



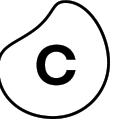
# The Power of Process Intelligence

in GBS Transformation

Nele Rittweger, Patrick Thompson

March 26th, 2025

## Your speakers today



**Nele Rittweger**

Senior Product Marketing Manager  
**Celonis**



**Patrick Thompson**

Former Enterprise GBS & Digital Transformation Officer

# Agenda

**01** The power of process intelligence

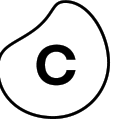
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**02** GBS Transformation Journey

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**03** The role of process intelligence in enabling AI

# The evolution of processes



## Manual Processes



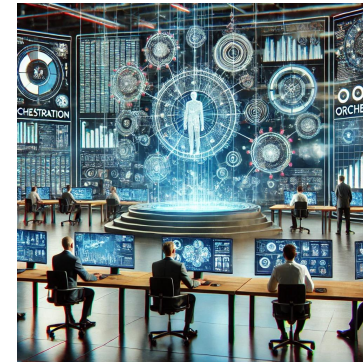
## Digital Processes



## Automated Processes



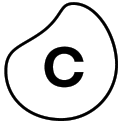
## Orchestrated Processes



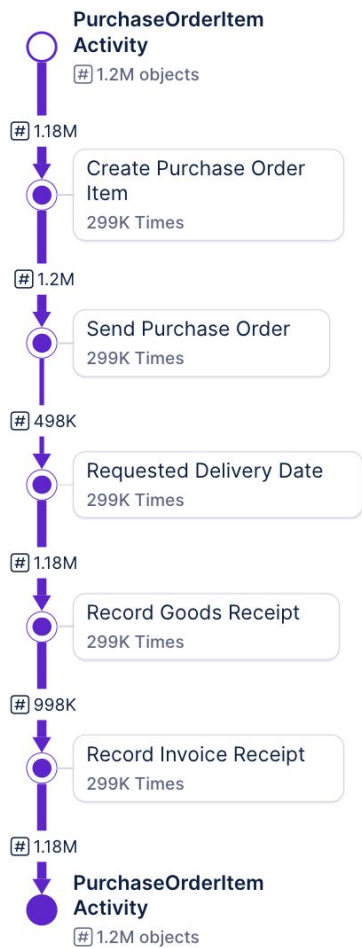
## Autonomous Processes



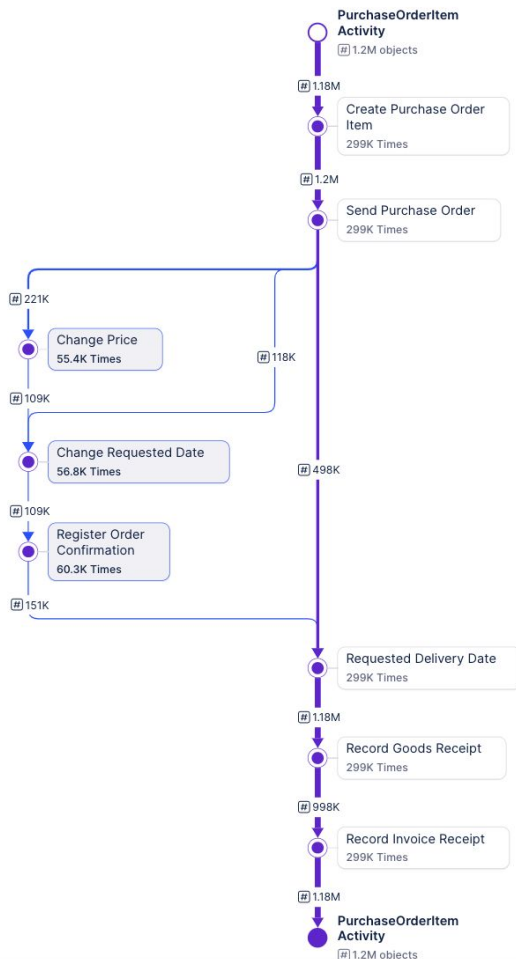
# Processes are hard to see and harder to improve



