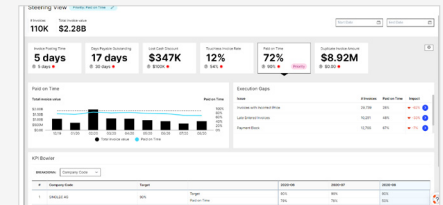


Chart Industries leveraged Celonis to realize more than **\$6M in material purchase price savings** through vendor price book compliance and **recapture \$200K in annual missed cash discounts improvements.**



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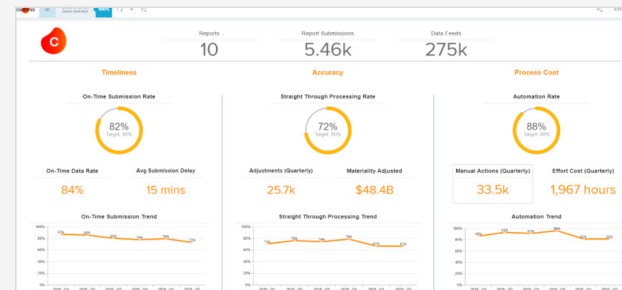
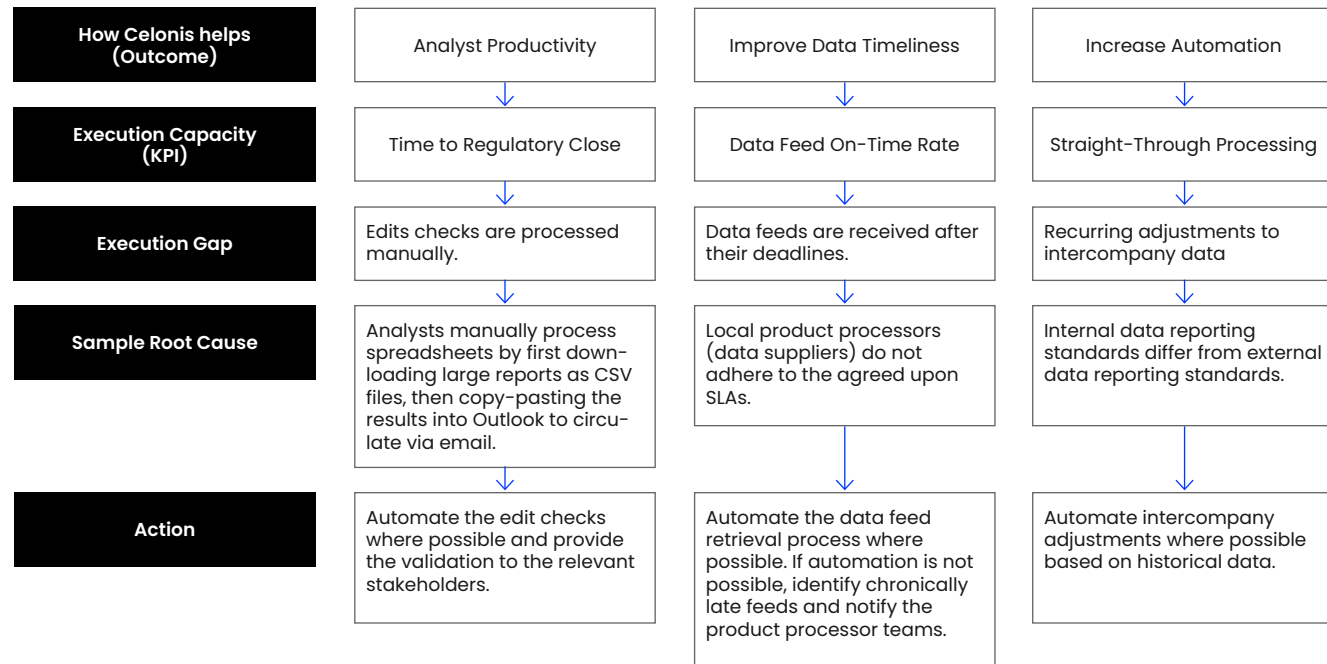
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# Record-to-Report

Record-to-Report forms provide necessary insights on the strategic, operational, and financial facets of a company's performance. But execution gaps occur in the complex processes and industry-specific regulations. Celonis helps you close faster by automating manual tasks and proactively helping employees avoid errors.

Process Involved:  
**Record-To-Report**  
Departments involved:  
**Finance, Accounting**



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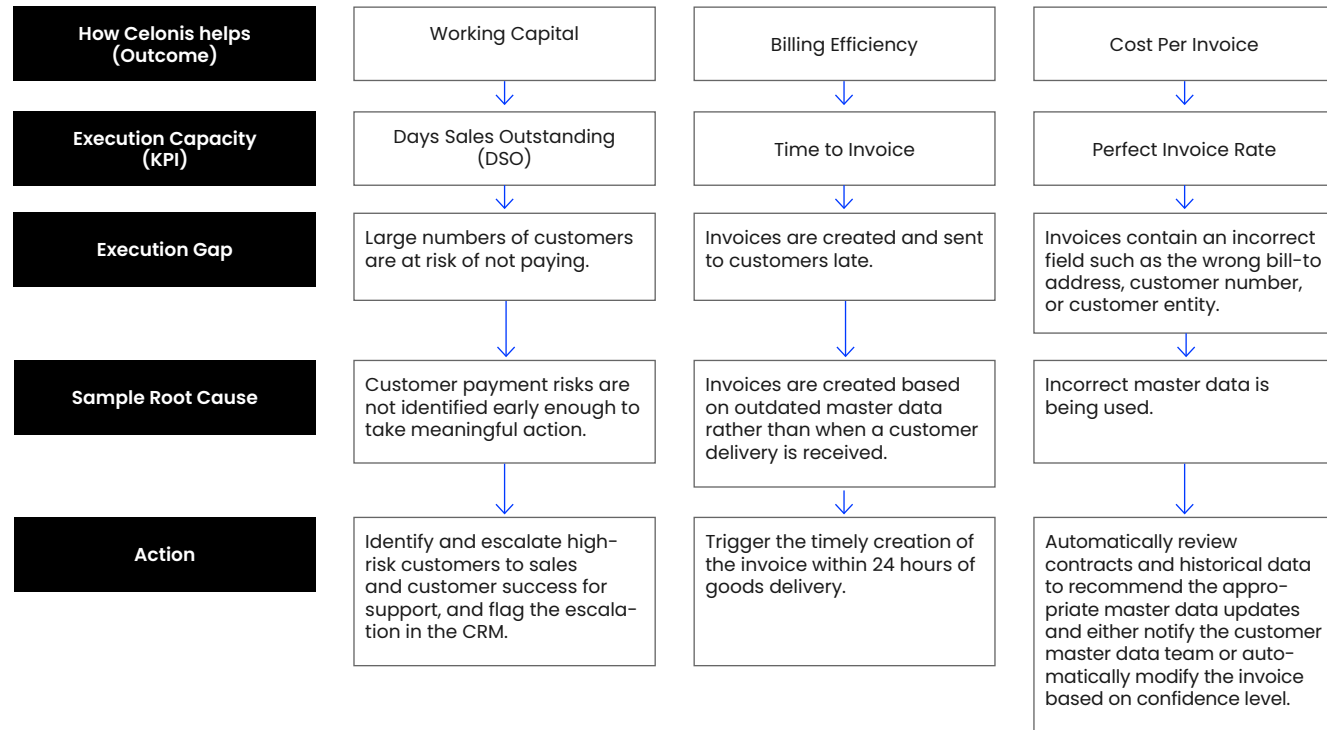
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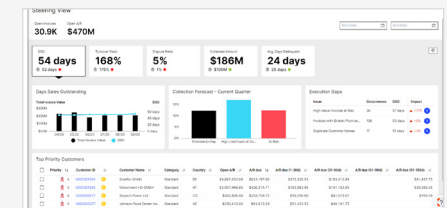
# Accounts Receivable

Accounts Receivable departments are focused on getting customers to pay on time. But execution gaps in manual, non-data-driven collections hinder performance. Celonis helps you maximize DSO by prioritizing accounts with the highest likelihood to pay, recommending actions for high-risk accounts, and ensuring a 360° view of your customers.

Process Involved:  
**Accounts Receivable**  
Departments involved:  
**Accounts Receivable, Credit & Collections**



**Sysmex reduced past-due receivables by 60% in 9 months while decreasing the late payment rate from 61% to 44%, despite the impact of COVID-19.**



