

# PEX NETWORK PRESENTS



From Discovery to Enhancement: Optimising your Processes to Unlock Value  
Across the Entire Organisation



## CONFERENCE DAY ONE

Tuesday 15<sup>th</sup> September, 2020

09:15 CEST

### CHAIRS OPENING REMARKS

*Dr. Lars Reinkemeyer*, Global Process Mining Thought Leader

09:30 CEST

### KEYNOTE: THE POWER OF PROCESS MINING TO REMOVE ORGANISATIONAL FRICTION

Professor Wil van der Aalst, known as “the Godfather of Process Mining”, will reflect on the history of Process Mining and recent developments in the field and will explain the significant differences between process variants over different periods. This further enables the identification of best practices and supports the removal of operational friction.

*Prof. Wil van der Aalst*, Chair of Data and Process Science, RWTH Aachen University

10:15 CEST

### WELCOME TO FRICTIONLESS PROCESSES

- Celonis has revolutionised the process mining category: Old Way (Process Mapping) vs. New Way (AI-powered Process Mining)
- Know Sense Act: know how your processes actually run, sense friction points and root causes and act with intelligent automation
- **Exclusive case study 1:** How BP is using Celonis to drive business transformation
- **Exclusive case study 2:** GSK's journey to operational excellence

*Claire Hourigan*, Head of Business Process Management & Process Mining CoE, BP

*Pierre-Frédéric Barrière*, Process Mining Director, GSK

*Miguel Milano*, Chief Revenue Officer, Celonis

11:00 CEST

### VIRTUAL EXHIBITION & BREAK

11:30 CEST

## ENABLING YOUR OPERATIONS TO REALISE BUSINESS AND CUSTOMER VALUE THROUGH PROCESS INTELLIGENCE AND CONTENT INTELLIGENCE

With access to real-time data about exactly how your processes are currently working and the content that fuels them, Process Intelligence and Content Intelligence empower you to make facts-based decisions where it matters most: customer experience, competitive advantage, visibility, and compliance. This session will help you gain practical insights to how your organisation may:

- Gain visibility to highly dynamic, complex digital process behaviors through end-to-end process visualisation;
- Connect your organisation from customer journey to the operational processes that underpin them;
- Rapidly assess, quantify and accelerate your operations and automation transformation without being a data scientist;
- Reduce enterprise risk exposure by applying content skills and process intelligence to drive transparency, collaboration and automation;
- Monitor process performance in near real time, to assist you in triggering remediation processes; and
- Ensure that your processes work at peak efficiency.

**Vivek Khurana**, Global Automation Service Lead, **Pfizer**

**Andrew Pery**, Process Intelligence Lead, **ABBYY**

**Khemindra Nadarajah**, Senior Solution Architect, **ABBYY**

**Maxime Vermeir**, Head of Customer Innovation, **ABBYY**

12:15 CEST

## PANEL DISCUSSION: GETTING STARTED ON THE PROCESS MINING JOURNEY: WHAT ESSENTIAL PRECURSORS ARE NECESSARY TO SET YOURSELF UP FOR SUCCESS?

- Process management methodology and approach – Is it important to understand your current processes before you rely on data to tell you something new?
- Data capture and quality – How can this be realistically assessed and managed to capture accurate insights?
- What process performance metrics and measures should already be in place in the business, and how can process mining add value to these?

**Moderator:**

- **Dr. Lars Reinkemeyer**, Global Process Mining Thought Leader

**Panellists:**

- **Fiona Price**, Head of Process, **Biffa**
- **Simon Murley**, Innovation Design Lead, Analysis & Design, **Vodafone Business**
- **Steven Remsen**, Manager, Enterprise Process Excellence, **Intel Corporation**

13:00 CEST

## LUNCH BREAK AND VIRTUAL EXHIBITION

14:00 CEST

## PROCESS MINING IN ACTION

Dr. Reinkemeyer, from Siemens, and editor of *'Process Mining in Action'* will talk about the fundamentals of Process Mining and explore how to get started. He will also share:

- Experiences regarding the challenges, pitfalls and failures, as well as Process Mining set in relation to RPA, BPM and DTO (Digital Twin of an Organisation)
- An overview of successful use cases deployed at companies such as Siemens, BMW, and Deutsche Telekom, including key learnings
- An outlook on key trends and the future of Process Mining

