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SUPPLY CHAIN
EUROPEAN CONFERENCE

JUNE 19-20 – University of Verona
VERONA, ITALY



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European Research Seminar
(ERS) ON LOGISTICS & SCM



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Process Intelligence: Transforming Large-Scale Retail Supply Chain, an Italian Grocery Company's experience

Gain actionable insights into optimizing inventory, logistics, and supplier relationships through data-driven process discovery, resulting in faster time-to-market and enhanced profitability for large-scale grocery.



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Panelist



Massimiliano Maticena

Director, Value Engineering
Celonis

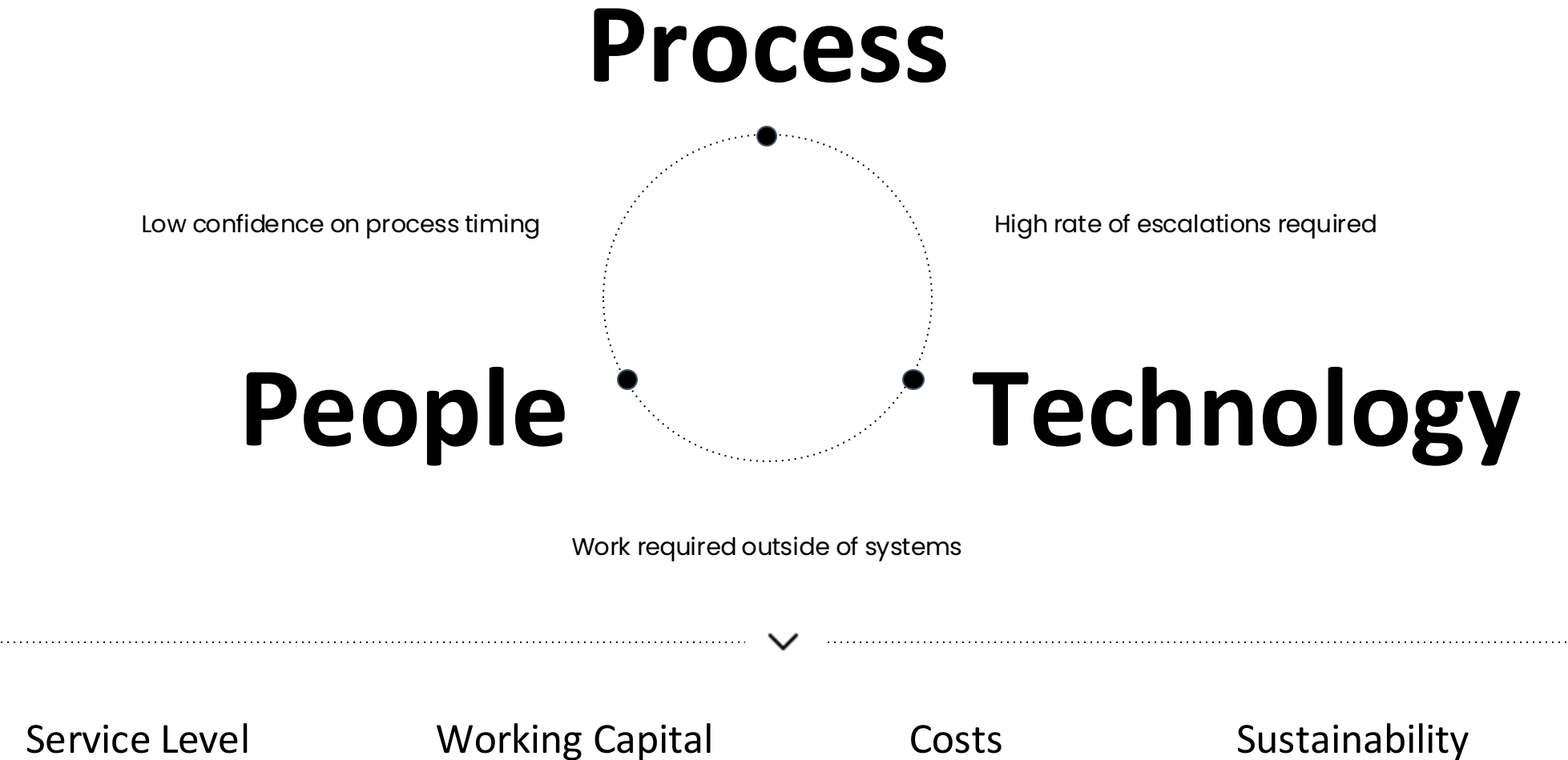


Simone Carsana

Senior Value Engineer
Celonis



Supply Chain Trilemma Problem



**Processes
determine supply
chain agility and
resilience**

99%

Of supply chain leaders believe process optimization is essential to meet supply chain objectives

* Survey [based on](#) 300 senior supply chain leaders from large enterprises in Europe and the United States



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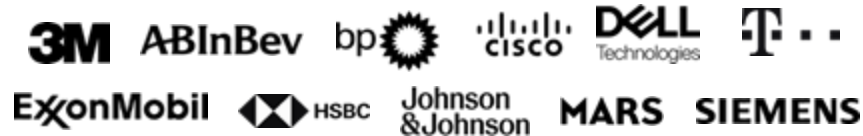
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We're Celonis

We help companies find and capture business value in their processes, enabling them to perform at levels they never thought possible.