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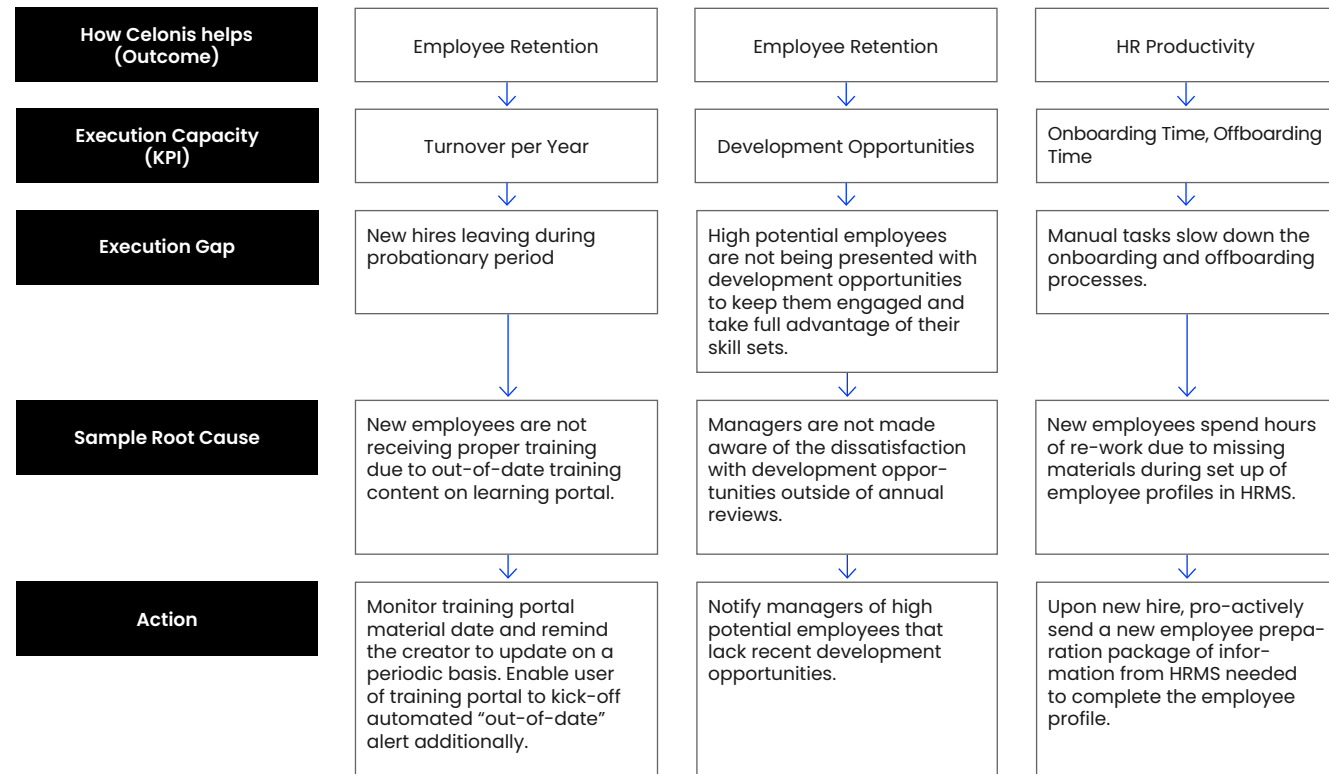
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# Hire-to-Retire

**Human Resources** departments focus on the ability to hire and grow the right talent. But execution gaps in recruiting, professional development, and manual onboarding impede employee growth. Celonis helps you reduce employee turnover, enhance employee performance, and increase HR productivity by automating manual steps and recommending performance plans.

Process Involved:  
**Hire-to-Retire**  
Department involved:  
**HR**





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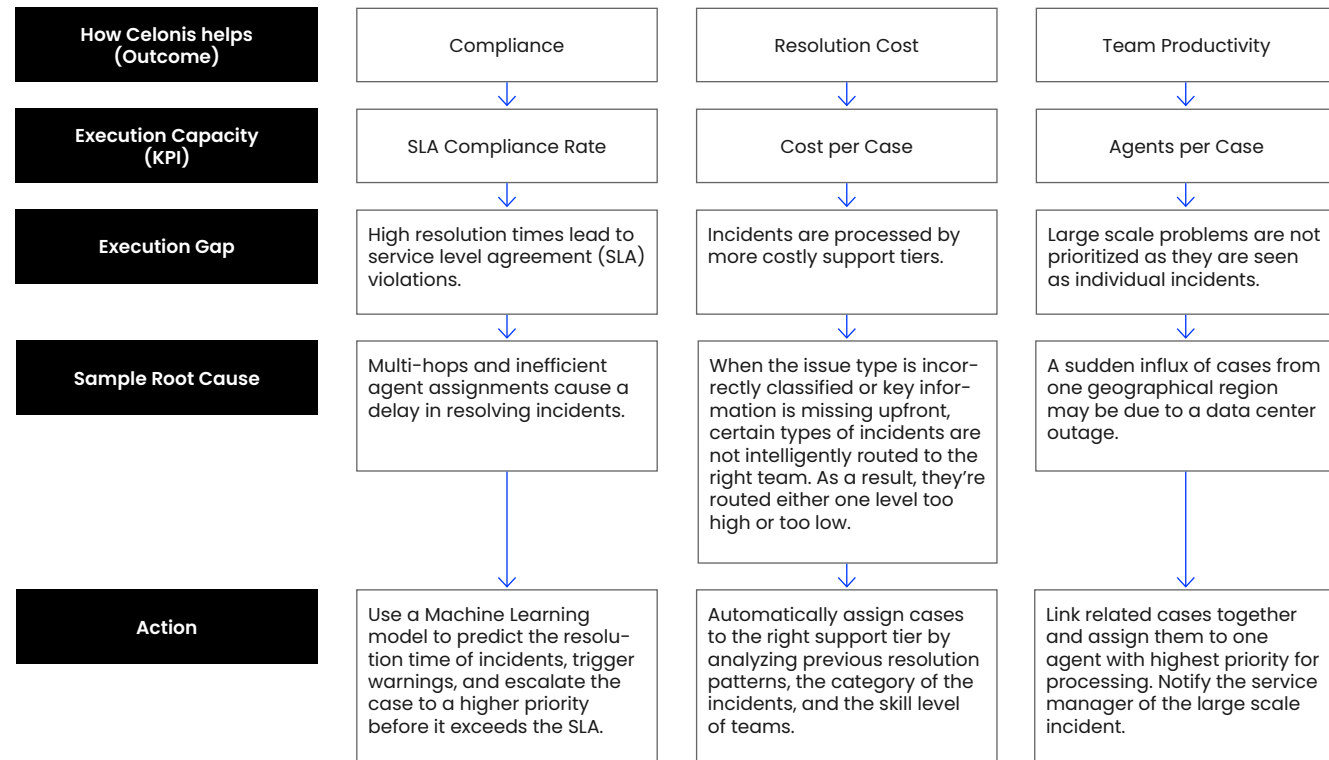
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# ITSM

IT Management Service leaders aim for superior customer service and high agent productivity. But execution gaps in ticket routing, agent skills, and case prioritization are standing in the way. Celonis helps you achieve SLAs and improve ticket handling through routing recommendation, prioritizing tickets, and automating manual tasks.

Process Involved:  
**IT Service Help Desk**  
 Department involved:  
**IT**



# CompuCom

CompuCom is leveraging Celonis to analyze and improve its managed service processes in more than **4 million ServiceNow incidents per year**, achieving up to **20% reduction in service ticket volumes**.

[Learn More](#)



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## Customer Operations

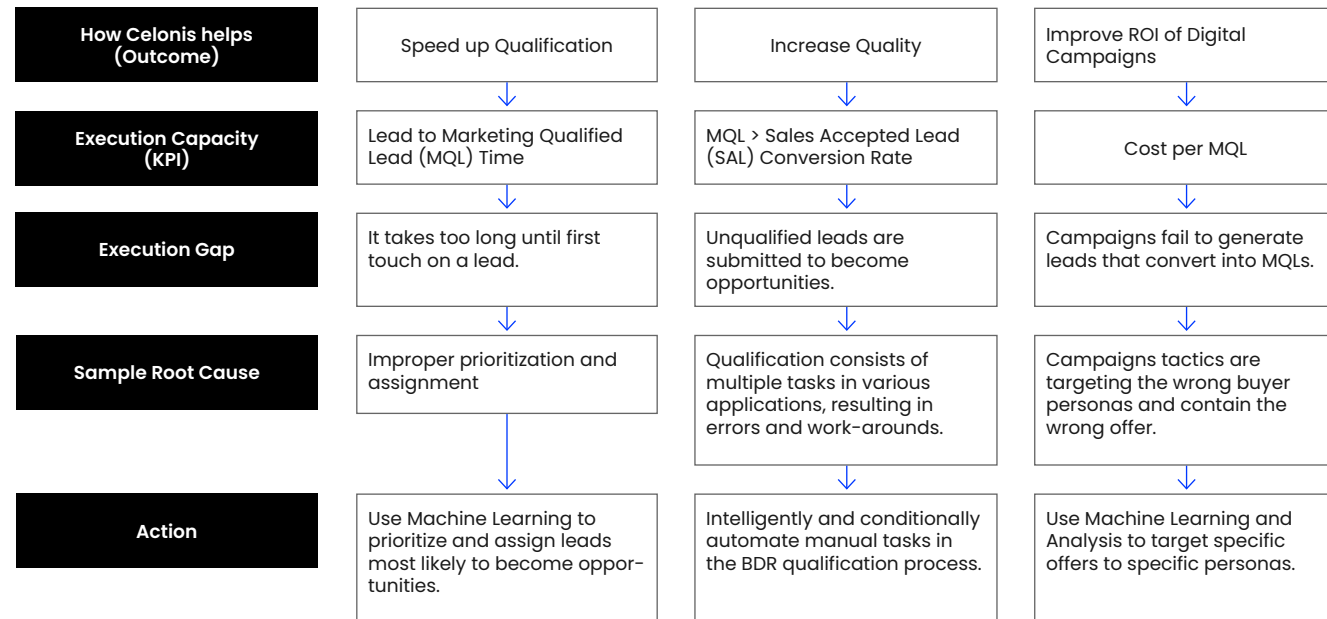
Leaders in **Customer Operations** take the phrase “it’s all about the customer” to heart. They define success by understanding their customers, prioritizing interactions, and keeping a pulse on lead opportunities. They understand customer onboarding experiences can make or break the ongoing relationship their customer has with their product, and they need intelligent tools to enable an exceptional customer experience.

Celonis can help you measure your performance, identify and visualize the existing execution gaps, and recommend the best course of action. Now, you can remove the constraints in your customer operations systems, freeing up your execution capacity and enabling your team and your company to execute to their full potential.

## Lead Management

**Lead Management** leaders focus on driving high quality leads with high ROI campaigns. But execution gaps in lead routing, manual tasks, and poor targeting reduce performance. Celonis helps you improve campaign ROI and lead conversion rates by providing in-process lead routing recommendations, prioritization of accounts for campaigns, and automation of manual tasks.

