



# How to put AI to work to improve business outcomes

A German unicorn paves the way for data-driven process optimization

April 20th, 2021

# Today's presenters



**Michael Zink**

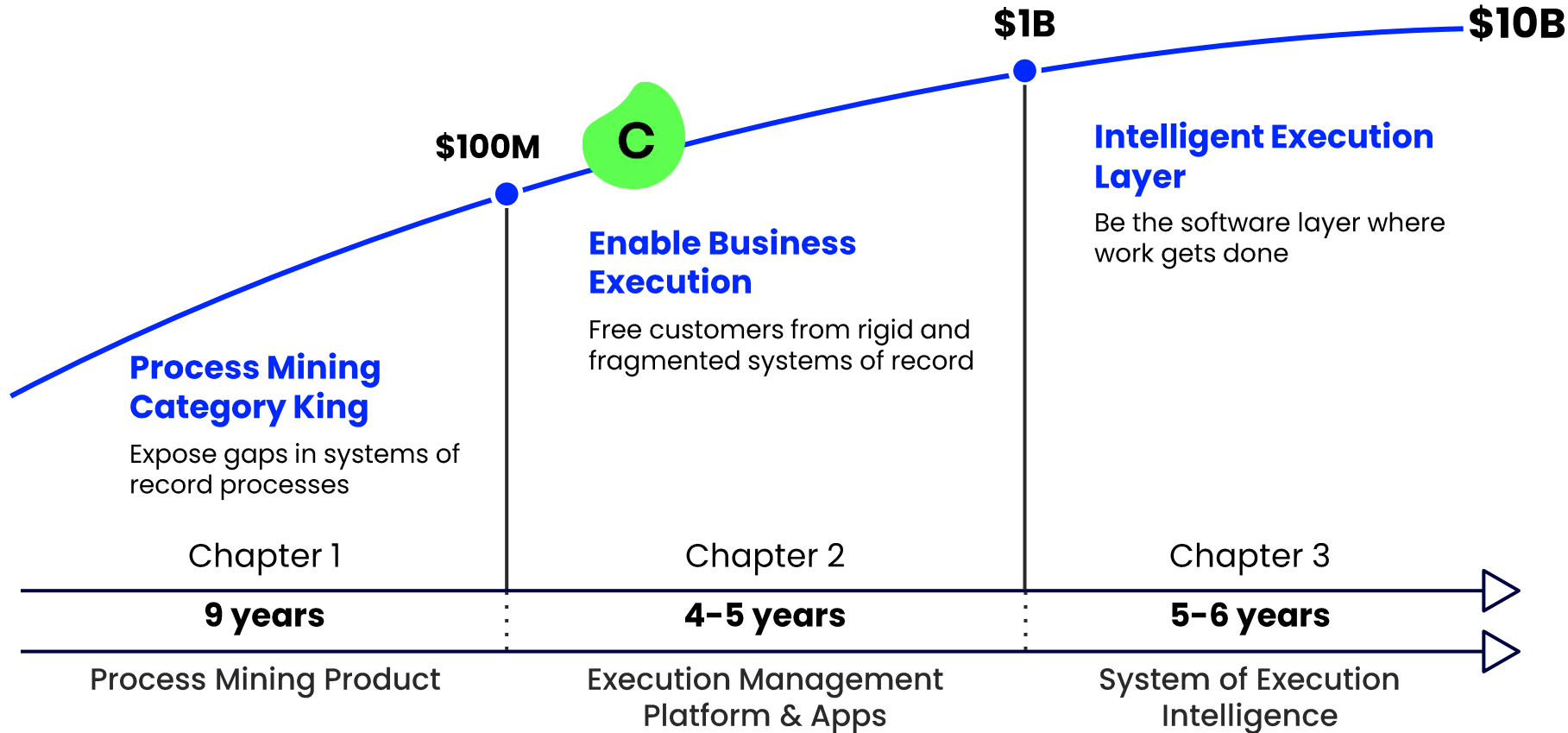
GM & Vice President  
Nordic, CIS & CEE