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

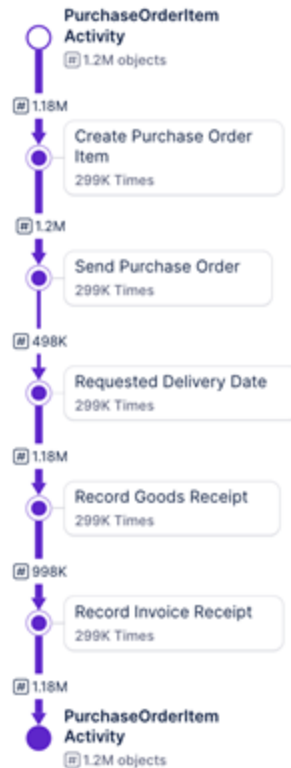
Process Intelligence Platform

“Celonis is the clear market leader in Process Mining”

Gartner

Celonis shows you exactly how your processes run

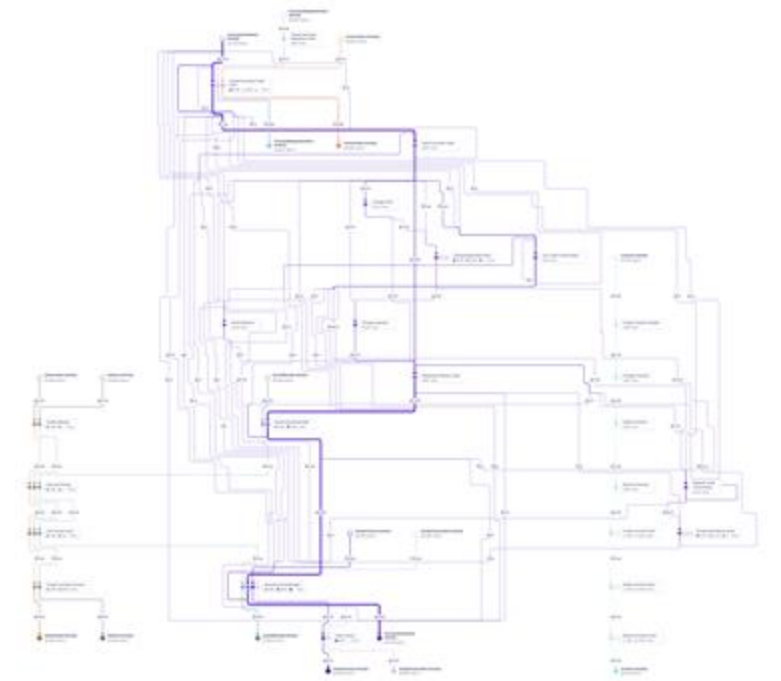
How the process gets designed



How enterprises think the process runs



