



// diconium

# Welcome to diconium Welcome to CELONIS

Standardizing our offerings to scale up.

Leipzig, 03.05.2021

internal

confidential

# Your customized offer

## “Discover”

Discover Celonis on Microsoft Azure  
@ 40.000 € p.a.

- Consulting services
- Pilot implementation (25 MDs)
- Unique solutions (KPIs, analytical templates)

- Up to 250 GB APC
- Unlimited Consultant Users
- Discovery Capabilities
- EMS Connectors

! Data remains with service provider diconium  
for analysis and evaluation

## “Visualize”

Enhance Celonis on Microsoft Azure  
@ 130.000 € p.a.

- Consulting services
- Full implementation (80 MDs)
- Establishment of operational use cases
- Unique solutions (KPIs, templates, operational solutions)

- 50 GB APC
- 5 Client Viewers and 2 Client Analysts
- Unlimited Consultant Users
- Full EMS Capabilities

! Customer receives own cloud for backup and  
evaluation of own data

## “Transform”

Transform with Celonis on Microsoft Azure  
@ 250.000 € p.a.

- Consulting services
- Full implementation (150 MDs)
- Establishment of operational use cases
- Unique solutions (KPIs, templates, operational solutions)

- 100 GB APC
- 5 Client Viewers and 2 Client Analysts
- Unlimited Consultant Users
- Full EMS Capabilities

! Customer receives own cloud for backup and  
evaluation of own data

# AGENDA (Discover)

## 1. Week #1: Goal-Setting Workshop & Project Initiation

- Discussing current management initiatives and process pain points
- Identify relevant key stakeholders and decision makers
- Define crucial strategic goals and success criteria
- Choose 1 process for value assessment and describe it in as much detail as possible
- Technical-Setup call
- Data-Setup call

## 2. Week #2: Data Collection & First Glance

- Set up continuous data connection to Celonis Cloud System
- Initial data transformation and dashboarding
- First Glance into Process Analysis and User Training
- Schedule workshops and meetings for the on-site week
- Choose 3-5 key transformation metrics for detailed analyses and performance acceleration

## 3. Week #3: Analysis Extension & Data Refinement

- Correct obvious data and analysis errors
- If necessary, expand analyses and the associated data

## 4. Week #4: On-Site Week

- Discovery Workshop: Discover & validate root-causes
- Enhancement Workshop: Action Engine Skills and Workflows for Process Enhancement
- Monitoring Workshop: Calculate Business Impact
- Operating Model Workshop: Discuss Operating Model and Responsibilities
- Rollout: Discuss possible Rollout concept and scale-out plan

A person is walking away from the camera down a long, narrow tunnel. The tunnel is formed by a series of large, glowing purple circles that recede into the distance, creating a strong sense of perspective. The background shows a city street at night with buildings and streetlights, all bathed in a deep purple light. The overall mood is futuristic and mysterious.