**Alex Helfer**

Solution Engineer & Data Scientist  
Nordics

# Celonis Market Leadership Journey



# Celonis is one of fastest growing enterprise software companies



## 100+%

Growth YoY

## \$170M+

Annual recurring revenue

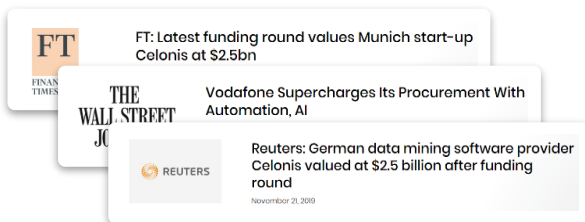
## 2,000+

Customer Deployments

### ANALYST ENDORSEMENTS



### GLOBAL PRESS COVERAGE



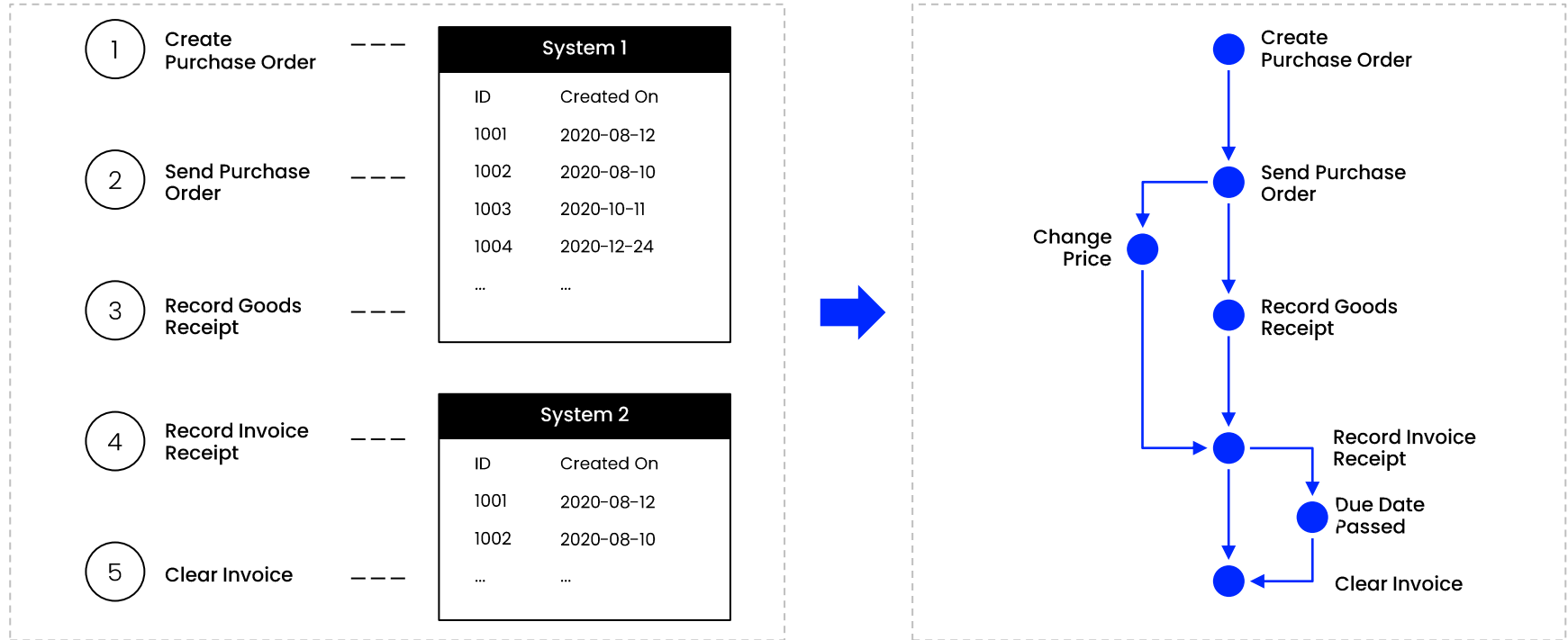
### INDUSTRY-LEADING CUSTOMERS



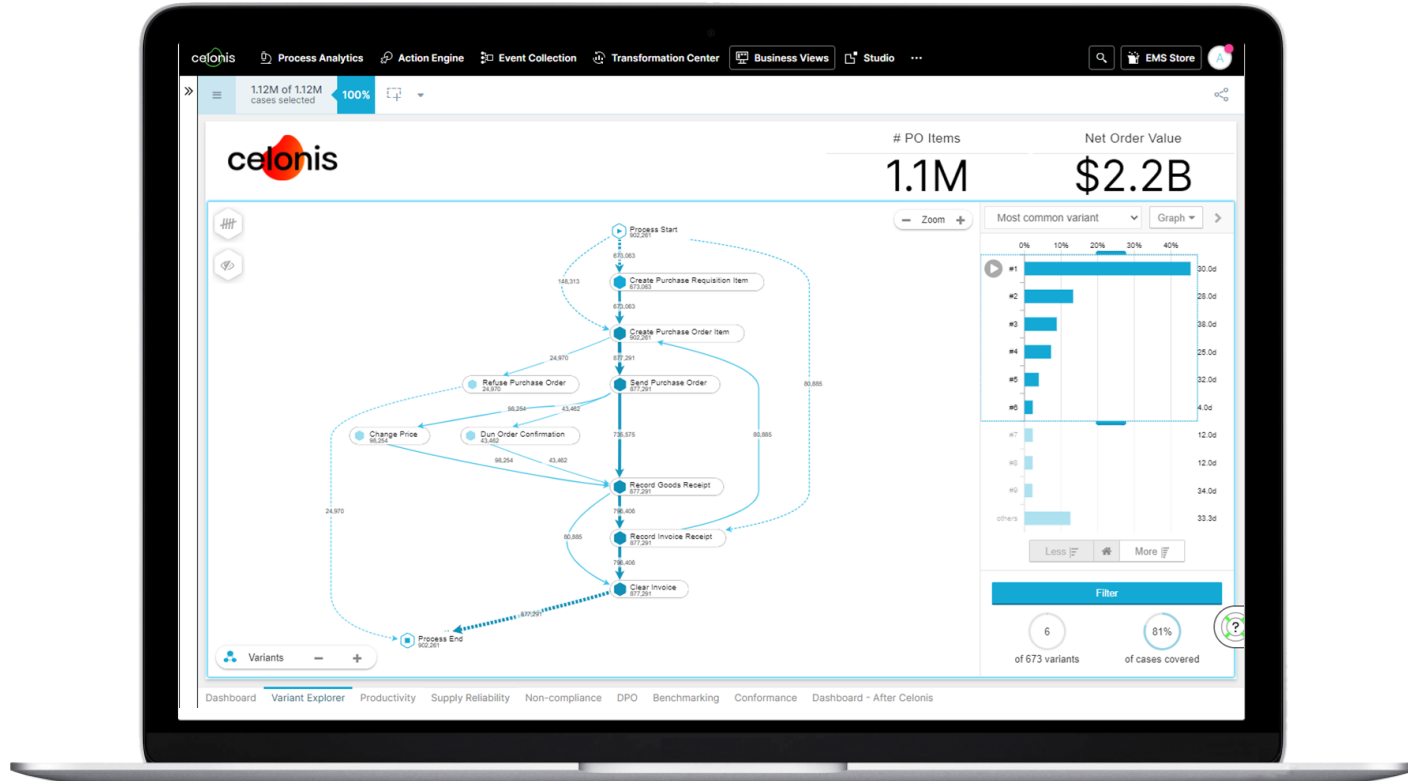
# The dilemma with Artificial Intelligence