How the process actually runs



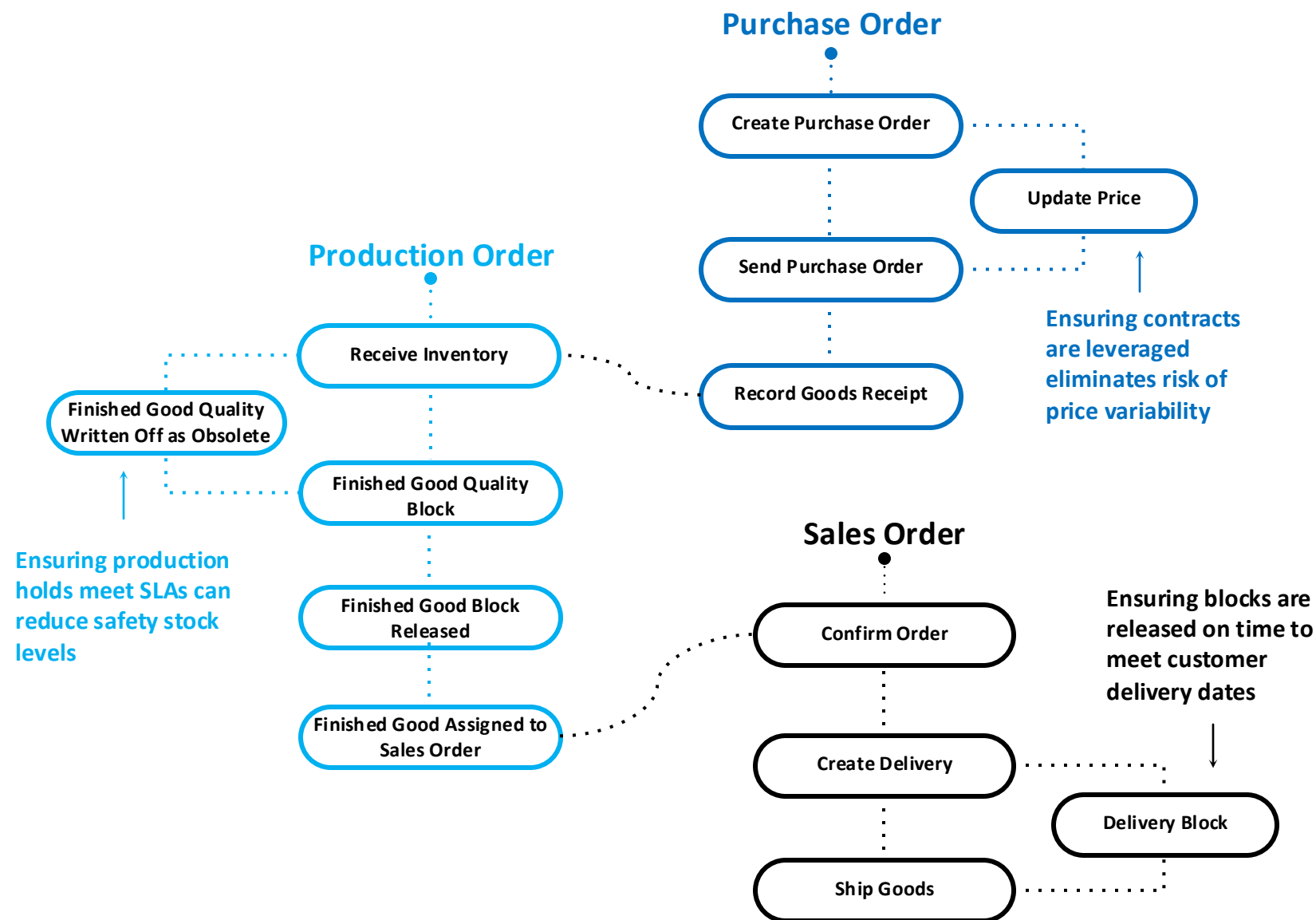
Each process has opportunities to

Reduce Costs

Optimize Working Capital

Exceed Service Levels

Reduce Carbon Footprint



AI

The Importance of **Context**



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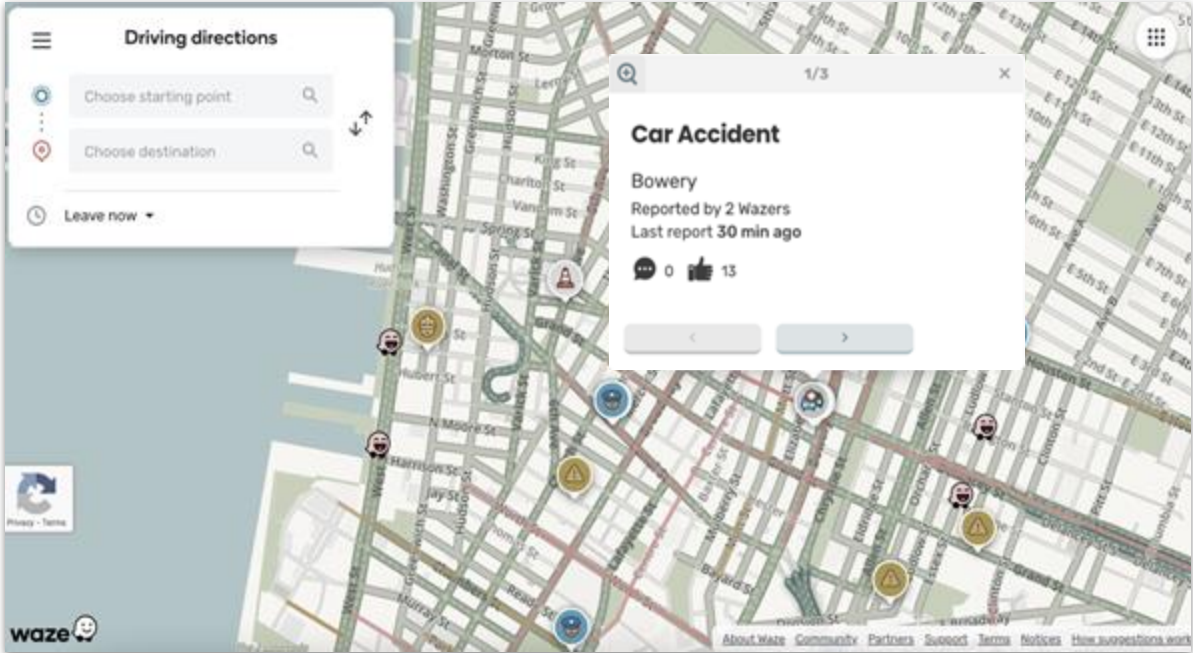
All technology needs the right input to succeed