**diconium**  
Company

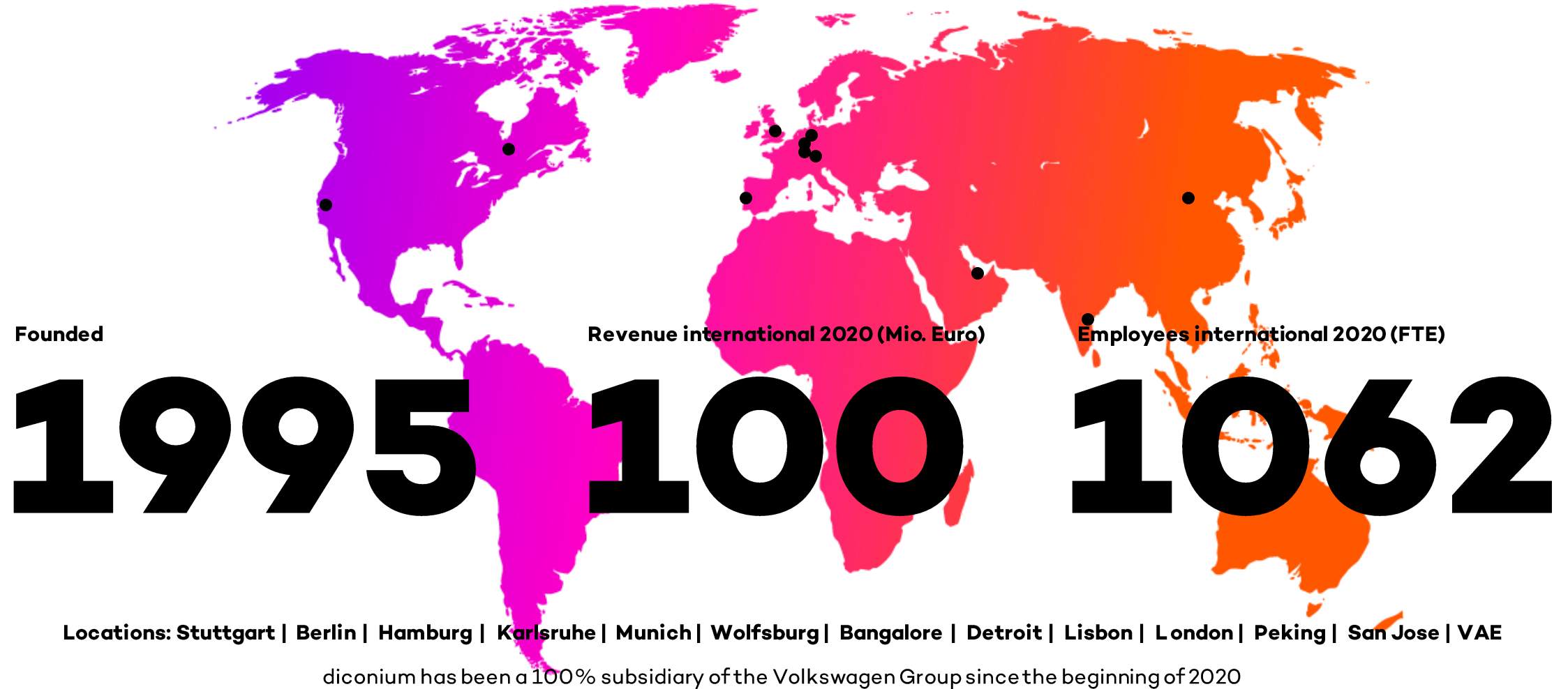
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## Short description diconium

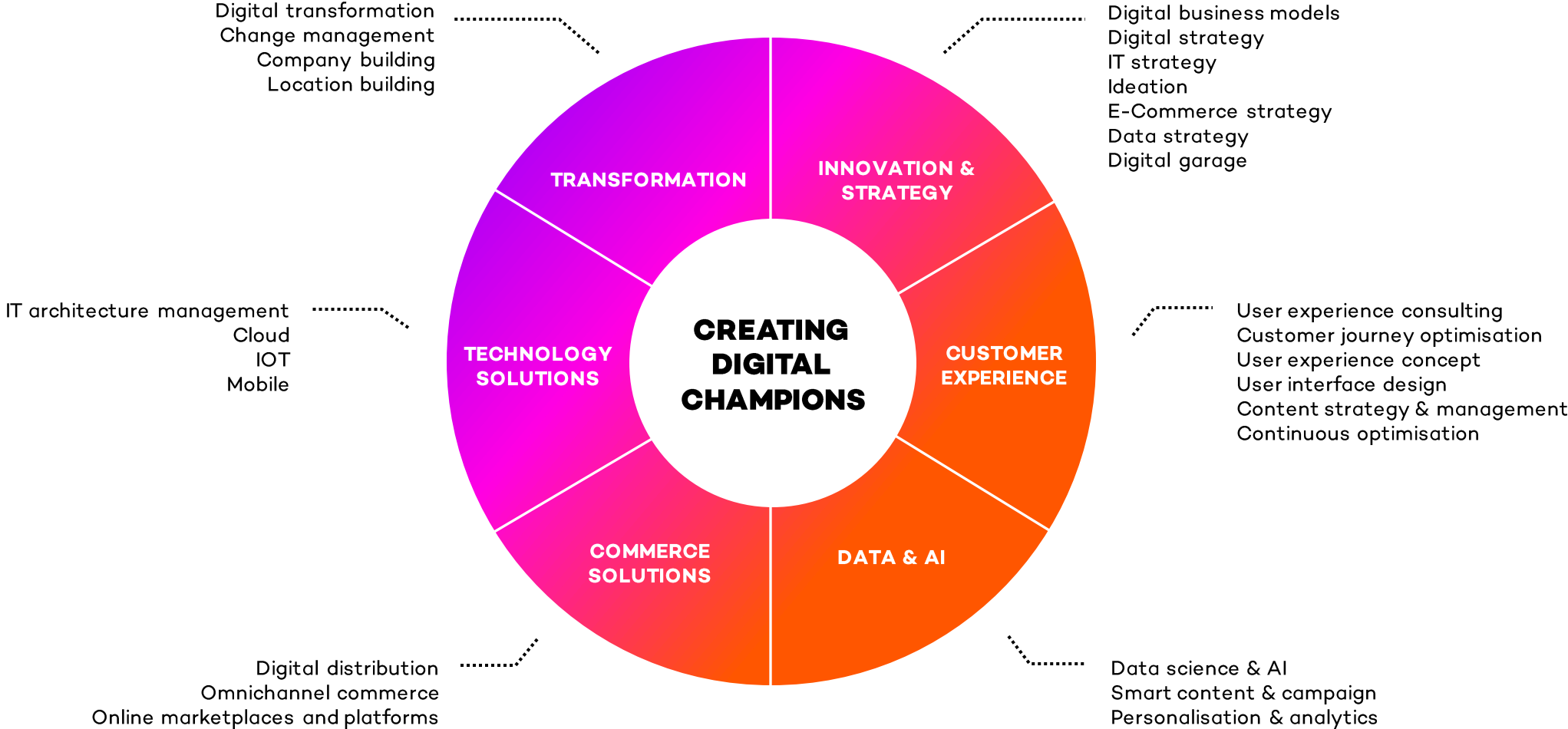
diconium is a service provider for the entire process of digital transformation: from innovation & strategy, customer experience, marketing & AI, commerce and technology solutions to the establishment of digital entities.