**Dr. Lars Reinkemeyer**, Global Process Mining Thought Leader

**14:45 CEST**

## HOW INTEGRATED PROCESS MINING GUARANTEES MAXIMUM CUSTOMER HAPPINESS

For successful Business Transformation, Process Mining is key. But it's equally important to consider all fundamentals of Business Transformation at the same time:

- Creating transparency about the status of a company: The home ground of Process Mining
- Joint design and implementation of the company future requires sufficient process management
- Introducing changes from business models to real processes plus tracking employees' adoption rates: The task of process portals and training platforms

This webinar will use a customer example to show how these principles can be covered in ARIS as an integrated enterprise management system. The customer example demonstrates how a governmental happiness authority achieved maximum customer satisfaction and happiness by using integrated process mining.

**Dr. Julian Krumeich**, Director, Product Management ARIS, **Software AG**

**Marc Vietor**, General Manager ARIS & Alfabet, **Software AG**

**15:30 CEST**

## VIRTUAL EXHIBITION & BREAK

**16:00 CEST**

## CREATING AND CONVERTING PROCESS MINING SCALE

GSK have recently undergone the implementation of Process Mining on 27 of their key business processes, which has kept the tech side of the organisation very busy in terms of leveraging and deploying as many of those processes as possible. Pierre-Frederic Barriere, GSK's Process Mining Director, will discuss:

- How they converted the data models into a living and breathing continuous improvement programme
- What processes, such as P2P, O2C, and in the customer service area, leveraged use cases from Process Mining in terms of driving their own transformation, and put the onus on automation cases that will help transform the organisation?
- What key learnings arose around creating scale and converting that scale to a valid delivery programme?
- GSK's Deployment best practices (Agile WoWs, Involvement across tower and functions) and their Insight to Value engagement process (Value focus and Value generation methodology) will also be highlighted

**Pierre-Frederic Barriere**, Process Mining Director, **GSK**

**16:45 CEST**

## CHAIRS CLOSING THOUGHTS & END OF DAY ONE

## CONFERENCE DAY TWO

### Wednesday 16<sup>th</sup> September, 2020

<b>09:30 CEST</b>	<b>CHAIRS OPENING REMARKS</b> <b>Dr. Lars Reinkemeyer</b> , Global Process Mining Thought Leader
<b>09:45 CEST</b>	<b>PROCESS MINING – HOW THIS ANALYTIC TOOL CAN TRANSFORM YOUR DIGITAL SUPPLY CHAIN</b> <p>ABB have been utilising process mining longer than most other large organisations, and have seen the full potential it can offer, from providing analytical insights to helping achieve operational excellence. Heymen Jansen, Group Vice President, Head of Advanced Process Analytics at ABB, will discuss:</p> <ul style="list-style-type: none"> <li>How process mining has benefited strategies towards overall digital transformation.</li> <li>ABB's journey of establishing a "Learning Organization" culture and how this has driven local Innovation &amp; Continuous Improvement.</li> <li>How process mining is enabling the Digital Twin of an Organisation (DTO) to optimise a connected view of the digital supply chain.</li> </ul> <p><b>Heymen Jansen</b>, Group Vice President, Head of Advanced Process Analytics, <b>ABB</b></p>
<b>10:30 CEST</b>	<b>CRH'S DATA-DRIVEN TRANSFORMATION JOURNEY OF PROCURE-TO-PAY</b> <p>Tune in and discover how CRH, an international group of diversified building materials business, were able to use real data-driven insights to identify and build a series of improvement initiatives and a compelling business case for its' Procure-to-Pay process by harnessing the power of Signavio's Process Intelligence.</p> <p>CRH will discuss the project approach, key findings and ultimately the opportunities uncovered through process mining.</p> <p><b>Lafras Moolman</b>, Finance Process Improvement Lead, <b>CRH PLC</b>  <b>Olav van Haren</b>, Sales Lead, Benelux, <b>Signavio</b></p>
<b>11:15 CEST</b>	<b>VIRTUAL EXHIBITION &amp; BREAK</b>
<b>11:45 CEST</b>	<b>DEMYSTIFICATION OF PROCESS AND TASK MINING. SECRETS TO SUCCESS</b> <ul style="list-style-type: none"> <li>What are Process and Task Mining without all the "pseudo-scientific" terminology</li> <li>Process and Task Mining in 10 days</li> <li>Different customers-the same success</li> <li>Case Studies for Insurance, Banks &amp; Manufacturing</li> </ul> <p><b>Dr. Sofia Passova</b>, Task Mining Pioneer - US Patent Holder, President &amp; CEO, <b>StereoLOGIC</b></p>
<b>12:30 CEST</b>	<b>PANEL DISCUSSION: SUPPORTING DIGITAL TRANSFORMATION BY LINKING STRATEGY TO OPERATIONS</b> <p>For organisations dealing with large and complex operations and supply chains in the digital era, getting visibility on process performance is only the first step. By tapping into the vast data available and understanding the bigger picture, Process Mining can deliver operational insights that can</p>