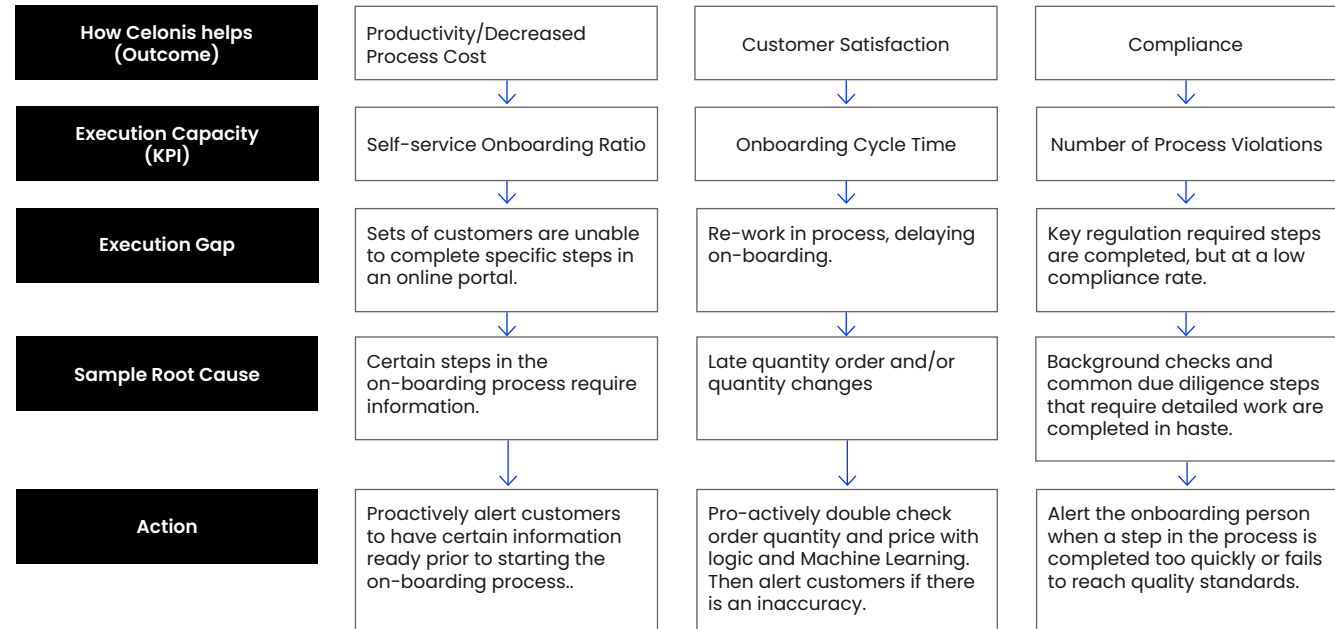
Process Involved:  
**Lead-to-Opportunity**  
 Departments involved:  
**Insides Sales,  
 Business Development**



## Customer Onboarding

**Customer Onboarding** can define the ongoing relationship with your customers. But execution gaps in faulty online portals, manual tasks, and improper compliance get in the way. Celonis helps you delight customers during onboarding by pro-actively avoiding rework, removing redundant steps, and recommending actions to improve compliance.

Process Involved:  
**Customer Onboarding**  
Departments involved:  
**Onboarding Operations,  
Customer Success**



**Degussa Bank realized a 32% reduction in customer onboarding time, while increasing their automation rate by 20%.**

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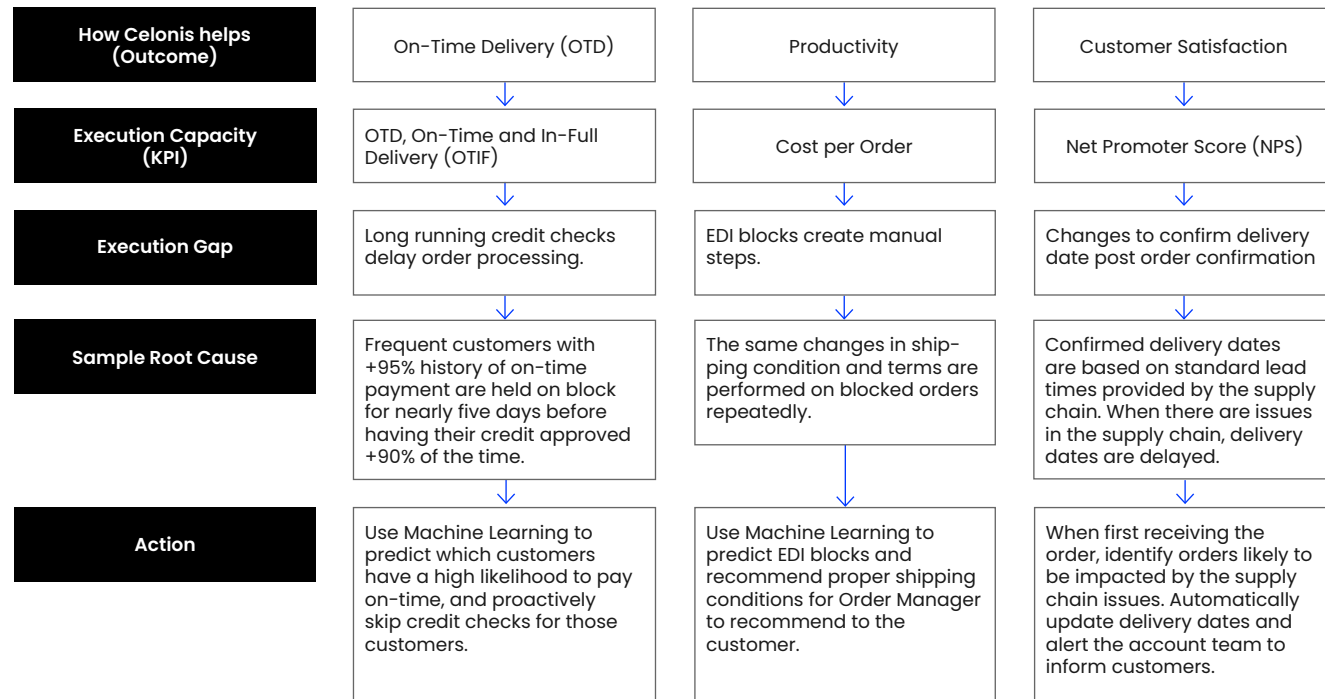
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## Order Management (Customer Service)

Order Management leaders strive to provide exceptional customer experience at effective costs. But execution gaps in order processing due to improper credit checks, EDI blocks, and order changes create havoc. Celonis helps you prioritize critical orders, optimize next-best action recommendations for on-time delivery, and avoid re-work.

Process Involved:  
**Order-to-Cash**  
Departments involved:  
**Order Management, Fulfillment,  
Accounts Receivable**



**Ascend Performance Materials reduced their time from order to delivery by 3 days, improving on-time delivery rate by 27% and their automation rate by 43%, all in only 4 months.**

[Learn More](#)

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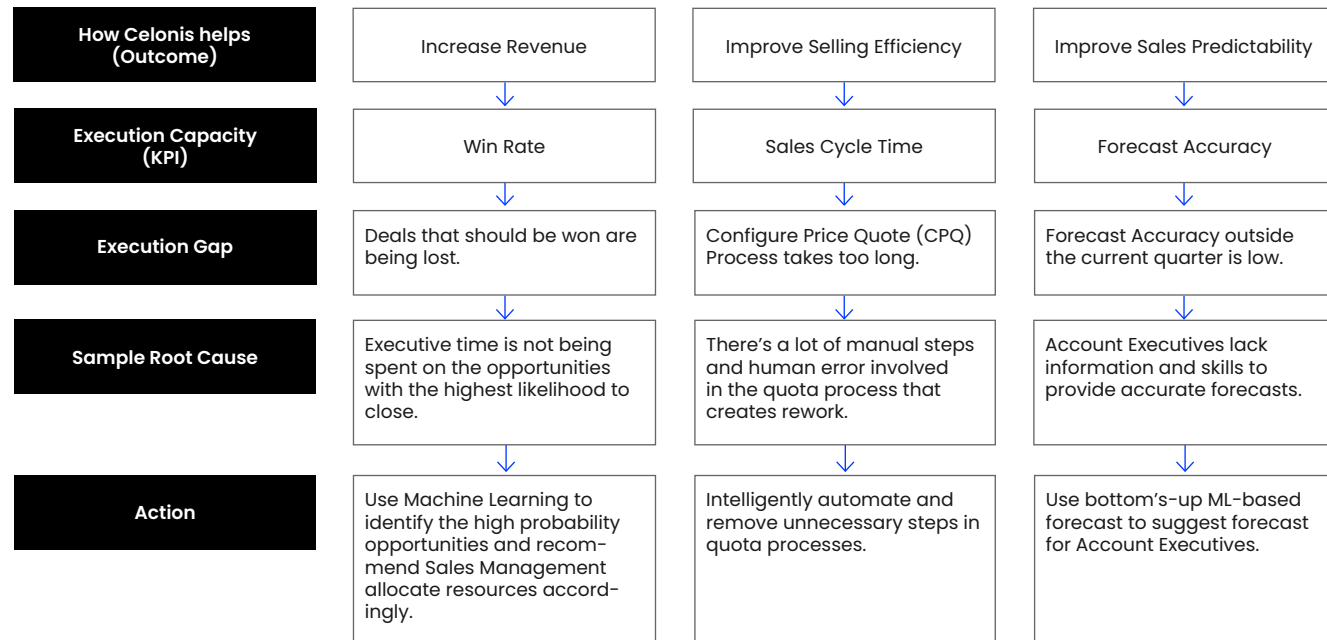
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# Opportunity Management

Opportunity Management is the key to driving increased revenue in B2B sales. Yet, execution gaps in substandard account prioritization, ineffective forecasting, and manual quoting reduce opportunities. Celonis helps you maximize bookings by prioritizing opportunities, providing multi-tiered forecasting, and automating the quoting process.

Process Involved:  
**Opportunity Management**  
Departments involved:  
**Sales,  
Strategic Finance**



"Our goal is to give 500,000 hours back to our Sales team of over 30,000 reps. We weren't able to understand the Sales process end-to-end until we brought in Celonis on top of the Dell Sales Application. Now, we understand exactly which steps of our process are the most time-consuming and error-prone, and we are using proactive alerts to drive Sales execution."