Raw Data

Avenues	Streets	Buildings	Bridges
1 st Ave	1 st St	Empire State Building	Brooklyn Bridge
2 nd Ave	2 nd St	World Trade Center	Manhattan Bridge
3 rd Ave	3 rd St	Rockefeller Center	Williamsburg Bridge
System A	System B	System C	

Works for simple tasks, but doesn't give the input for complex automation

Contextualized Data



Connects all of the data and puts it in context to allow for complex automation and process orchestration

Celonis gives AI the same context navigation data gives a GPS

Raw Data

PR_Num	ITEMDES	QUANT	EBELN	WAERS	LFDAT	MATNR	MMSTA
PR-202482	Steel Rod 10 mm	100	610003	EUR	2025-05-02	100032	500
PR-203847	Gaskets	55	610003	EUR	2025-05-02	376521	150
PR-498723	Bolts M8	500	620001	USD	2025-28-02	420937	2000

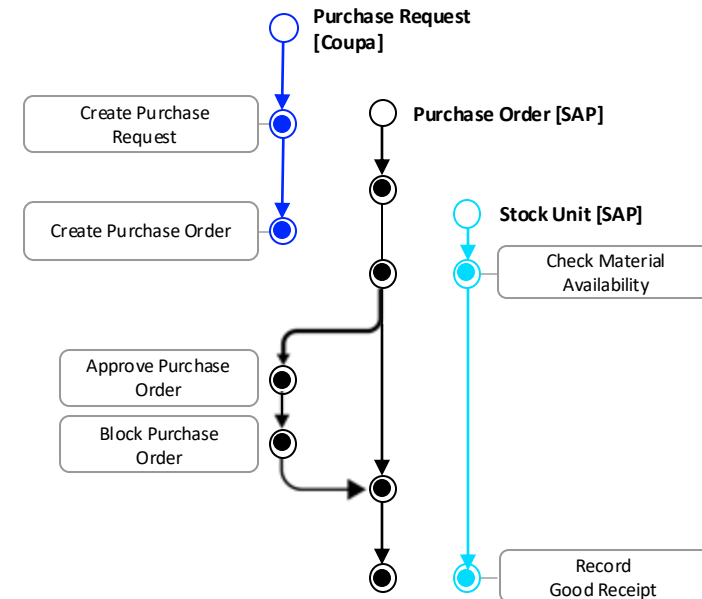
Coupa Requisitions

SAP PO Items

SAP Plant Materials

Works for simple tasks, but doesn't give the input for complex automation

Contextualized Data



Connects all of the data and puts it in context to allow for complex automation and process orchestration