# Covering the basics: How Process Mining helps visualize our processes



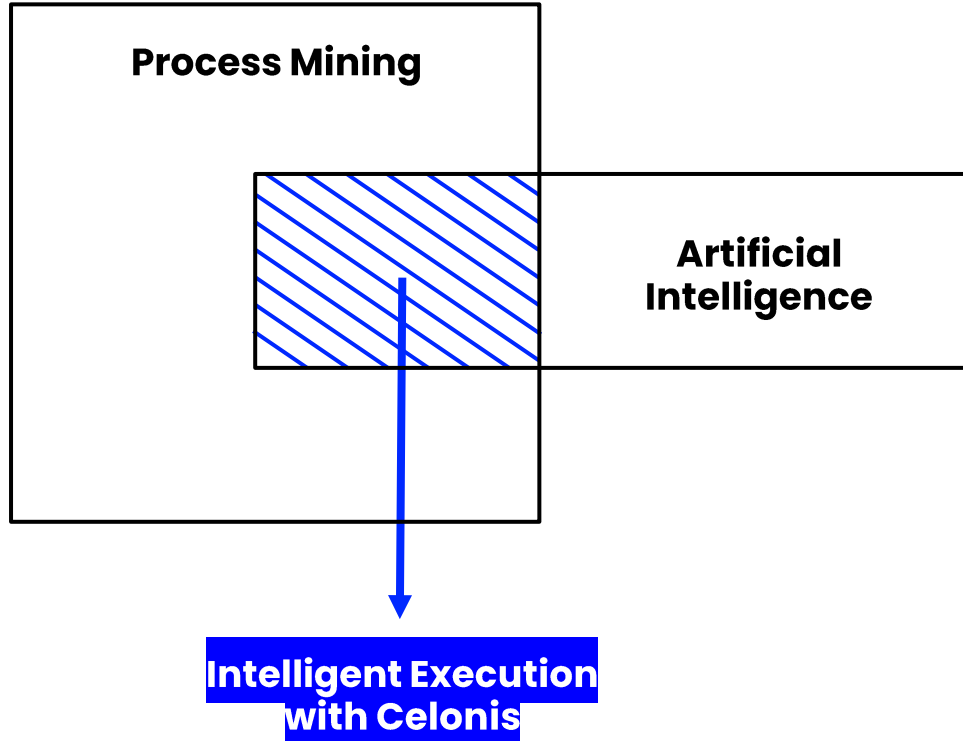
# The result: 360-degree view on end-to-end processes across our value chain



# Enriching Process Mining with AI – or: Combining the best of two worlds



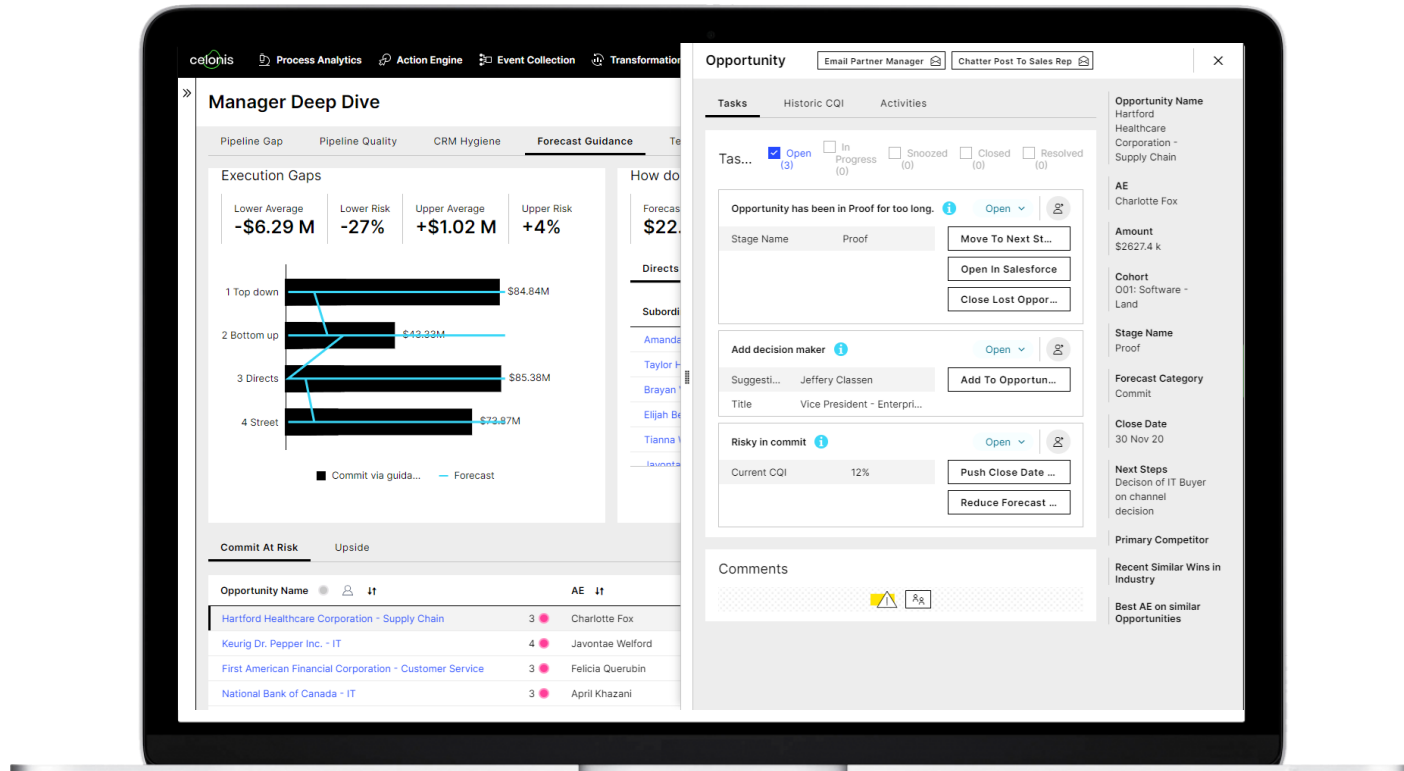
- End to End Transparency
- As-Is vs. To-Be
- Root Cause Analysis