**Pranay Jaiswal,**  
Director of Business Architecture and Digital Transformation,  
Dell



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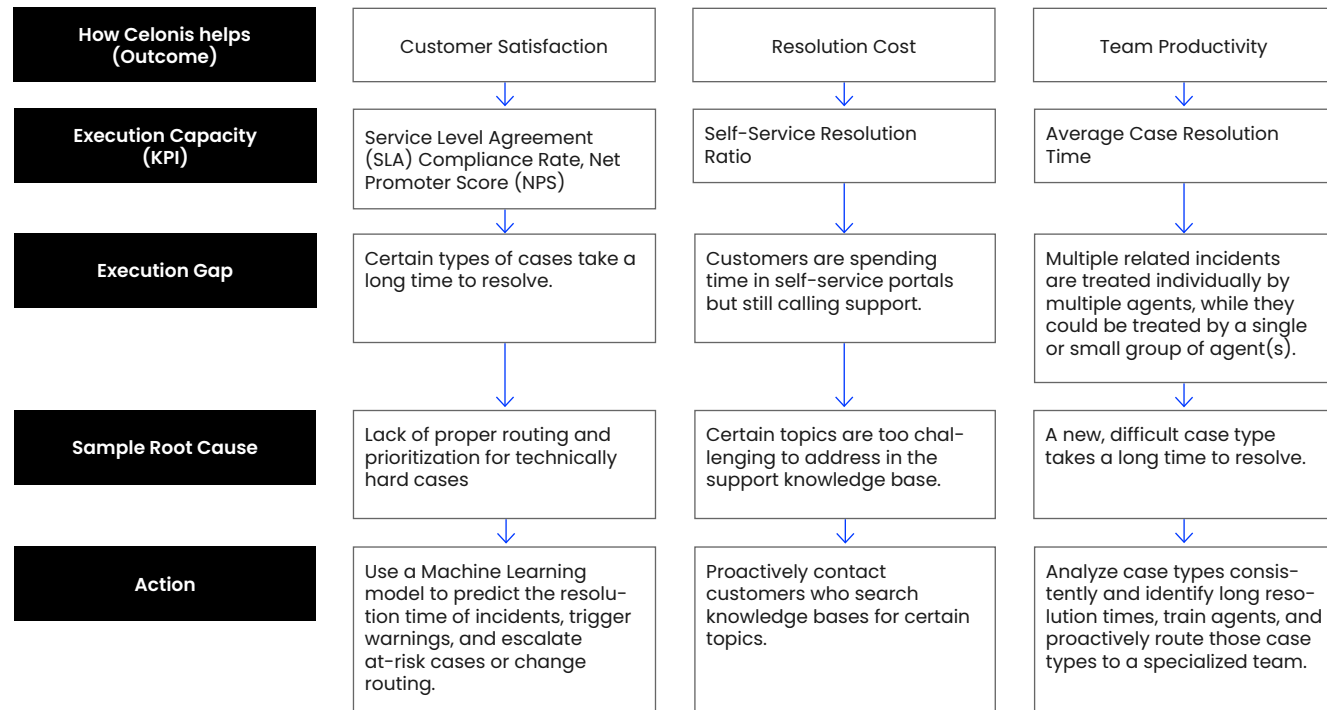
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## Customer Service

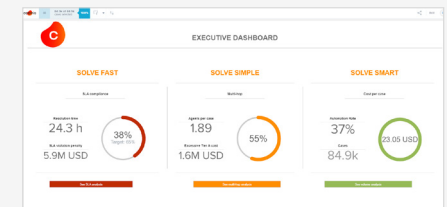
**Customer Service** leaders strive to provide superior customer experience while running an efficient contact center. But execution gaps in poor ticket routing, manual tasks, and ineffective self-service portals reduce customer satisfaction. Celonis helps improve the customer experience with ML-based recommendations in routing and customer outreach.

Process Involved:  
**Customer Service Help Desk**  
Departments involved:  
**Customer Success,  
Customer Support**



## Uber

**Uber reduced their average case handling time by 29% for rider authorization holds, realizing \$20M in savings through these efficiency gains.**



[Learn More](#)



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## Supply & Distribution

Today, more than ever, supply chains are fragmented. Leaders in **Supply & Distribution** know the only way to mend the links is to view the entire supply chain as a strategic asset. They recognize effective management of the whole distribution process is critical to a company's financial success and longevity.

Whether you're looking to redesign your distribution network, invest in new resources, fill orders faster and with more agility, accelerate your forecasts, or even reposition products around sustainability,

Celonis can help you measure your performance, identify and visualize the existing execution gaps, and recommend the best course of action. Now, you can remove the constraints in your Supply & Distribution systems, freeing up your execution capacity and enabling your team and your company to execute to their full potential.

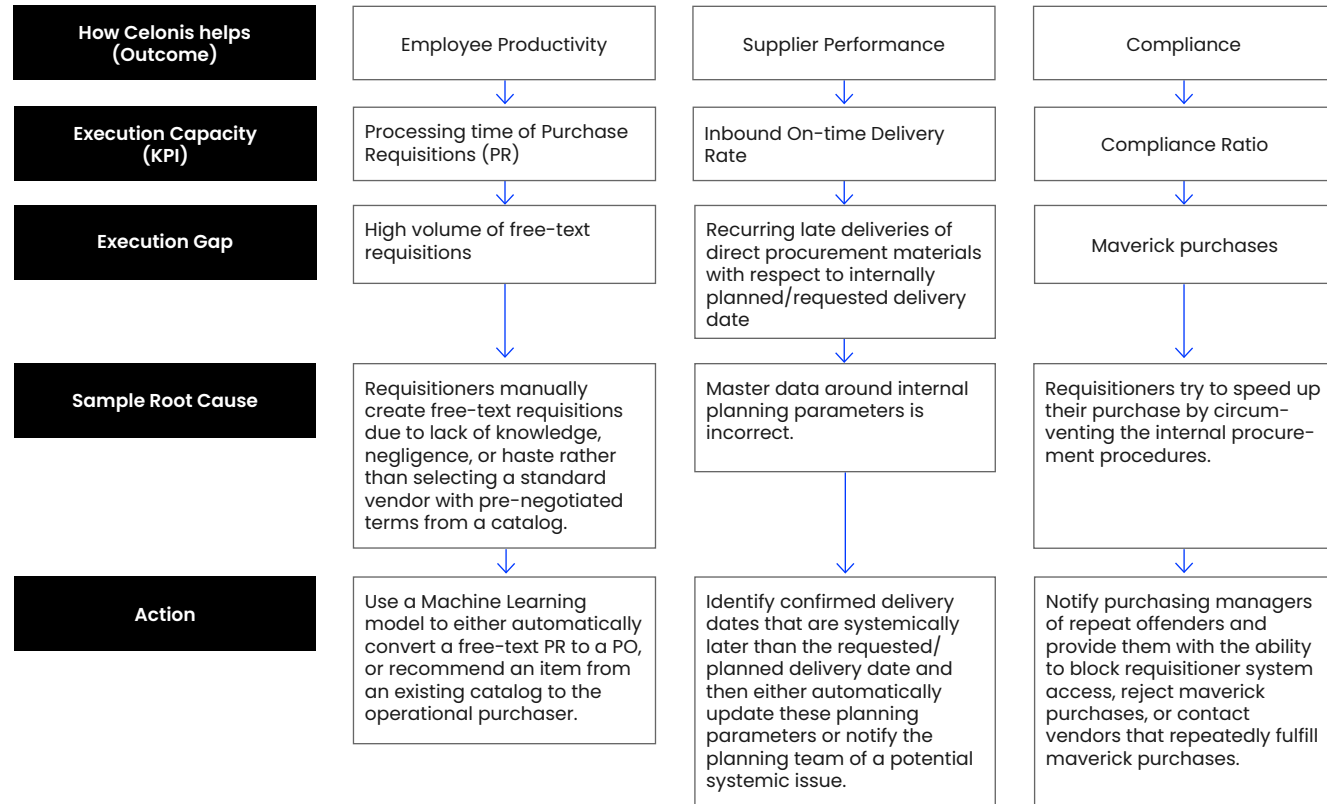


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## Sourcing & Procurement

Procurement leaders recognize spend management and supplier reliability are critical to company performance. But execution gaps due to improper blocks, PO changes, manual steps, and maverick buying hinder performance. Celonis helps you improve execution by removing unnecessary blocks, recommending actions on PO changes, and automating manual steps.