## Who we are



# Our competencies



# Extract from our customer list

AUTOMOTIVE			RETAIL & CONSUMER GOODS			FINANCE	INDUSTRIALS		TECH, MEDIA
 Volkswagen	 Nutzfahrzeuge	 Audi							
 PORSCHE		 ŠKODA						 Sensor Intelligence.	
	 CUPRA		 HUGO BOSS	 Es gibt immer was zu tun.			 GRUPPE		
	 Mercedes-Benz Das Beste oder nichts.				 RÜGENWALDER MÜHLE Familienunternehmen seit 1834				
								 People for Process Automation	
			 the best of fruit						



# Our partners



**SPECIALISED** Adobe Experience Manager  
**SPECIALISED** Adobe Experience Manager Sites:  
Run & Operate



# diconium complements its capacities and competences in the sense of the customer

	// diconium
Software development	570
Strategy, Business & Prozess-Berater	75
Data Experts (inkl. Analysts, Scientists, Architects, Engineers)	80
Zertifizierte CELONIS Business Analysts / Data Engineers	22
Concept & Design	25
Worldwide Office locations	12
CELONIS Partnership since	2018



# diconium and Volkswagen





Goals and challenges


diconium takes a formative position at CARIAD

VOLKSWAGEN  
AKTIENGESELLSCHAFT




# In our process mining projects we have identified considerable potentials for our customers (selection)


		 PORSCHE	 BENTLEY	 <b>HAWESKO</b> Hanseatisches Wein und Sekt Kontor
<b>Area</b>	After Sales	Production & Finance	Procurement	Retail
<b>Scope</b>	Service process in workshops	Production & Logistics Processes	Purchase-to-Pay	Order-to-Cash
<b>Potential</b>	<ul style="list-style-type: none"> <li>• MVP successfully implemented</li> <li>• Significant increase in productivity</li> </ul>	<ul style="list-style-type: none"> <li>• 1,9 Mio € savings (2019)</li> <li>• 10 Use Cases</li> </ul>	<ul style="list-style-type: none"> <li>• 1,5 Mio € Savings Potential</li> <li>• 8 Use Cases</li> </ul>	<ul style="list-style-type: none"> <li>• MVP successfully implemented</li> <li>• CELONIS connected to SAP</li> </ul>