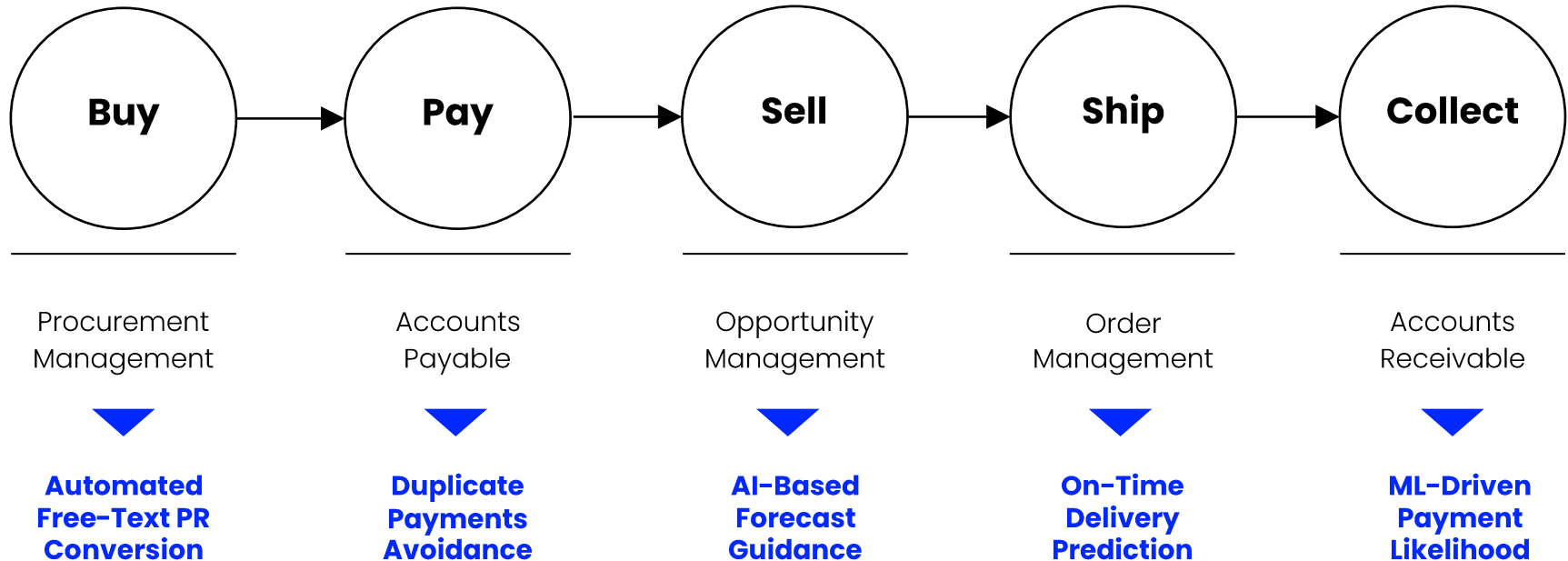
- Predictive Models
- Natural Language Processing
- Simulation



# The result: AI-powered recommendations that fuel process performance



# Applying our solution to real-world problems: Use case examples along the value chain





### Challenges

- Zalando as Europe's leading online fashion platform needs to act on rapidly evolving trends and customer demands
- To drive fast decision making, Zalando needs to digest and interpret large data sets ranging from customers to operations
- Operating across 17 European countries, Zalando's operations require close strategic alignment and synched execution