Process Involved:  
**Source-to-Pay**  
Departments involved:  
**Procurement, Sourcing, Supply Chain**



**Vodafone went from a 73% to 96% Perfect PO rate.**



**L'Oreal had an 800% increase in touchless orders.**

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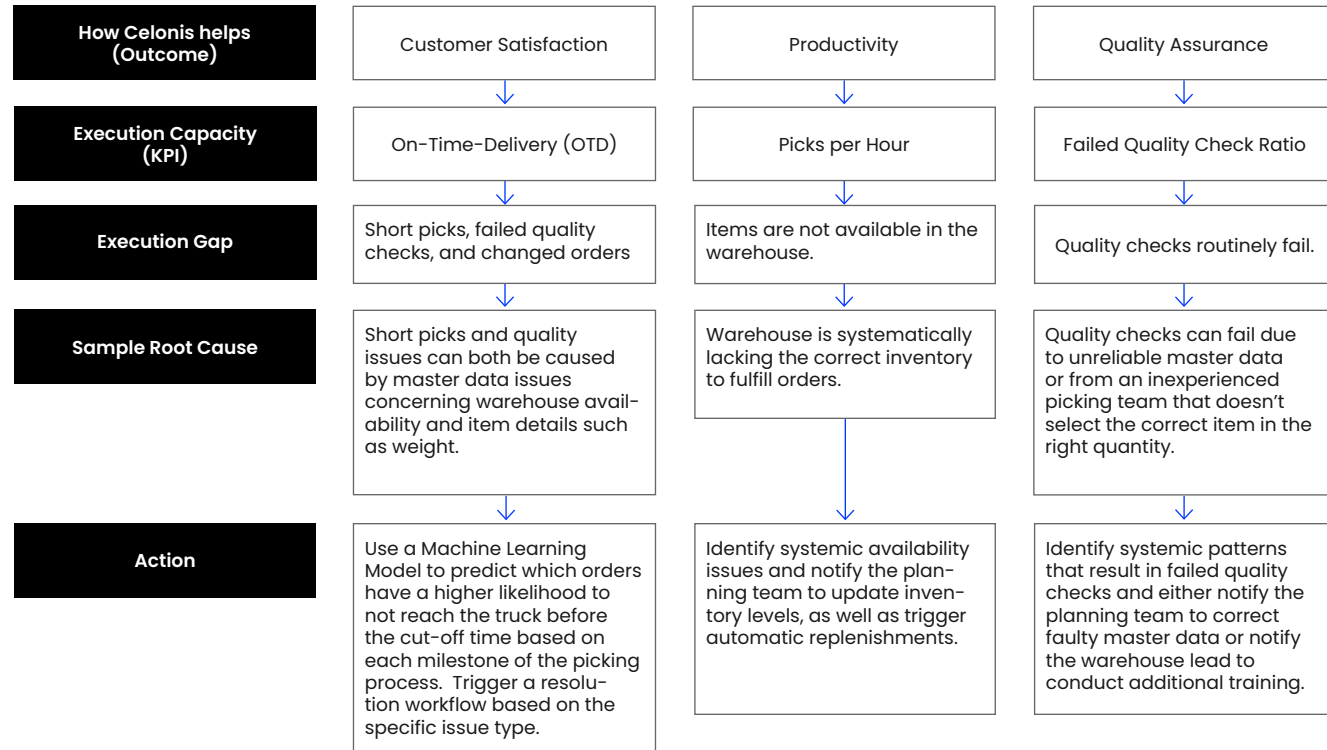
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## Warehouse Operations

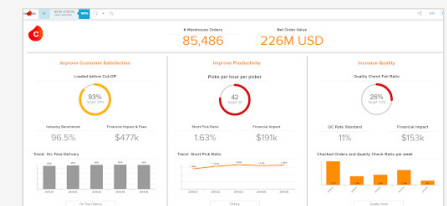
Warehouse Operations leaders prioritize improving on-time delivery at minimal inventory levels. But execution gaps in manual processes, order changes, and incorrect data hamper execution. Celonis helps you improve customer satisfaction by proactively optimizing master data, automating manual steps, and automatically prioritizing critical orders.

Process Involved:  
**Outbound Logistics**  
Departments involved:  
**Warehouse Management, Logistics, Fulfillment**



**4M€**  
total annual savings potential identified for planned roll-out in warehouses across Europe

**140K€**  
in total value realized in 12 months



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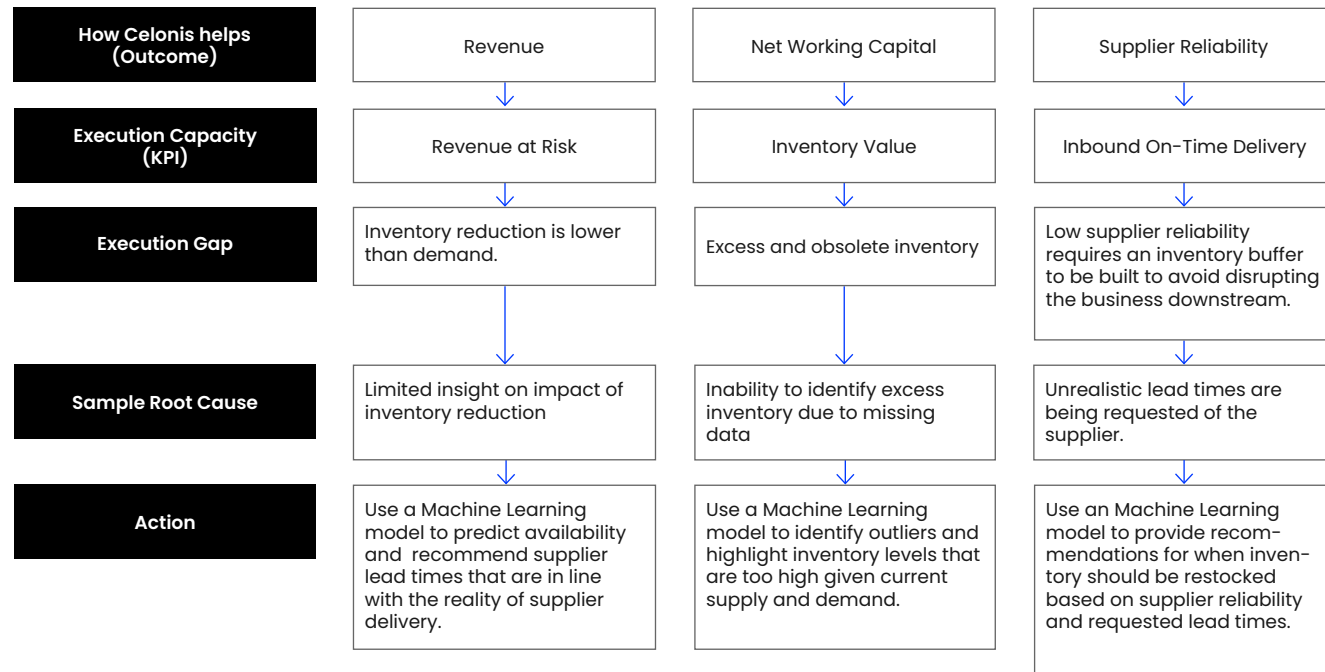
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## Inventory Management

**Inventory Management** leaders aim to spend less on storage and stock while perfecting customer service. But execution gaps in manual forecasting, poor supplier communications, and unreliable master data hurts performance. Celonis helps you improve inventory management by providing accurate forecasts and enhancing lead-time accuracy through ML models.

Process Involved:  
**Inventory Management**  
Departments involved:  
**Supply Chain,  
Inventory Management**



**\$125M**  
in opportunities identified  
in a 2-month deployment

**\$85M**  
improvement in asset  
utilization captured

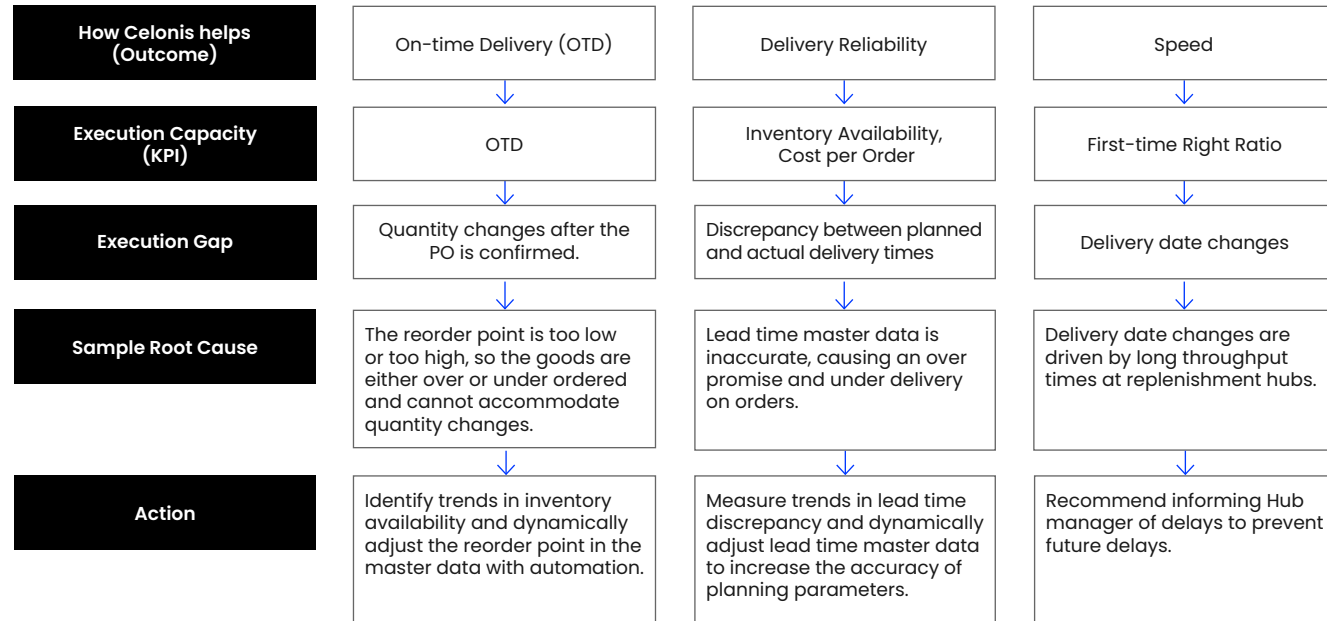
**100 Days**  
in inventory turnover  
improvement potential

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## Replenishment / Drop Shipment

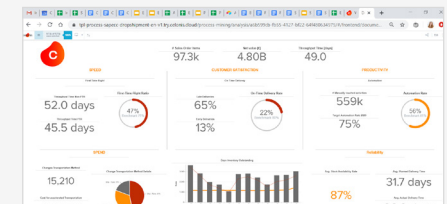
Replenishment/Drop Shipment is a critical process that can delight customers while minimizing inventory costs. But, execution gaps in poor master data, order changes, and incorrect replenishment limits decrease performance. Celonis helps improve on-time delivery by recommending proper lead times, enhancing master data, and avoiding re-work.