	<p>champion strategic initiatives, such as the digital transformation of an organisation. This panel will explore:</p> <ul style="list-style-type: none"> <li>• What visibility, analysis and understanding can Process Mining create around business operating models</li> <li>• How it affects all end users of an organisation, who will ultimately have insight into how they are performing and what could be improved</li> <li>• What are the implications of Process Mining working from the single-process level, right up to an organisational, end-to-end level?</li> </ul> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• <b>Dr. Lars Reinkemeyer</b>, Global Process Mining Thought Leader</li> </ul> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>• <b>Heymen Jansen</b>, Group Vice President, Head of Advanced Process Analytics, <b>ABB</b></li> <li>• <b>Sudhendu Rai</b>, Lead Scientist, Head of Data-Driven Business Process Optimization, Investments, <b>AIG</b></li> </ul>
<b>13:15 CEST</b>	<b>LUNCH BREAK AND VIRTUAL EXHIBITION</b>
<b>14:15 CEST</b>	<p><b>PROCESS MINING: TRANSITIONING FROM WHAT YOU SHOULD KNOW TO WHAT YOU ACTUALLY KNOW</b></p> <p>Many organisations currently utilise various different BPM tools that organise and define thousands of process designs, however, to what extent can process mining improve on current tools? Simon Murley from Vodafone Business Transformation will discuss:</p> <ul style="list-style-type: none"> <li>• Vodafone's approach and lessons learned from Process Mining</li> <li>• What the real implications are when you convert those operational processes from an understanding of what should happen, to what is actually happening</li> <li>• Strategies for mapping the data to their benchmarked standard processes and what the future holds for them</li> </ul> <p><b>Simon Murley</b>, Innovation Design Lead, Analysis &amp; Design, <b>Vodafone Business</b></p>
<b>15:00 CEST</b>	<p><b>AUGMENTED INTELLIGENCE MEETS PROCESS MINING – A MATCH MADE IN HEAVEN</b></p> <p>Enabling business users to process and data literacy is a key aspect for successful process mining initiatives. Lowering the barriers by providing AI supported process analytics unlocks its full potential. Through the unique combination of Qlik Sense and MPM ProcessMining, Qlik and MEHRWERK master this challenge by providing market leading augmented process mining.</p> <ul style="list-style-type: none"> <li>• Associative Process Mining unlocks hidden relations between processes &amp; data</li> <li>• Collaborative process analytics sustainably improves corporate processes and supports process governance</li> <li>• Natural Language Processing allows everybody to gain totally new process insights, even in complex data sets</li> </ul> <p><b>Dan Sommer</b>, Global Market Intelligence Lead, <b>Qlik</b>  <b>Constantin Wehmschulte</b>, Head of MPM Process Mining, <b>MEHRWERK</b></p>

15:45 CEST

## SECRETS THAT YOUR SYSTEMS REVEAL WITH PROCESS MINING

Siemens Healthineers will discuss their use case of Process Mining in the framework of understanding their Computed Tomography (CT) systems. Different to many other use cases that are based on SAP or other ERP systems, Siemens Healthineers use Process Mining for machine data to measure the performance and user interaction of their operational Computer Tomography software. Jutta Reindler, Senior Manager Business Intelligence, will share:

- How Process Mining is used to optimise product usability, measure customer acceptance of AI algorithms, and distinguish tablet or workstation workflow at a specific site
- In regards to performance, how they can identify if clinical CT workflow is getting faster or slower, e.g. by having been well-trained or the other way around if there are problems with computational performance
- Other benefits of Process Mining in improving their software and how it can be used also for product design, to differentiate requirements of different user groups, countries, and clinical institutions

**Jutta Reindler**, Senior Manager Business Intelligence, Siemens Healthineers

16:30 CEST

## CHAIRMAN'S CLOSING THOUGHTS & END OF SUMMIT