No AI without PI

Celonis is the enablement layer of the enterprise AI stack

Applications

Copilots, Assistants, and Agents

Models

Large Language Models

Context

Celonis Process Intelligence Graph

Data

Systems of Record | Data Lakes | Documents | Desktop Data

Supply Chain

The Importance of **Context**



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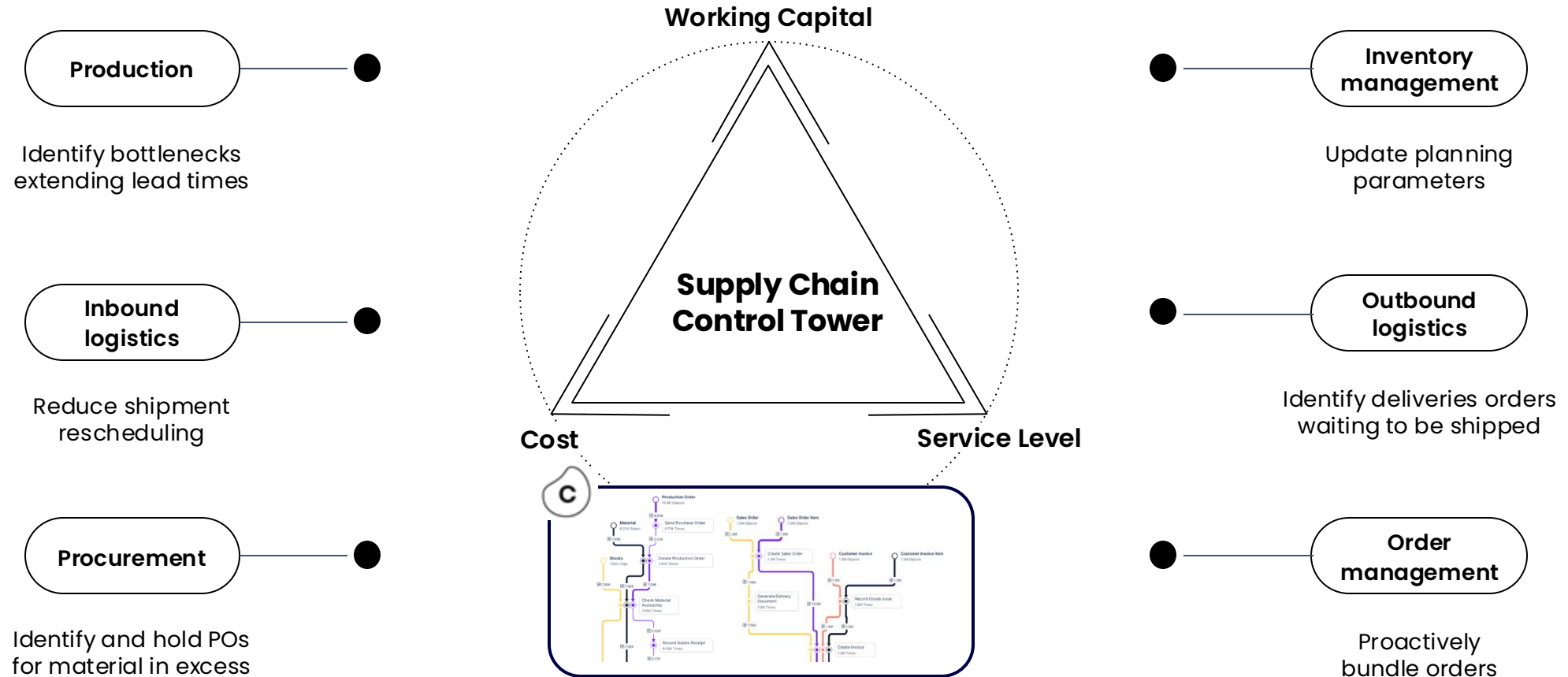
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Celonis acts as a Control Tower

Helping you improve your processes to meet your supply chain objectives



Demo

Turning Hidden Supply Chain Complexity into Next-Level Performance



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A real Experience of Large-Scale Retail Supply Chain



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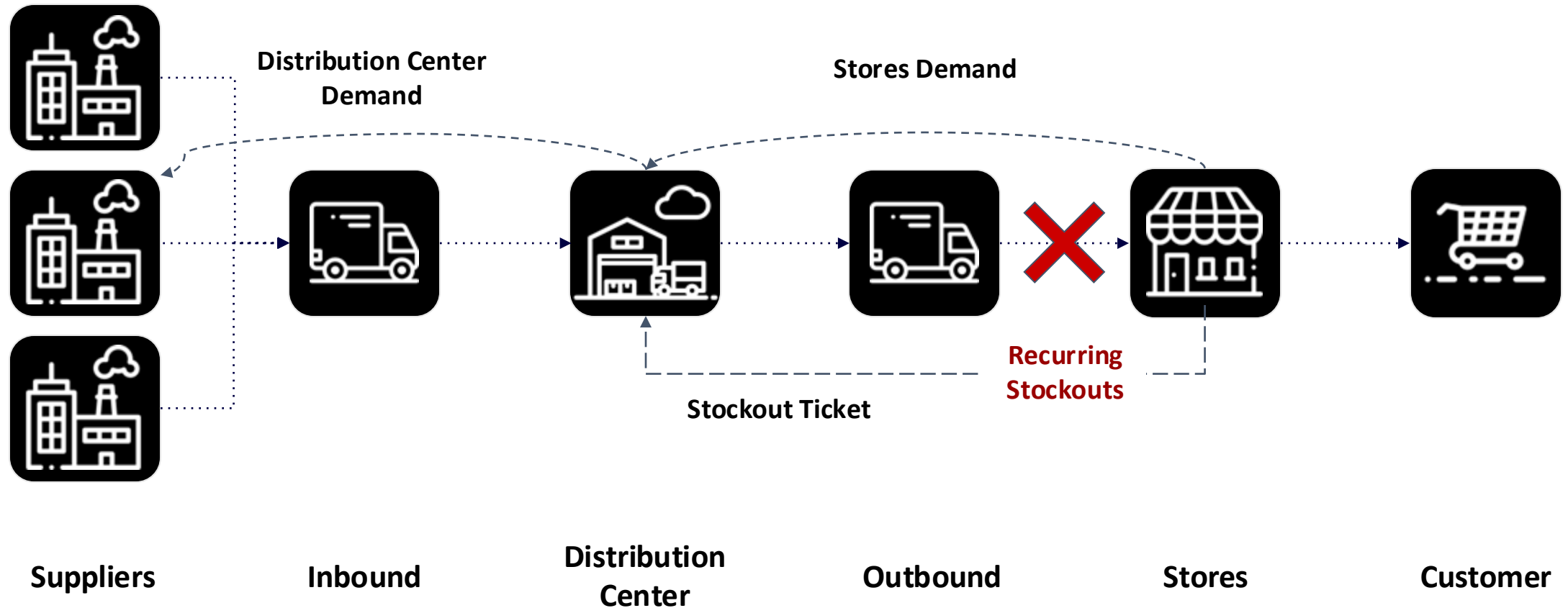