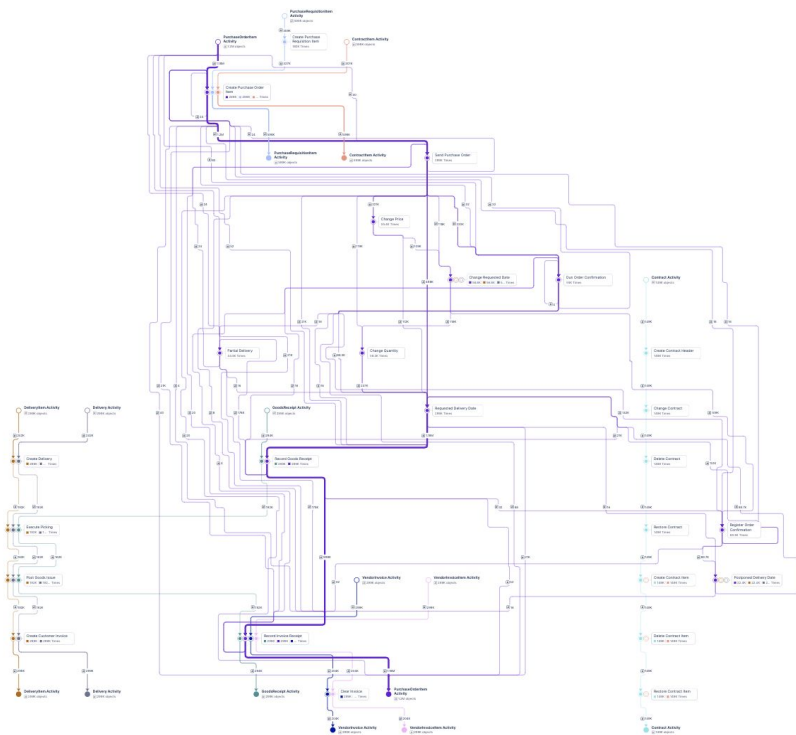
## How the process was designed



## How enterprises think the process run

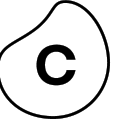


## How the process actually runs



# The process optimization opportunity

Source: Celonis 2025 Process Optimization Survey



# 92%

of business leaders think there's untapped value in their processes.

# 36%

of them say it's **'massive'**.

Your processes scale to the level of your ambition. AI knows how your business flows.  
And your people can drive results like these:



GE Healthcare



**\$1.3B** one time  
free cash flow  
realized



**PEPSICO**

**86%** reduction in  
rejected sales  
orders



**86%** automation  
of manual field  
service  
processes

**Let's build a world where processes work.**

# We're Celonis.

We make processes work for people, companies and the planet.

And when processes work, AI works.



..... 1,350+ customers .....



..... 250+ partners .....

## Leader

Gartner Magic Quadrant

2011

From leader in  
**Process Mining**

“Celonis has helped  
put the process  
mining market on  
the map”

Gartner

2023

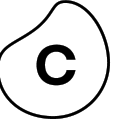
To world's first

**Process  
Intelligence  
Platform**

“Celonis is the clear  
market leader in  
Process Mining”

Gartner



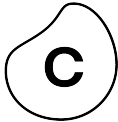


# The challenge

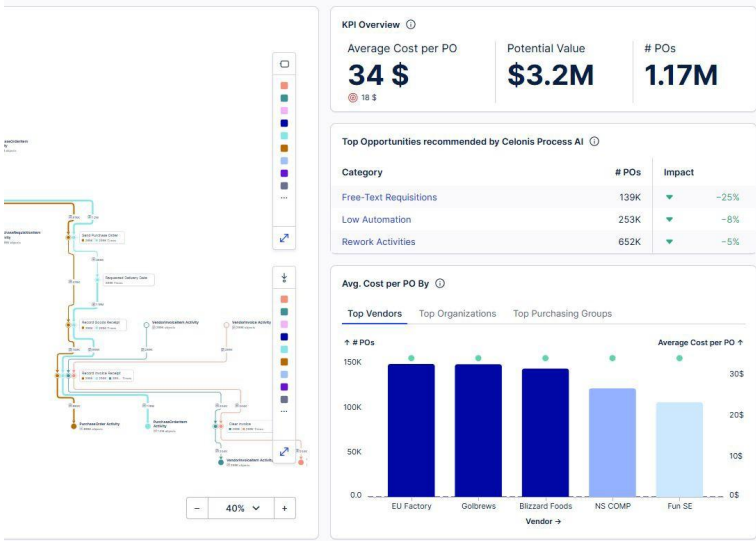
**Global Chemical Manufacturing Company**