Process Involved:  
**Drop Shipment**  
Departments involved:  
**Supply Chain,  
Inventory Management**



**15%**  
productivity increase in  
replenishment process

**140K€**  
in total value realized  
in 12 months





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## Products & Services

Do you remember the last time a product exceeded your expectations? Most don't. When it comes to quality, it's all about going above and beyond. Leaders in **Products & Services** recognize it is increasingly critical to effectively drive productivity, mitigate rework, and ensure quality to stay competitive. In the face of rapidly changing societal preferences, an evolving regulatory environment, and rising costs, it's more important than ever.

Celonis can help you measure your performance, identify and visualize the existing execution gaps, and recommend the best course of action to optimize and sustain product development efforts. Now, you can remove any constraints, freeing up your execution capacity and enabling your team and your company to execute to their full potential.

## Shop Floor / MES

Shop Floor / Manufacturing Execution Systems (MES) ensure effective manufacturing operations and production. But, execution gaps in unplanned downtime, defects in workplace equipment, and material availability diminish impact. Celonis helps you improve operational efficiency by predicting machine downtime and using ML to reduce material outages.

Process Involved:  
**Production**  
Department involved:  
**Production**

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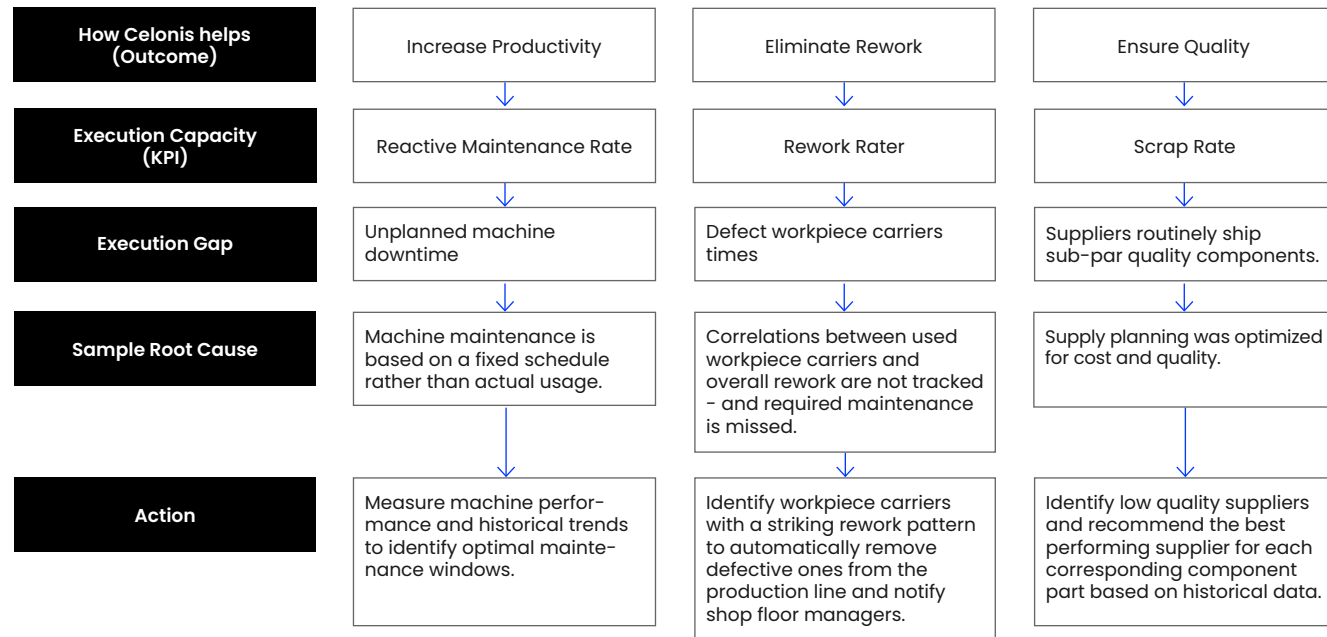
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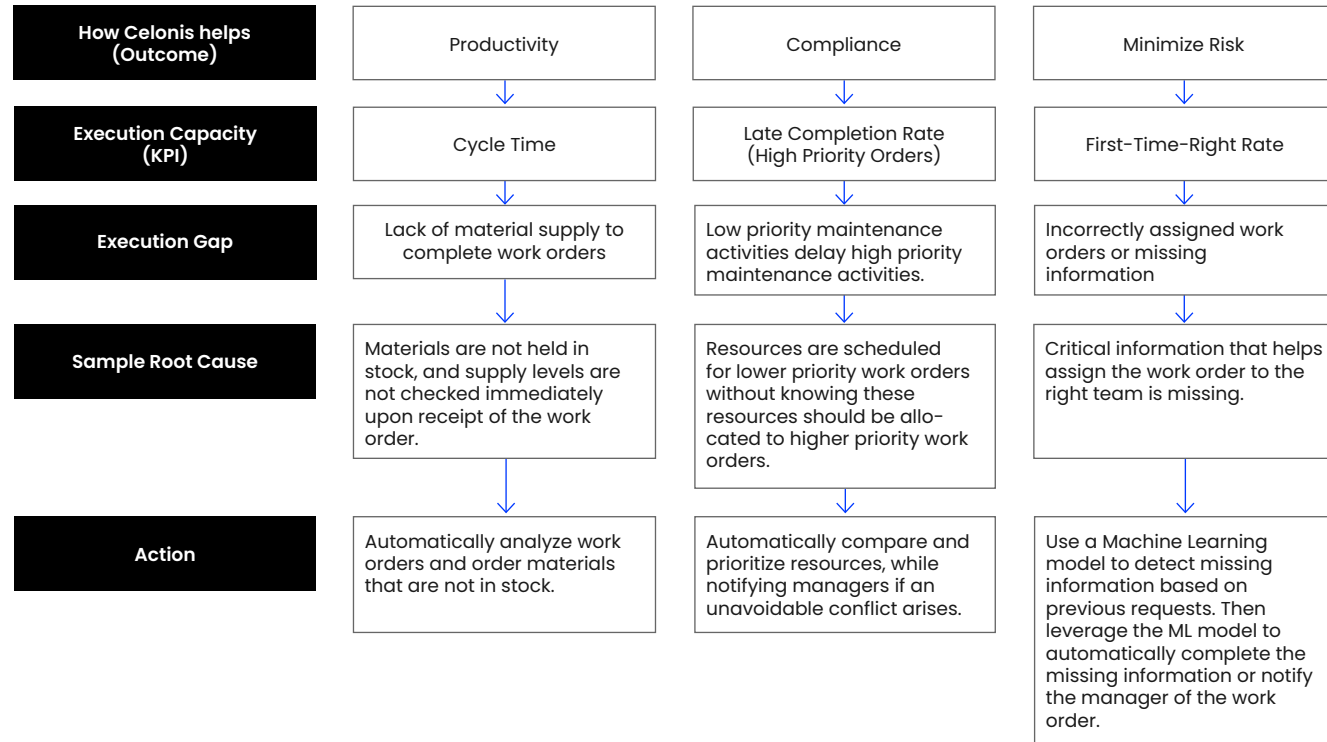
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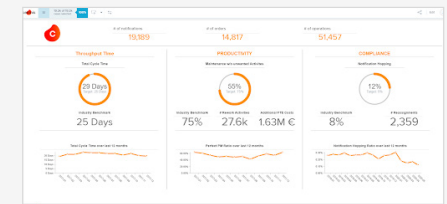
## Plant Maintenance

**Plant Maintenance** achieves minimum breakdown and quality working conditions at the lowest possible cost. But execution gaps in bounce rates, production line blocks, and faulty equipment stands in the way. Celonis helps you minimize downtime by prioritizing resources based on likelihood of failure and automatically filling in incomplete work orders.

Process Involved:  
**Plant Maintenance**  
Departments involved:  
**Maintenance, Procurement**



**Uniper optimized contractor waiting time on site, for a more punctual start of maintenance work.**

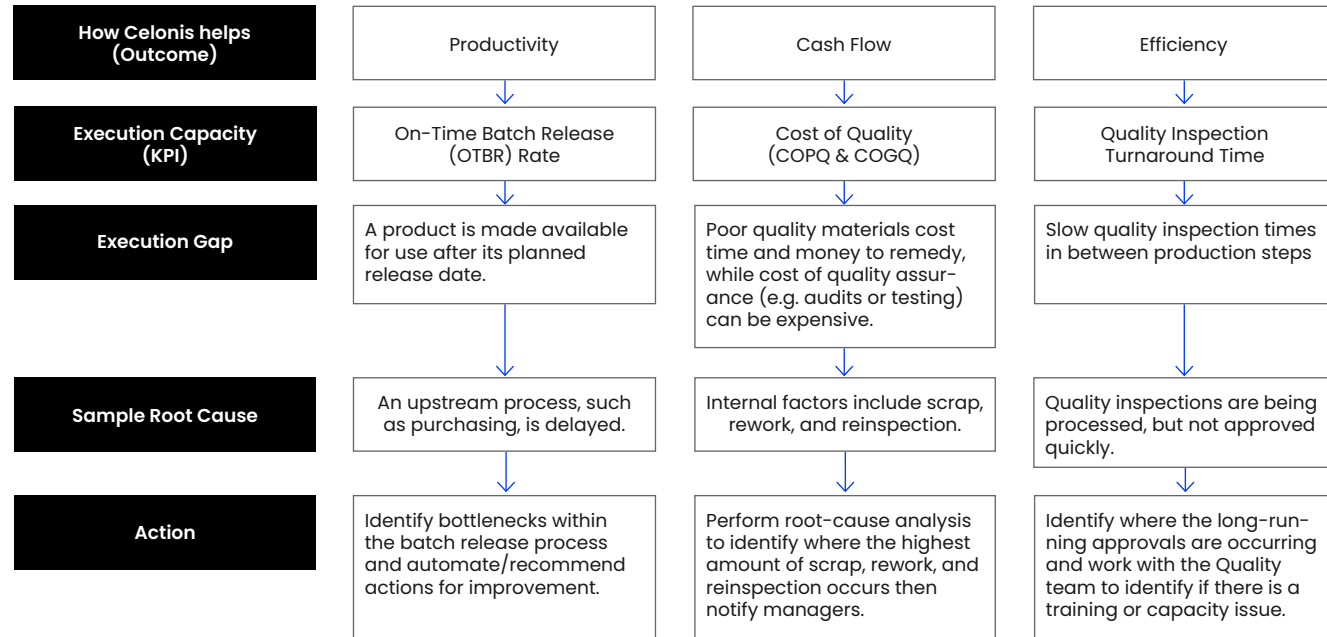


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## Quality Management

**Quality Management** continuously improves a company's production processes to enhance customer experience. But execution gaps in delayed batch releases, high rework rates, and inspection blocks stand in the way. Celonis helps you improve quality levels by predicting and avoiding bottlenecks while proactively avoiding rework.

