

# Process Discovery & Mining Technology Evaluation 2021

## Celonis

### Report Abstract

October 2021

Bailey Kong

Digital Technology Analyst

NelsonHall

18-pages

### Contents of Full Report

1. Background
2. Revenue Summary
3. Key Offerings
4. Delivery Capability
5. Target Markets
6. Strategy
7. Strengths & Challenges
8. Outlook

## Who is This Vendor Assessment For?

---

NelsonHall's Process Discovery & Mining Technology Evaluation, provides an assessment of Celonis's process discovery & mining platform designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of Process Discovery & Mining platforms and identifying vendor suitability for RFPs
- Process reengineering and RPA and intelligent automation center of excellence personnel evaluating process discovery & mining platform capability
- Vendor marketing, sales, and business managers looking to benchmark their platforms against their peers
- Financial analysts and investors covering intelligent automation and process discovery & mining platforms.

## Key Findings & Highlights

---

Celonis offers the Execution Management System (EMS), an all-in-one platform that includes process & task mining, and its Execution Apps for managing and automating work execution.

The company currently supports real-time extraction from Salesforce, ServiceNow, and certain SAP systems. With its recent acquisition of Lenses.io in September 2021, Celonis can stream data from Kafka directly into the EMS in real-time for real-time data sources.

Celonis developed a desktop software agent (generally available since April 2021) that passively records user desktop interactions. The sensor runs on any modern desktop/business laptop and Microsoft Windows. The max concurrent deployments of sensors within a current Celonis client organization thus far are 200-300.

A new functionality Celonis introduced in the past year is process simulation, which can simulate to-be process data using process models. As with conformance checking, process models can be auto-generated from data, created using the built-in modeler, or imported from a third-party modeler with BPMN 2.0 support.

While Celonis' analytics apps aim to help analysts discover and enhance processes faster, Execution Apps are purpose-driven and are for automating routine decisions and, when necessary, triaging work to the right people.

Action Flows is the result of Celonis' acquisition of Integromat from October 2020. The company has fully integrated Integromat's online automation platform into the EMS platform.

Celonis has ~1.3k employees (up from ~900 the previous year). The company operates 16 offices worldwide.

Celonis targets Fortune 5k companies.

## Scope of the Report

---

The report provides a comprehensive and objective analysis of Celonis's process discovery and mining capabilities, covering Celonis EMS's functionality for:

- Data extraction, transformation, and loading
- Process analysis
- Process improvement
- Process monitoring
- Corrective action enablement
- Administration.

This report also assesses Celonis's product development strategy and strengths and challenges.

## Process Discovery & Mining Vendor Assessments also Available for:

---

ABBYY

Apromore

EdgeVerve

FortressIQ

Kryon

Logpickr

Mehrwerk

Minit

myInvenio

Process Analytics Factory (PAF)

Process Diamond

QPR Software

Skan

Software AG

Soroco

StereoLOGIC

UiPath

UpFlux

## About The Author

Bailey is a Research Analyst with shared responsibility for digital transformation technology research, working alongside Mike Smart within NelsonHall's Digital Transformation Technologies & Services practice.

In this role, Bailey focuses on products that use machine learning and cognitive AI, including business process management, process mining & discovery, and virtual agents.

Bailey can be contacted at:

- Email: [bailey.kong@nelson-hall.com](mailto:bailey.kong@nelson-hall.com)
- Twitter: @BaileyK\_NH



## About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in digital operations transformation. With analysts in the U.S., U.K., and Continental Europe, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall's research is based on rigorous, primary research, and is widely respected for the quality, depth and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at [guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com)

### Boston

Riverside Center,  
275 Grove Street, Suite 2-400,  
Newton MA 02466  
Phone: +1 857 207 3887

### London

Unit 6, Millars Brook,  
Molly Millars Lane,  
Wokingham, RG41 2AD  
Phone: + 44(0) 203 514 7522

### Paris

4 place Louis Armand,  
Tour de l'Horloge,  
75012 Paris  
Phone: + 33 1 86266 766

Copyright © 2021 by NelsonHall. All rights reserved. No part of the publication may be reproduced or distributed in any form, or by any means, or stored in a database or retrieval system, without the prior written permission of the publisher. The information provided in this report shall be used only by the employees of and within the current corporate structure of NelsonHall's clients, and will not be disclosed to any other organization or person including parent, subsidiary, or affiliated organization without prior written consent of NelsonHall. NelsonHall exercises its best efforts in preparation of the information provided in this report and believes the information contained herein to be accurate. However, NelsonHall shall have no liability for any loss or expense that may result from incompleteness or inaccuracy of the information provided.