- 7 ERPs instances with non-standard operating processes
- 2 CRMs & 2 HCMs and 7 Payroll Centers
- 46 different country chemical plants & offices globally
- 4,000 custom objects
- 10,000 employees & contractors
- 3 manufacturing business lines
- 5 shared service centers
- PTP, OTR, RTR, HTR, STP lacked quality
- No documented processes nor operating cadence

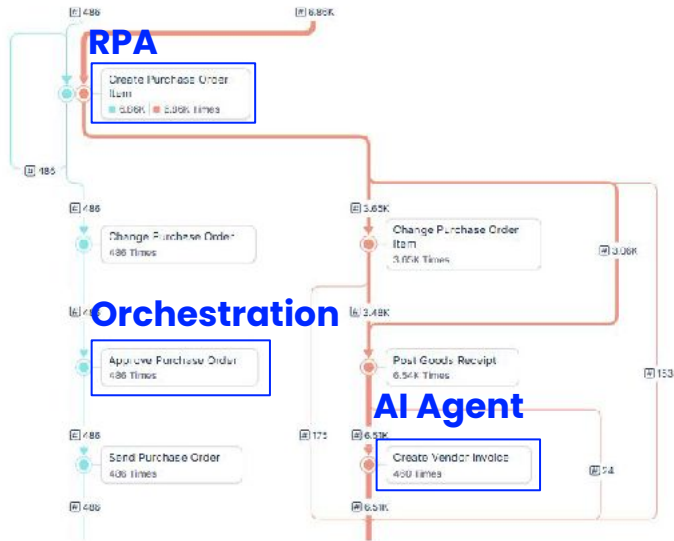
# Process Excellence means continuous improvement



## Process Mining Identify the Problem

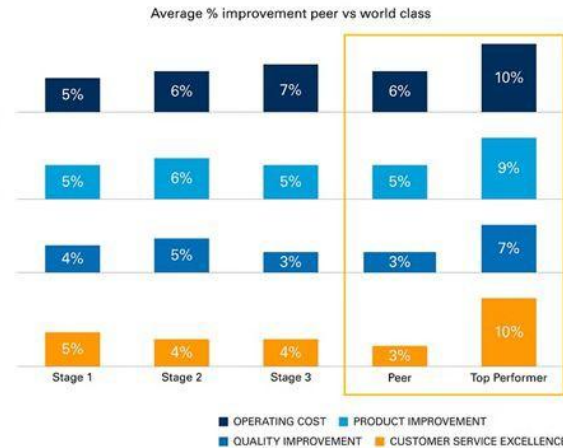


## Process Intelligence, AI & RPA Fix the Problem



## Process Excellence Continuous Improvement

Top performing GBS outperform peers more than 2x in delivering cost, quality and productivity improvements



Source: The Hackett Group's annual Global Business Services (GBS) performance study, 2021