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Problem Statement



Process Intelligence Approach

Connect to
data source

Custom ERP

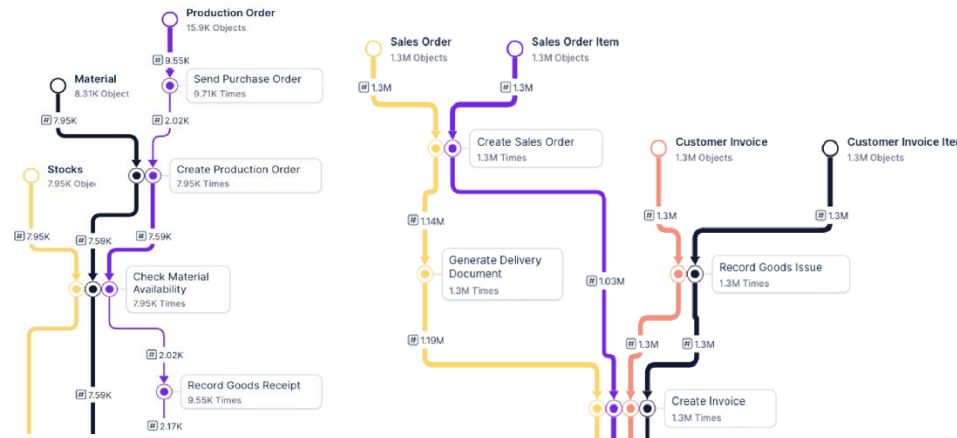
Analyze supply chain processes

Process
Intelligence
Graph

Standardized Process Knowledge & AI

Standardized Process Data

Process Digital Twin



Root cause to improve
supply chain process

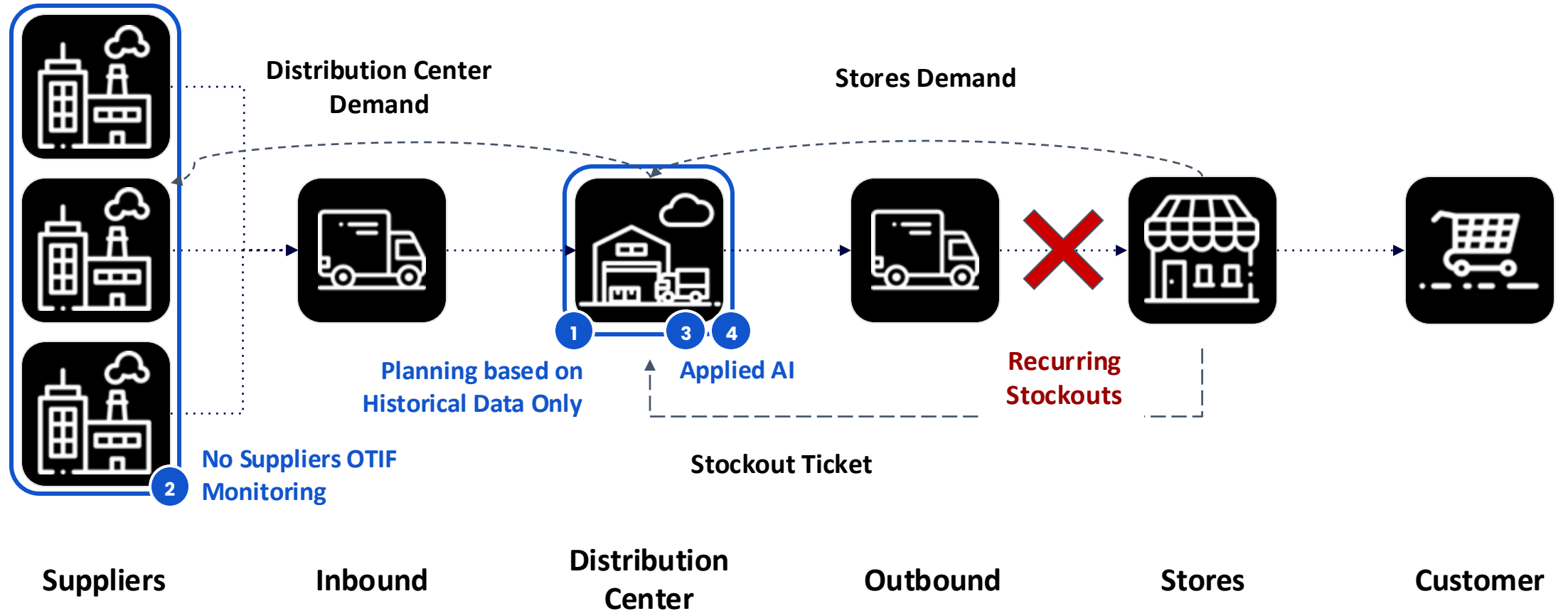
Distribution Center Planning

- Demand Planning based on historical data only - No Stores demand taken into consideration
- No seasonality or trend considered