Processes Involved:  
**Quality Planning,  
 Quality Assurance,  
 Quality Control**  
 Departments involved:  
**Quality Management,  
 Production**



**Vetter Pharma achieved a 15% reduction in cycle time in their Change & Deviation process and identified 1M+ variants in their heavily regulated and complex system landscape (Trackwise and multiple SAP systems).**

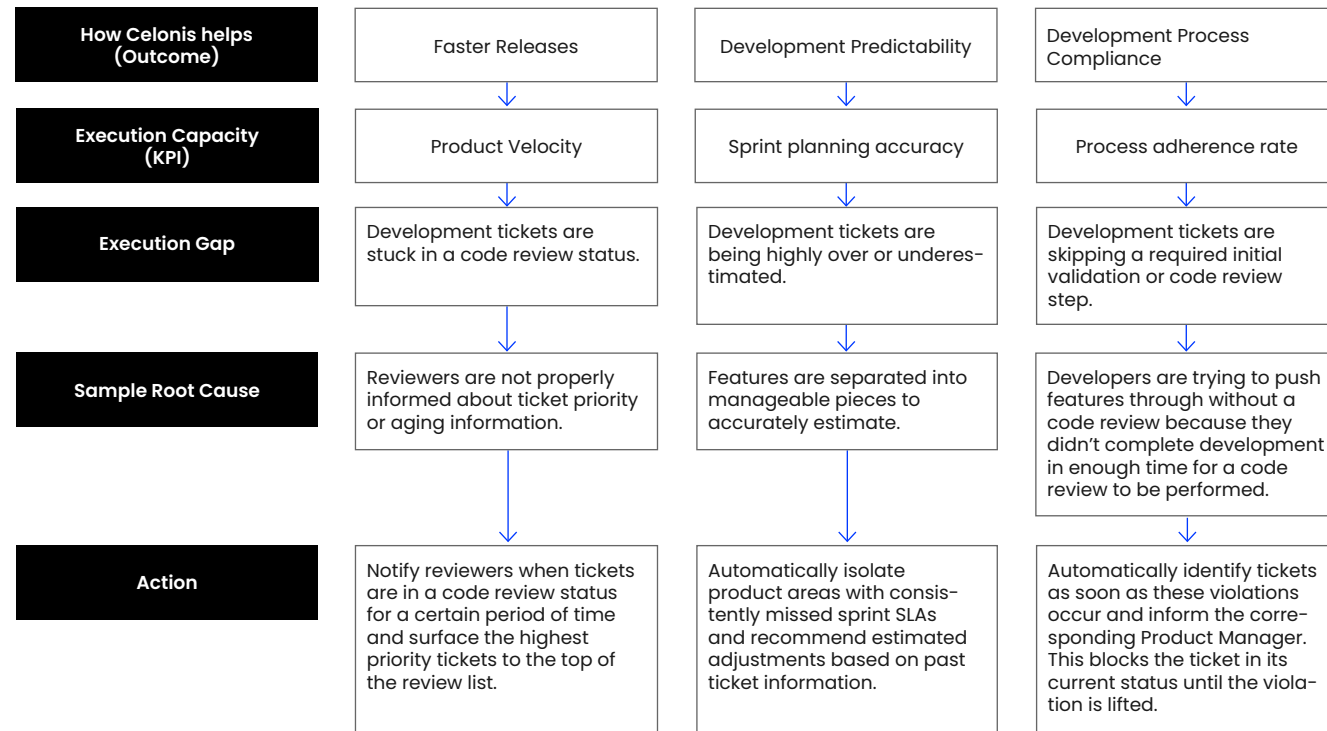


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## Product Lifecycle Management

**Product Lifecycle Management (PLM)** leaders prioritize improving quality and time-to-market. But execution gaps in development visibility, ticket management, and faulty quality testing hinder performance. Celonis helps you maximize release times and improve predictability with proactive ticket monitoring and prioritization.

Process Involved:  
**Product Development**  
 Departments involved:  
**R&D, Engineering, Product**





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## Strategic Initiatives

When it comes to enterprise-wide **strategic initiatives**, we are talking about the things that rock the boat. These are the big projects that disrupt your daily routine and are often classified as the thing you do after your “full-time” job. But they are just as important and demand a level of agility and strategy so you can run at full execution capacity. In this section we will focus on where you invest resources dedicated to accomplishing an enterprise-wide objective.

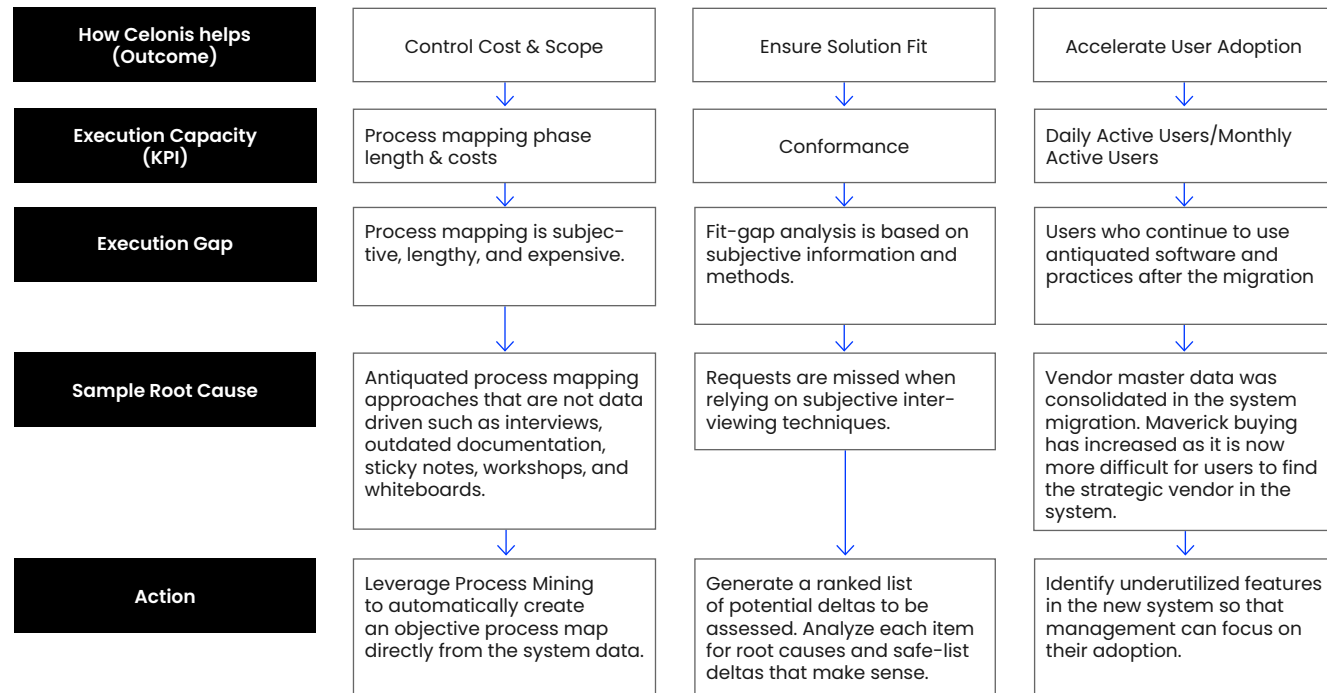
Whether you are facing a major ERP system migration, optimizing your processes to increase speed and automation through your Center of Excellence, undergoing a complex M&A, or tackling an internal audit, Celonis can help. Now, you can remove any constraints, freeing up your execution capacity and enabling your team and your company to execute to their full potential.

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## System Migration

IT leaders' goal for **system migration** is to be on budget and on time. But execution gaps in manual, process mapping, subjective fit gap analysis, and maverick buying are standing in the way. Celonis helps you maximize timeline and budget predictability with automatic data-driven process mapping, instant fit-gap analysis, and proactive user monitoring.

Processes Involved:  
**System Migration, Consolidation**  
 Department involved:  
 IT



## Schlumberger

Schlumberger saved **\$40M** and 2 months off their SAP system migration.