Lean into the Red: OKRs, Lead & Lag KPI Metrics

## Manual Processes



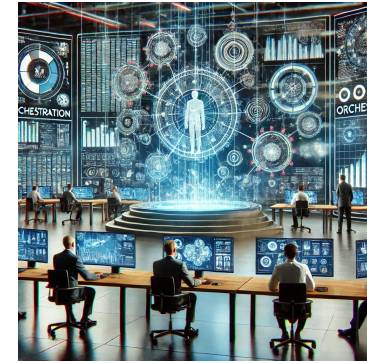
## Digital Processes



## Automated Processes



## Orchestrated Processes



## Autonomous Processes



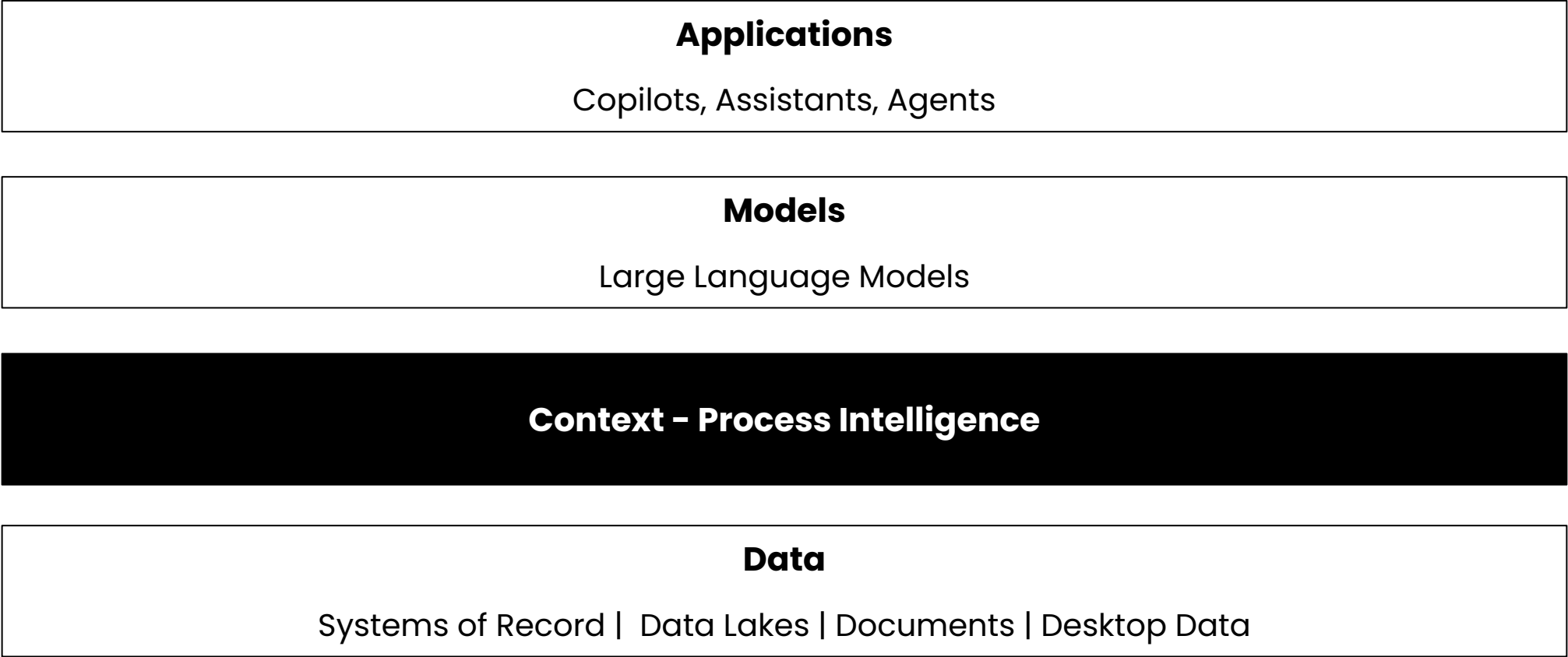
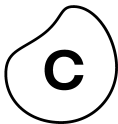
Process Management

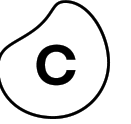
Process Intelligence

Process Automation

Process Orchestration

# There is No AI without PI

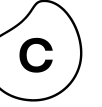




# The results

**Global Chemical  
Manufacturing Company**

- Company growth: from \$2B in 2020 to \$10B in 2023
- \$250M in supply chain savings
- 98% employee engagement, 0 Turnover in 3 years
- TTF: 90 Days to 30 Days
- 20 Day Close to 1 Day Close
- NPS Scores: +30%
- DSO: from 90 to 56 days
- 95% results achievement and measures against 'best in the world'  
Top 1% Hackett GBS Services
- #1 in three Chemical Industry Markets



# **Celonis**

**When processes work, Global Business Services work.**

Meet Patrick and our team at our booth



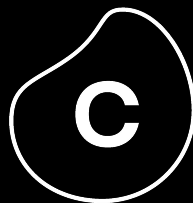
**Patrick Thompson**

Former Enterprise GBS & Digital Transformation Officer  
**Albemarle**

Booth **#311** in the Exhibit Hall



**Scan QR code to stay  
connected with Celonis!**



**Thank you.**