Further references for Process Mining & Digitization




Production




Quality




Finance



Smart Factory Vision

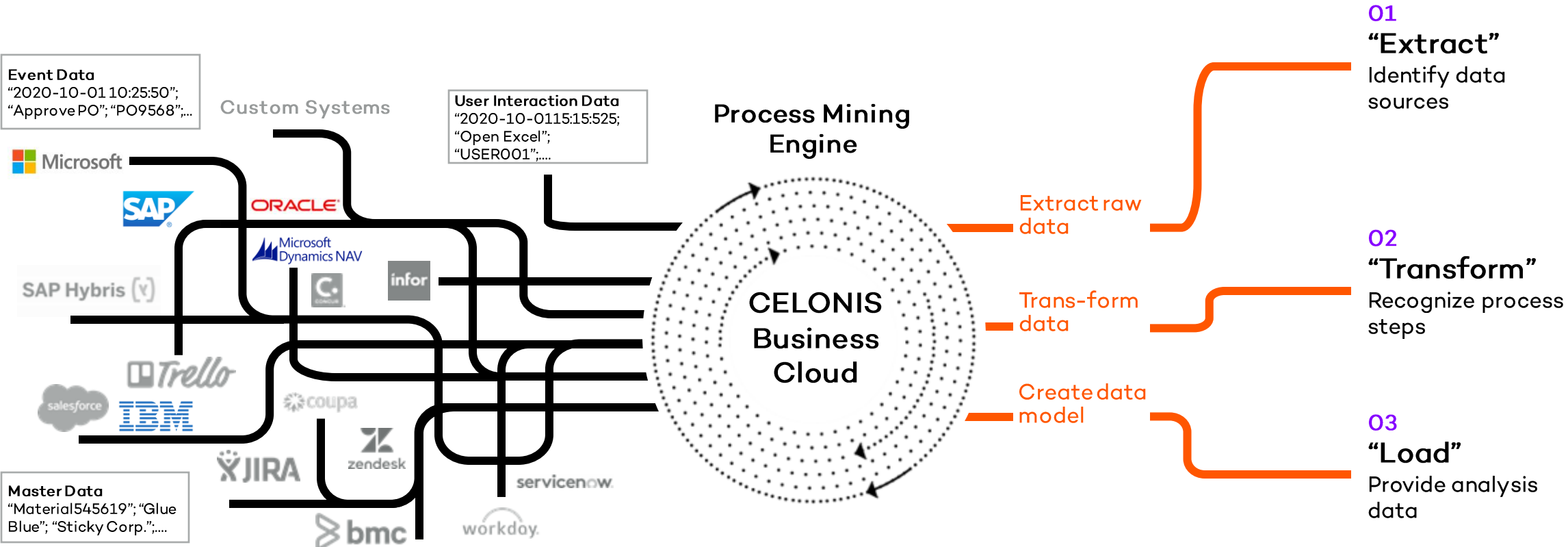


DPP/ Industrial Cloud



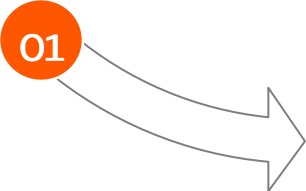
Procurement

# Data connection of diconium through CELONIS Business Cloud

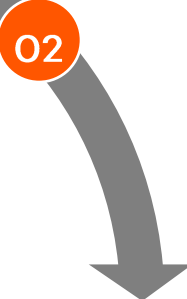


# Analysis and measures - With the help of the dashboards, potentials become visible, which can be tapped iteratively

**Analyses**  
Use ready-made dashboards to identify weaknesses and assess economic potential



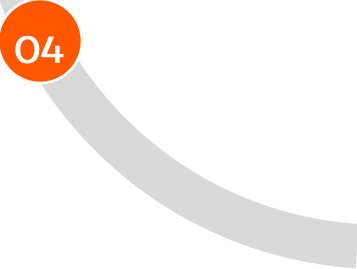
**Measures**  
Derivation of solution concepts and intervention points to overcome weaknesses and exploit identified potentials



**Optimization**  
Implementation of the defined measures by MAN  
Data-based support



**Control**  
Evaluation of the success of the measures with the help of the dashboards, reporting of further potentials and hypotheses for improvement possibilities



