

Academic Centers of Excellence - FAQ

1. When do I need to submit my application? The final deadline for submission is August 30th, 2022 by EOD in your respective time zone.

2. How do I submit my application? You will need to submit your application via email to your respective Academic Alliance Manager, and put in cc academic.alliance@celonis.com . After submission, you should receive a confirmation email from your manager within 48 hours. Below, you can find a reference to each Academic Alliance Manager who oversees your region. For any questions, please contact your respective manager. You can submit your application in a word document, PDF, or Adobe Acrobat format. Please do not submit a file with the extension .jpg, .txt, or in a web browser format. We will ask you to resubmit.

APJ: Ngoc Anh Ngo, n.ngo@celonis.com Manjunath Chandrashekar, m.gorurchandrashekar@celonis.com

Benelux: Josephine Hubert, j.hubert@celonis.com

Canada: Elsa Welshofer, e.welshofer@celonis.com

DACH: Angela Gebert, as.gebert@celonis.com, Ngoc Anh Ngo, n.ngo@celonis.com

Portugal and Brazil: Josephine Hubert, j.hubert@celonis.com

Spain and LATAM: Eugenio Hernandez Gomez, e.hernandez-gomez@celonis.com

UKI and Nordics: Angela Gebert, as.gebert@celonis.com

US: Elsa Welshofer, e.welshofer@celonis.com, Catherine Gihlstorff c.gihlstorff@celonis.com , Sarah Polech s.polech@celonis.com

Any other country or region: academic.alliance@celonis.com

3. How long should my submission be, and do you prefer a specific template or format?

We are not mandating a specific minimum length requirement, nor a specific format. We want you to be creative! If you need guidance on how to highlight the strengths of your application, please refer to the guiding rubric below, or reach out to your respective market manager you are in contact with.

4. How are you judging my submission, how can my university find out how we did, and is there anything I can do to stand out? We will be judging all submissions holistically while using the rubric we have attached below as a guide AND taking into consideration any additional factors that might shine through outside a traditional application. For every single application, whether your university advances or not, you will receive notification of your results along with comments. For each submission created, we will be evaluating as a global team of 16 to prevent any bias towards a specific region, subject area, or university.

5. The final deadline for submission is September 30th, 2022. How can I request a deadline extension? If your university needs a deadline extension, you will need to reach out

before September 15th to your Academic Alliance Manager to request an extension. If approved, you will receive a 1- week extension, thus until October 7th.

6. When will you announce this year's winners? We will be announcing this year's finalists by mid October 2022, and this year's winners by the end of November 2022.

7. Should my application outline what I have already done or what our university plans for the upcoming academic year? While we take note of previously engaging and active universities, your application should be primarily focused on your plans for the upcoming academic year that incorporates Celonis. *There are a few instances where including a previous engagement may help provide more background to your application (for example, curriculum/materials creation). We've indicated below in the rubric exceptions where it is ok to add these examples.*

8. Do I have to include ideas from each of the core criteria? No! We want you to highlight and focus on your institution's specific strengths. If you have not fully developed ideas in a particular core criteria, feel free to include them, but you will not be disqualified from consideration if you focus on your University's engagements in a more concentrated way. We also encourage you to add any additional factors that you think are important to your application that is not included specifically in the scoring rubric.

9. Are there any legal documents that Celonis and my university will need to reach an agreement under? No. Celonis does not mandate entering into a legally binding agreement, unless your application includes requests for proprietary information, or if your standard operating procedures at your respective universities includes an MOU and NDA. If that is the case, we do keep on file a boilerplate agreement. Please reach out to your designated Academic Alliance Manager for details.

10. In my application, I am submitting my university plans to engage with Celonis. Are we mandated to keep these plans in the upcoming year? What happens if my idea falls through? In your application, we will be looking for a differentiation between preliminary ideas, and committed plans of action if chosen as a Center. If you include in your application committed plans for the upcoming year, Celonis will ask to see a minimum 70% completion rate of these plans to be considered for re-nomination for the following academic year. Chosen CoEs who do not meet this threshold will not be eligible for the 2023-2024 application round, but can reapply in the year of 2024-2025. If you are chosen as a CoE and one of your application plans of action falls through and you would like to discuss potential exemptions/exceptions, you should reach out to your respective manager as soon as possible to discuss. We will be evaluating this on a situation by situation basis.