No Supplier OTIF KPI Monitor

- Low/No visibility on suppliers performances

Process Intelligence Approach



Solution

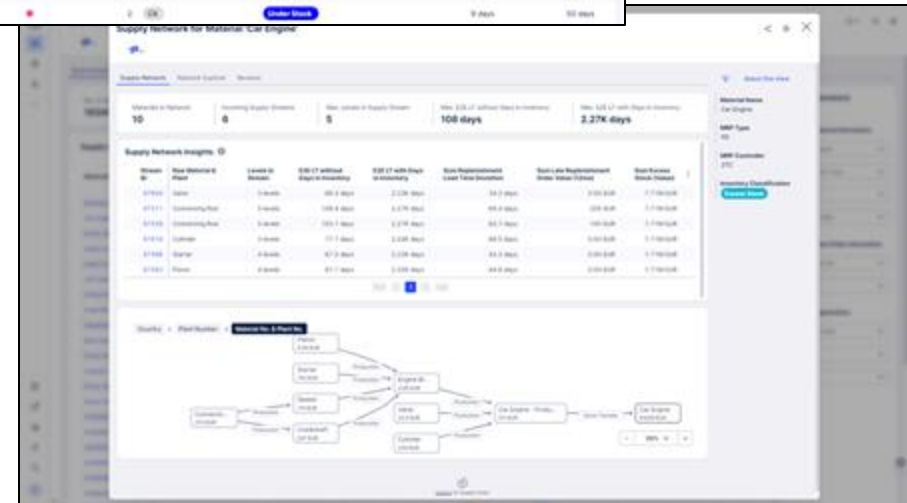
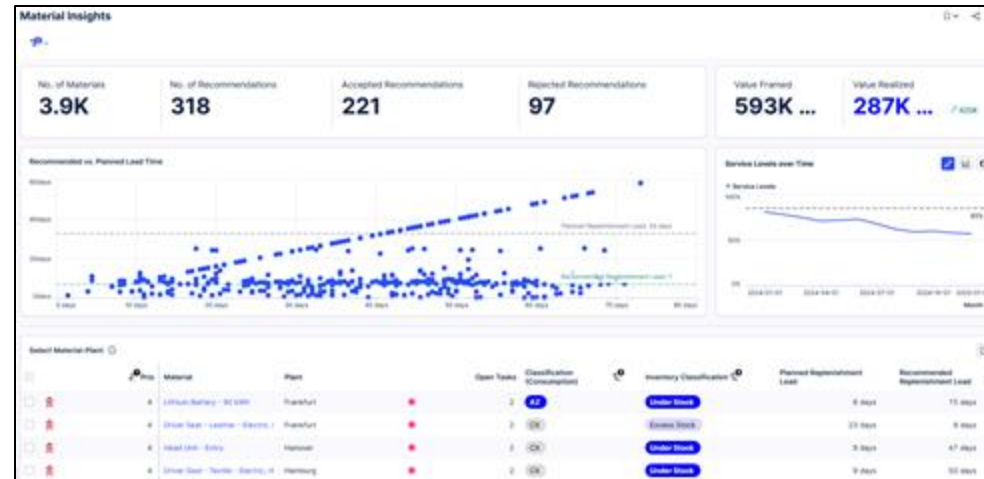
Operational Aspects

1 E2E Visibility & Planning Parameters

- Increase visibility on open Stores Demand, current Inventory and Open PO/PR to highlight risks of stockout and proactive alerts towards suppliers

2 OTIF Suppliers Real Time Monitoring

- Clear and deterministic measure of suppliers OTIF in order to quantify impact of shortages and leverage on current contracts for reimbursement.