# Training - Training is provided on the job during implementation (included in Discover, Enhance & Transform packages).

	Content	Duration	Requirement
<b>Business User</b>	Empowering the end user to operate and analyze existing dashboards	Online-Course (Individual) 1 Day Training (je 8-10 Participants) On the job training	Process knowledge
<b>Analyst</b>	Ability to develop and create new dashboards, analytics	Online-Course 1 Day Training (4-6 Participants) On the job training	Business User Basics of data models / SQL
<b>Executive</b>	Understanding the context and functionality of process mining to derive potentials	1 Day Workshop	Process understanding
<b>Data Engineer</b>	Connection and preparation of new data, systems	Online-Kurs 1 Day Training (4-6 Participants) On the job training	Advanced SQL, database skills,



# Anchoring in the organization - handover of documents and rough conception for the sustainable establishment of Process Mining (included in the packages Enhance & Transform)

## Handover to customer

### Onboarding Customer Team

- Consolidation implemented dashboards
- Handover of analyses and derived measures for follow-up

### Concept anchoring

- Development of the status and necessary measures in a 1-day workshop
- Follow-up of measures by customer team

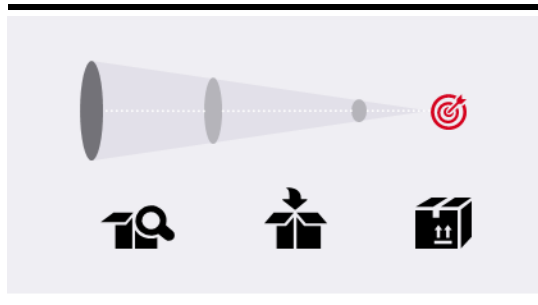
### Handover documentation

- Delivery of dashboards, training documents

**Erforderliche Informationen und Dokumente an MAN übergeben**

# Anchoring in the organization - Long-term acceptance of process mining is achieved through 4 elements (included in the Enhance & Transform packages).

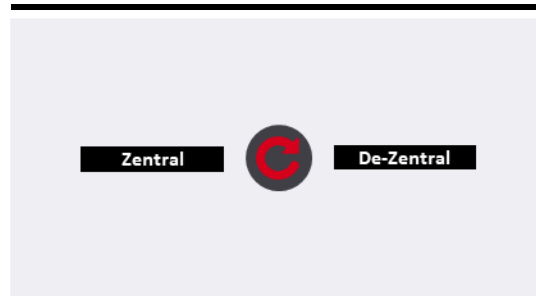
## 01 Methods and standards



Defined input channels for further use cases

Criteria-based prioritization and implementation of process mining

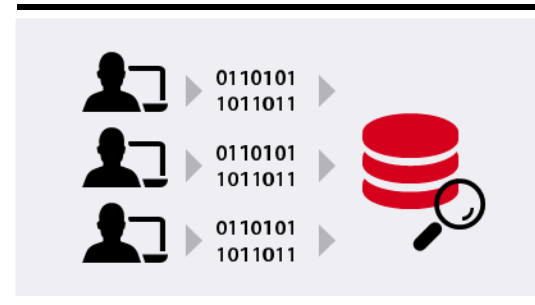
## 02 Governance and Roles



Organizational anchoring and coordination with stakeholders

Defined tasks, competencies and responsibilities of the process mining roles

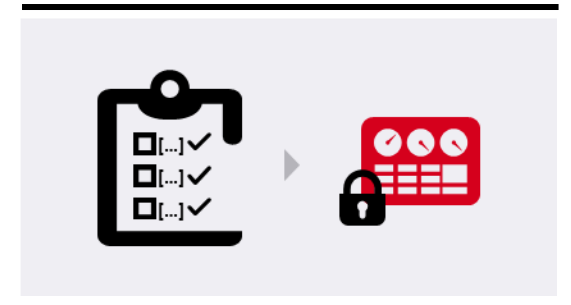
## 03 Data sources and structures



Defined data sources and processes for data provisioning

Coordinated data structure as basis for process mining

## 04 Platform and tools



Criteria-based selection of the appropriate tools

Successful implementation incl. DPP connection and e.g. security concepts

- Development of the status and necessary measures in a 1-day workshop
- Follow-up of measures by customer team