### Solution & Outcomes

- Celonis enables Zalando's teams to achieve value creation rather than completing operational tasks
- Zalando as a digital native company is transitioning to becoming data-driven organization
- With the help of Celonis, Zalando identified inefficiencies, accelerated digitization, and adopted automation to drive operational excellence
- Leveraging Celonis Zalando was improve cash flow conversion by utilizing optimal payment terms



## Zalando drives digitization across the whole company

75%

reduction in  
Maverick  
Buying

50%

more electronic  
invoicing  
over two years

2x

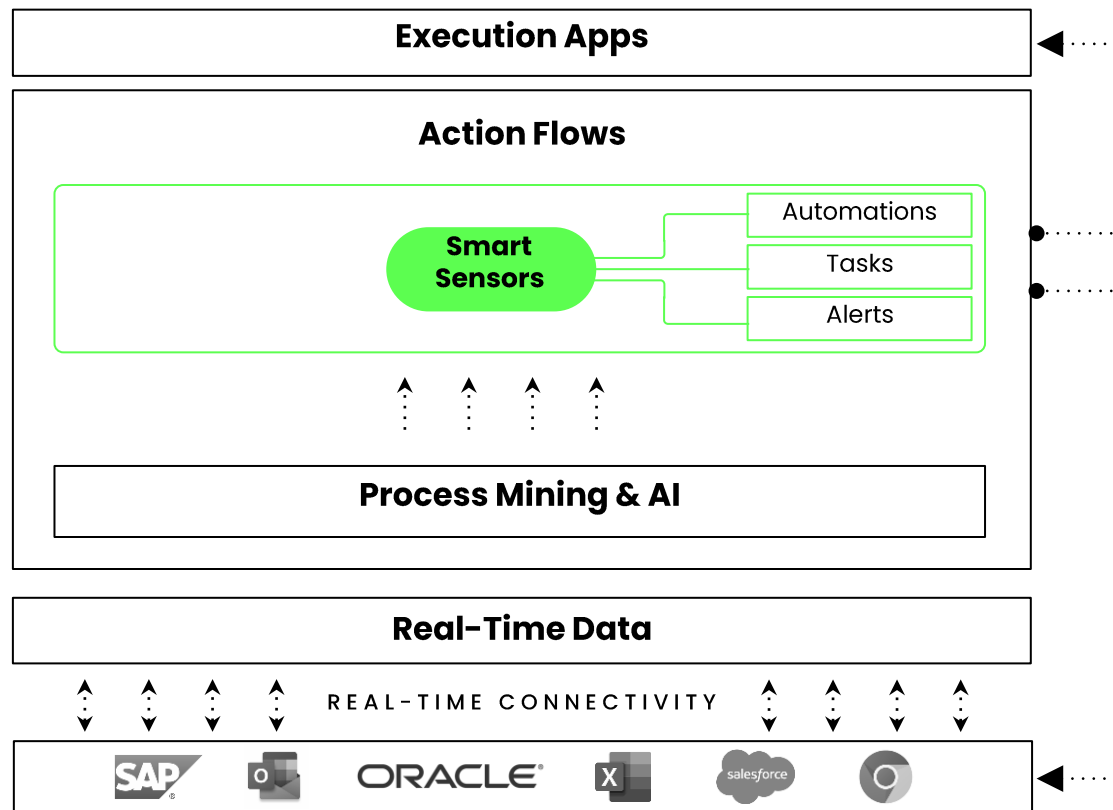
Purchasing catalog  
utilization with AI-driven  
recommendations

### With Celonis Zalando runs its business on data, not spreadsheets

"We love data, and we collect a lot of it. Celonis fills in the gap of what we can actually do with that data"

**Laura Henkel,**  
Process Mining Lead, Zalando

# It's a wrap: How Celonis puts AI to work



- 1) Extract data from source systems in real-time
- 2) Apply Process Mining and AI to generate insights
- 3) Leverage Action Flows to operationalize insights and to take action
- 4) Use Execution Apps – our packaged solutions – to infuse AI in all your processes



**Thank You.**