11. If chosen, how long does my university tenure last as a CoE? Each university chosen will be a certified CoE for the 2022-2023 academic year. Every institution has the opportunity to be re-selected each year, should they choose to re-apply.

Center of Excellence Scoring Rubric

0= not included in application

1= 1 Idea included in application, but incomplete or not fully developed

2= 1-2 strong ideas included, with start date in mind and some detail provided

3= 1-2 very robust ideas, fully developed and plan for execution with planning details

Number of Students Reached/Educated: refers to the capacity of the University to reach students in a larger university or department wide adoption.

0= This application is primarily research or project focused

1= Institution has access to a smaller number of students, or if student reach is less of a priority on application. One event planned per year, with limited attendance planned. Ex: one guest lecture a semester

2= Institution has access to and prioritizes a clear pathway to student engagement through several events or several (4+ Faculty) bringing process mining to class through lectures, curriculum, or certification offerings.

Example: 3-4 guest lectures per semester, combined classes and engagements, department wide certification of students (ex: process mining for audit)

3= Institution has massive student reach and a clear, fully developed plan to mobilize and educate this base. To learn more about what this looks like for your market

Ex: university-wide certification course, hack-a-thons with 500+ students trained a year, full partnership across a department, speaking engagements at a tech day.

Curriculum and Education: This refers to an institution's interest in producing educational materials, creating specialized courses, or integrating Process Mining in the classroom beyond a traditional engagement such as a guest lecture or course support.

note: In order to be eligible for any section points, all university professors must be enrolled in the Celonis partner portal.

0= This application does not include material creation

1= Faculty plans to attend teaching events such as Train-the-Teacher sessions, but do not have a clear path to integrating Process Mining into their curriculum beyond a class or two. Faculty may include plans to direct students to outside learning opportunities such as Process Mining Fundamentals certification courses or Master-Classes.

2= Faculty has flushed out plans to include Process Mining education into their classroom curriculum and have materials prepared. Faculty may include mandatory certification of students through learning paths such as Process Mining Fundamentals, Data-Driven Management, Automation Bootcamp, or the Process Mining for Audit Badge. Faculty should also note here if they currently have students enrolled in the Celonis thesis program.

3= Faculty has robust plans for curriculum integration, and plans to create new Process Mining learning materials that can be replicated across universities and learning. Faculty will integrate a

multidisciplinary approach to Process Mining classroom instruction through the use of Capstones and other experiential in-depth learning and development. ****If a university has already done this, please include in your application.**

Community Building and Events: this refers to a university's engagement using Process Mining in the community to bridge the academia/industry gap. This is done through the connection to the Celonis customer and partner ecosystem. Some examples of this include collaborating with a local customer on a student project, hosting an event with partner judges, or collaboration in research outside the university.

0= This application does not include community-based initiatives.

1= This application has an idea for a community initiative or event, but it is incomplete and resources are limited (or something similar has never been executed before).

2= This application includes a pretty flushed out plan for a new event or an adaptation of community based programs and initiatives that a university has done in the past, that can be adapted to include Celonis or become a Celonis event. This may include running a joint site visit, working with customers and partners on case studies, or hosting an industry day.

3= This application includes a robust, multi-disciplinary and multi-engagement plan to integrate Celonis into the University and its community at large. The university has concrete plans to execute, allocated department faculty to run point, etc. *Ex: "Every month we have students volunteer at a local Celonis customer in the manufacturing space. This year, our student cohorts will be using Process Mining to optimize their operations. They will begin on x date"*

**** In this particular core criteria, there might be some overlap between community and students reached. This is okay!****

Outstanding Criteria + Special Notice

If you are a University that is actively engaged with Celonis in a way that is not listed below, please write and tell us what you are doing, any special plans not listed in the points, and why you think you deserve to be named as a 2022-2023 Center of Excellence. Some examples of this include research publication, co-innovation, new product contributions, exceptional university reputation in the field of Process Mining, and more. Don't be shy- please boast about your institution!