# For a sustainable implementation of process mining, 8 success factors are crucial

## Challenges for scaling process mining

Use cases that lack focus on business impact and strategic alignment

Data available (e.g. Datalake), but missing data structure and quality

Overloaded IT departments as bottleneck, lack of vision & direction



## 8 Success factors

to avoid deviations

**01**  
Clear process vision

**02**  
Coordinated key figures and targets

**03**  
Specific process mining organization

**04**  
Proven tools and methods

**05**  
Confirmation by management

**06**  
Qualified and involved employees

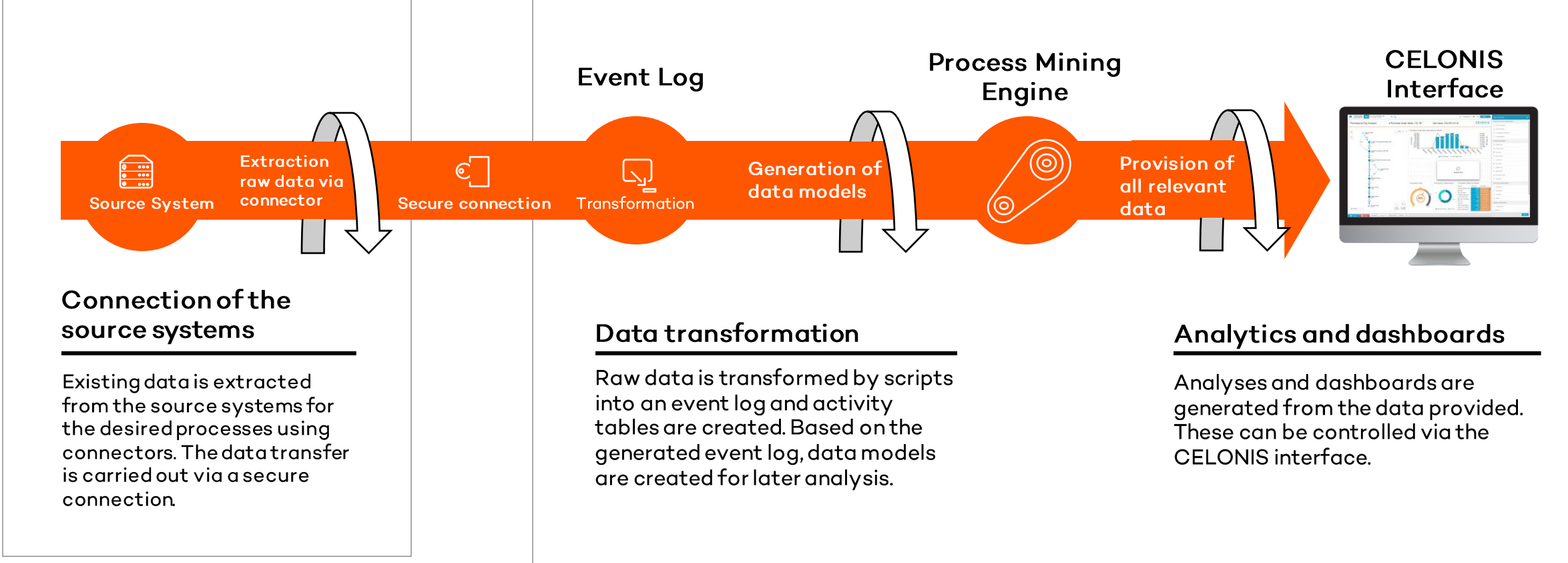
**07**  
Data enrichment for Model establishment

**08**  
Consistent implementation

# The following steps are essential for a successful connection of the source systems and transformation of the data into the CELONIS interface

## Customer site

## CELONIS (based on Microsoft Azure)



### Connection of the source systems

Existing data is extracted from the source systems for the desired processes using connectors. The data transfer is carried out via a secure connection.

### Data transformation

Raw data is transformed by scripts into an event log and activity tables are created. Based on the generated event log, data models are created for later analysis.

### Analytics and dashboards

Analyses and dashboards are generated from the data provided. These can be controlled via the CELONIS interface.

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**WHY ARE YOU WAITING?**



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