

## **Celonis and IBM Form First-of-its-Kind APAC Partnership**

### **IBM Becomes Celonis' First Preferred Partner for Asia-Pacific Region to Help Capture \$2.8B<sup>1</sup> Market Opportunity**

NEW YORK and MUNICH, March 10, 2022 — [Celonis](#), the global leader in execution management, and [IBM](#), today announced a first-of-its-kind partnership to scale the adoption of process mining and execution management in the Asia-Pacific (APAC) region. According to Gartner®, the emerging and mature APAC region, along with Japan, saw a combined \$69B in software revenue in 2020, growing at 11.3%, which is faster than the overall worldwide market at 9%<sup>2</sup>. This represents a tremendous market opportunity for both companies.

The ongoing global supply chain disruption is driving rising inflation and severe shortages of labor, as well as hindering organizations' abilities to innovate. Companies are struggling to conduct successful digital transformations due to rising costs and an overload of data, causing integration issues across the many different systems within each business.

As strategic partners, Celonis and IBM together provide cloud-based solutions to support customers in the APAC region. Celonis' technology allows organizations to find and fix the hidden inefficiencies within their disparate system landscapes and determine, based on a real-time analysis of their data, precisely where change can be most effective. By optimizing their processes, companies can drive efficiency and performance despite this period of supply chain volatility and hyperinflation.

IBM has been named Celonis' first Preferred Partner in APAC, where IBM will commit extensive resources, including certifications and co-marketing activities. Additional resources and technical support investments will allow both companies to build strong joint capabilities in the region.

Since [announcing their strategic global partnership](#) in April 2021, Celonis and IBM have helped customers across industries to achieve breakthroughs in digital transformation. Furthermore, the two companies are co-developing a number of joint applications such as the Transportation Management app, available in the [Celonis Marketplace](#), which helps companies consistently deliver products to customers on time, thereby decreasing costs, increasing customer satisfaction and reducing waste. The two organizations are currently prioritizing financial services, manufacturing, telecommunications and retail, with plans to expand to more industries.

As part of IBM's Ecosystem, this strategic partnership aims to help address many challenges business leaders

face as they seek to digitally transform their operations. IBM brings industry expertise, business insights, customer understanding and process knowledge. And the [Celonis for Consulting program](#) (C4C+) arms IBM consultants with the Celonis Execution Management System (EMS) to drive greater customer value.

Gene Reznik, Senior Vice President, Ecosystem & Industries at Celonis, said: “The opportunity for process mining and execution management to create impactful transformation in APAC is tremendous. We are excited to work with IBM to help organizations optimize their processes for performance. IBM’s expertise and the power of the Celonis EMS enables our customers to operate at their maximum performance and unlock transformative new value across the entire APAC region.”

Kurup Prasad, Senior Partner, Data and Technology Transformation, IBM Consulting APAC, added: “We are thrilled to continue scaling our thriving partnership with Celonis and become the first Preferred Partner in APAC. We have realized enormous new value for our customers already by leveraging the Celonis EMS, and the platform will continue to serve as a key driver in improving overall performance for our customers. Together with Celonis, we will leverage our industry expertise and market-leading capabilities in business transformation and technology implementation in the APAC region. The solutions we’re jointly developing are new, unique and built upon our successful history together.”

This is the latest example of how IBM is building together with ecosystem partners to help clients modernize their infrastructures and address the needs of the hybrid cloud era. IBM has committed to a \$1 billion [investment](#) in its partner ecosystem over the next three years. This investment is already supporting partners that are helping customers migrate their mission-critical workloads.

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## About Celonis

Celonis helps organizations to execute on their data. Powered by its market-leading process mining core, the Celonis Execution Management System provides a set of applications, a developer studio and platform capabilities for business executives and users to eliminate billions in corporate inefficiencies, provide better customer experience and reduce carbon emissions. Celonis has thousands of implementations in global customers and is headquartered in Munich, Germany and New York City, USA with 16 offices worldwide.

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## About IBM

For more about IBM Consulting, please visit [www.ibm.com/consulting](https://www.ibm.com/consulting)

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<sup>1</sup>Source: Worldwide Intelligent Process Automation Market Shares, 2020: Solid Growth Across Cloud Segments, Maureen Fleming, June 2021, IDC #US47469221

<sup>2</sup>Source: Gartner, Inc., Market Share: All Software Markets, Worldwide, 2020, Neha Gupta, Supradip Baul et al, 4 April 2021. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

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