Solution

AI Agents for Supply Chain

3

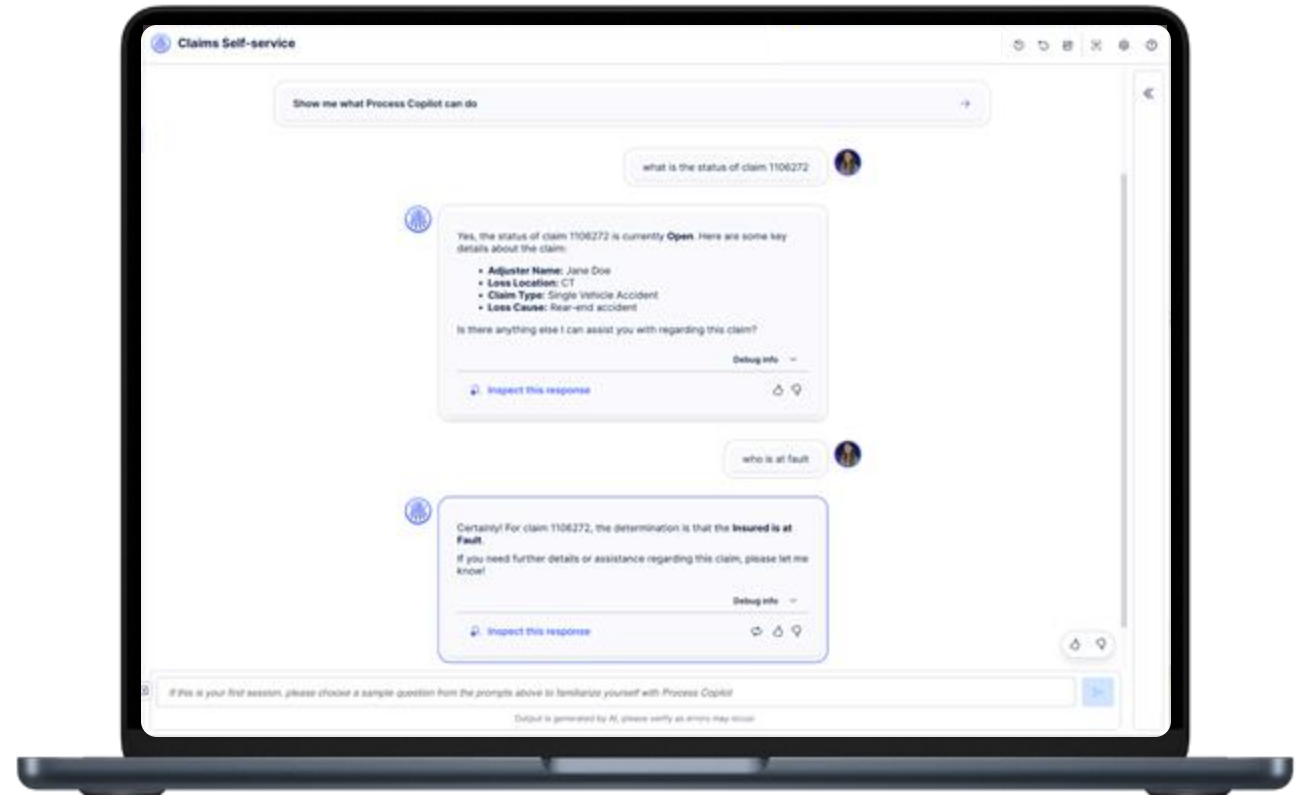
AI Agent for Inventory

- AI Agent to classify supplier end-of-month deliveries that could increase inventory and suggest delivery postponement

4

Copilot for Stockout Store Tickets

- Conversational Copilot for Delivery Centers to gain insights and relevant information to quickly manage stockout tickets from stores



Q&A



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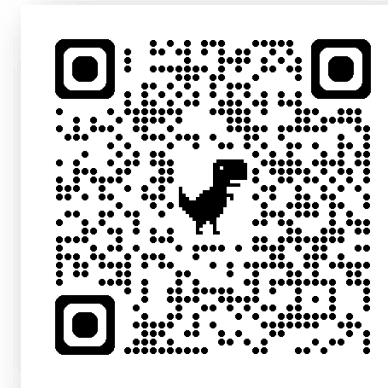
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Useful Links

[Supply Chain Transformation](#)



[Celonis for Tariff Management](#)



Thank you

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