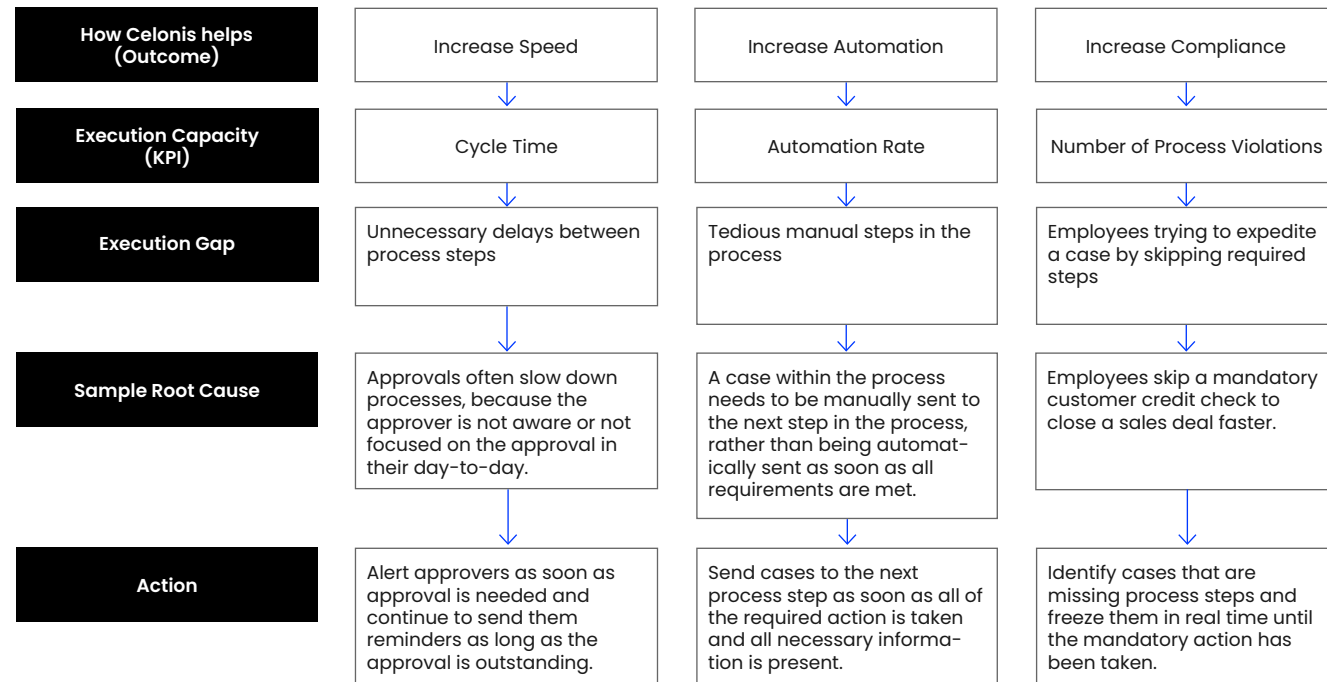
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## Operational Excellence

**Operational Excellence** leaders recognize the key to success is reducing process variation and waste - from rework to unnecessary costs. But execution gaps in unnecessary delays, manual tasks, and employee errors interfere. Celonis helps you maximize process excellence through data-driven transparency, execution gap identification, and automation.

Process Involved:  
**Process Excellence**  
Departments involved:  
**Process Excellence,  
Center of Excellence**



## SIEMENS

Siemens saves over **\$10 million** annually by eliminating rework activities.



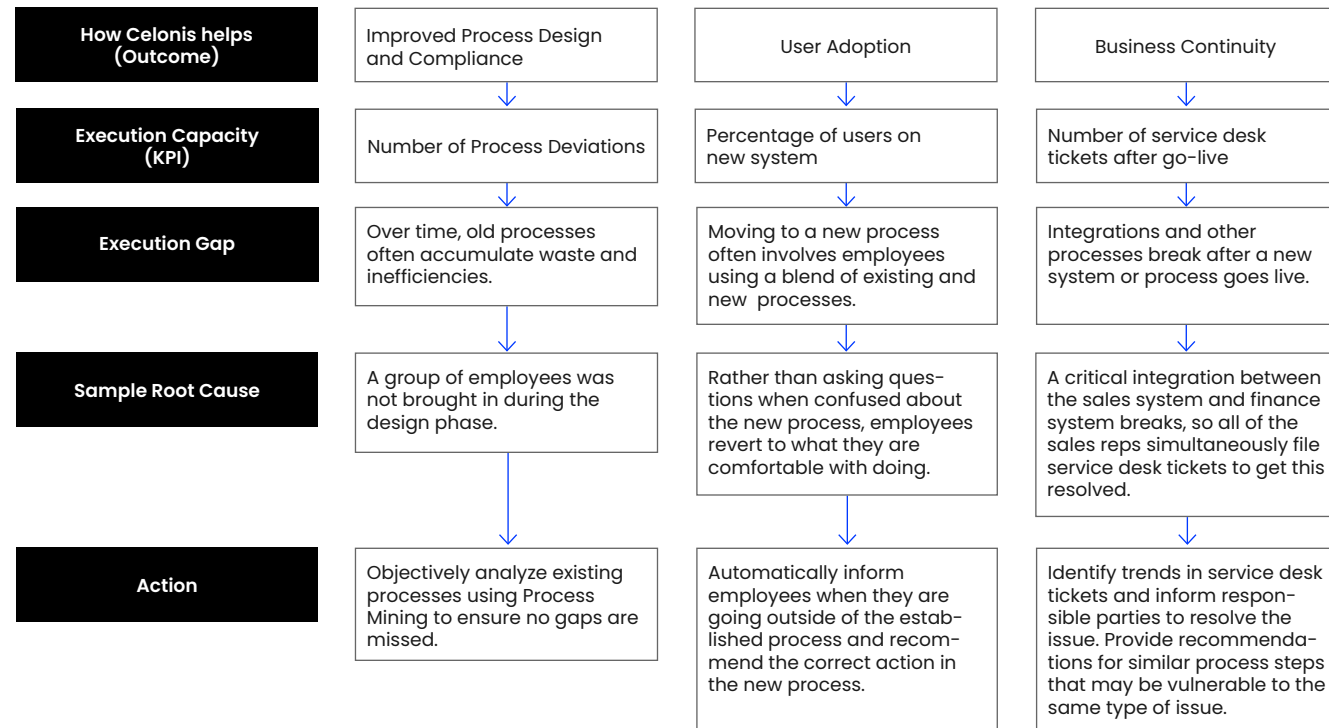
ADP achieved **400% growth** in automation and **70% reduction** in rework in the Global Payroll Process.

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## Mergers & Acquisitions

Successful **Mergers & Acquisitions (M&A)** are all about value creation. But execution gaps occur when there are too many process deviations and opaqueness in how to merge existing and new processes. Celonis helps you maximize value by improving process design and compliance to eliminate deviations, promote user adoption, and ensure business continuity.

Process Involved:  
**System Consolidation**  
 Departments involved:  
**IT,**  
**Center of Process Excellence**

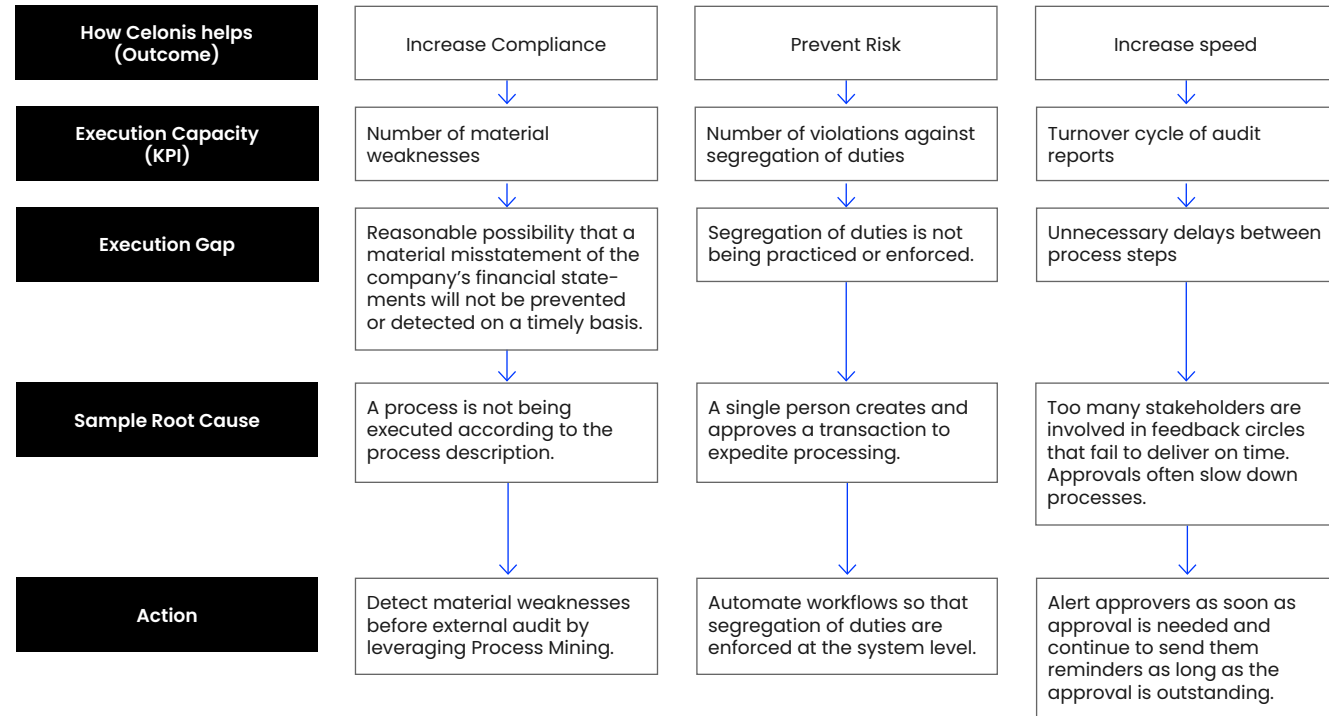


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## Audit

An **Internal Audit** is a critical discipline to ensure compliance and process effectiveness. But execution gaps occur in incorrect monitoring, delays in reporting, and incomplete data. Celonis helps you improve audit success by identifying process violations in real-time, providing proactive recommendations, and tracking process conformance.

Process Involved:  
**Internal Audit**  
 Departments involved:  
**Internal Audit, General Accounting**



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## Conclusion

History has shown all of us that breakthroughs in processes lead to breakthroughs in execution. In other words, we know where we've been and where we want to go.

Now that you've made it to the end of the Big Book, we hope you see the power of the **Celonis Execution Management System** and share in our vision that process improvement is not the end game — it's the first step to maximizing execution across your entire company.

Whether you are looking to optimize customer experience, improve supply & distribution management, drive productivity and quality assurance, remove constraints in your shared services departments, or prepare for a major event like a system migration or audit, Celonis can help you maximize your capacity to execute and achieve breakthrough results for your business ... **and beyond!**

[Learn More](#)

