

Pricing

Celonis

Process Intelligence Platform

G-Cloud 15 Celonis Ltd

Process Intelligence Platform



1 Introduction

This comprehensive Pricing Document is designed to provide maximum transparency regarding the framework prices for the Celonis Process Intelligence service, as offered under the G-Cloud 15 Framework Agreement (RM1557.15). Its primary purpose is to ensure that all potential public sector buyers procuring through the Digital Marketplace have complete and unambiguous visibility of every cost component associated with the acquisition, implementation, and ongoing usage of the Celonis Process Intelligence platform.

Principles Governing Framework Prices

All pricing information detailed within this document is subject to the following strict commercial and regulatory principles established by the G-Cloud 15 Framework:

- **Maximum Charge Guarantee:** The figures presented herein represent the absolute highest charges that a buyer may be subject to under the terms of this framework agreement. Sizing will be calculated on a public sector department annual budget to ensure correct SKU and discount levels are applied
- **VAT Exclusivity:** All listed prices are provided exclusive of Value Added Tax (VAT). VAT will be applied at the prevailing rate at the time of invoicing
- **Consistency with Digital Marketplace:** The pricing and commercial components contained in this document are guaranteed to be consistent with, and must not exceed, the pricing submitted and published within the official Digital Marketplace listing for Celonis Process Intelligence
- **Flexibility for Call-Off Discounts:** While these are the maximum framework prices, buyers may be offered, and are encouraged to seek, further discounts at the individual Call-Off Contract stage. However, it is explicitly stated that any such discounts must not result in a final price that exceeds the maximum framework prices published here
- **Annual Price Adjustments:** As detailed further in Section 5 of this document, prices may be subject to annual indexation or uplifts. The methodology and parameters for any such adjustments, typically linked to a recognised inflation index, will be explicitly stated

Commercial Components and Scope

Beyond confirming the core cost of the Celonis Process Intelligence service, this document meticulously outlines all associated commercial components to provide a full cost-of-ownership perspective. These components include:

- **Setup and Onboarding Fees:** Defined charges associated with the initial configuration, environment provisioning, and technical setup of the service
- **Licensing Structure:** A clear breakdown of the available licensing models (e.g., user-based, volume-based, or capacity-based) and the corresponding maximum costs
- **Support and Maintenance:** The guaranteed service levels (SLAs) and associated costs for ongoing technical support and maintenance of the platform

- **Hosting Infrastructure:** Details regarding the secure, compliant hosting environment, including any variable costs related to data storage or compute resources, where applicable
- **Optional Add-Ons:** A catalogue of supplementary features, modules, or premium services that can be procured to enhance the core platform functionality
- **Professional Services:** Where implementation, consultancy, or tailored development is required, the maximum framework rates for professional services will be charged in accordance with the Crown Commercial Service (CCS) Skills for the Information Age (SFIA) model, ensuring a standardised and transparent approach to consultancy fees

2 Service overview

The Celonis Process Intelligence Platform combines data from your systems, applications and devices with your unique business context to build a living digital twin of your operations that's system-agnostic, unbiased and dynamic. It shows you exactly how your company runs, and how you can improve it. The Celonis Process Intelligence Platform then provides customers and partners with the capabilities to analyse, design and operate AI-driven processes. These capabilities are built to support the full enterprise AI lifecycle, enabling you to effectively integrate AI into your operations. And they are the building blocks you and your partners can use to create composable solutions.

Customer's Subscription must include, at a minimum, an Infrastructure and Process Module(s) or an Infrastructure and Center of Excellence (COE) SKU, the fees for which are determined based upon a combination of the following:

- Customer's selected Process Module(s), and
- The applicable scope (e.g. line of business, geography) for which Customer may utilise Customer's Process Module(s), as detailed in the Order. Customer's geographic scope will be signified on Customer's Order under "Region," and Customer's line of business scope will be signified on Customer's Order under "LoB". Note that if "Region" is "Global," Customer has global usage for the specified Process Module, subject to import, export control and sanctions laws and regulations that may apply to the Services or to Customer's access thereto. If there is no LoB designated on the Customer's Order for a specific Process Module, there is no LoB limitation for that specified Process Module

3 Core pricing

Customers are required to purchase Celonis Infrastructure (OCPM Enabled), which entitles Customers to the platform-level capabilities of the Celonis Platform. The entitlements granted are below.

Entitlement	Quantity	Details
Productive Team Environment	1	Set up in standard Celonis Cloud
Sandbox Team Environment	1	Set up in standard Celonis Cloud
Users	Unlimited	Analysts and Business Users

Action Flow - Executions / Operations	50,000 / 500,000	Per contract year, unused Executions do not roll over to the next subscription year. All quotas are reset at the start of the new annual term.
Celonis Compute Units (CCUs) (1)	Per annual software license fee (USD): - From £0.72 to £724,800.00 annual spend: 1 CCU per £36,245.00 - Spend over £724,800.00: 1 CCU per £72,490.00	Entitlement rounded up to the nearest CCU unit. Per contract year.
APC (2)	30 TB per £724,800.00 annual software spend, prorated.	
AI Outputs ⁽³⁾	Aggregate quantity capped at 500,000 per customer, scaling as: 100,000 per process module 300,000 per domain module Or Higher Entitlements if AI Innovation or AI Lighthouse SKU is purchased.	Per contract year, unused AI Outputs do not roll over to the next subscription year. All quotas are reset at the start of the new annual term. If a customer purchases the AI Innovation SKU or the AI Lighthouse SKU, the higher entitlements detailed in the
		Customer Order will replace the standard aggregate and standard module-based quantities included with the core subscription.

⁽¹⁾ In the instance that a customer requires more CCUs than the above mentioned entitlement, Customer will have the option to purchase additional CCUs at the then current market price, plus 15% management fee. For reference, current [Amazon AWS pricing](#) for instance type [r7gd.4xlarge](#) (full instance equivalent to 4 CCUs) and [Microsoft Azure pricing](#) for instance type [Standard_E8pds_v6](#) (full instance equivalent to 2CCUs) plus licensing fees.

⁽²⁾ In the instance that Customer requires more than the abovementioned entitlement, Customer will have the option to purchase additional storage capacity. In this instance, Customer will be required to purchase a capacity to cover the additional data stored on Celonis infrastructure, inclusive of the transformed data and data copies required for the customer's operation on the Celonis platform. The additional storage capacity will be charged at the then current market price, plus 15% management fee. Refer to [Amazon AWS S3 storage pricing](#) and [Microsoft Azure Blob Storage](#) Gen2 pricing.

⁽³⁾ In the event the Customer requires an AI Output capacity in excess of the Maximum Aggregate Entitlement, a separate subscription with an AI Add-On offering is required.

Productive Celonis Team

A Productive Celonis Team is a password-secured tenant within the multi-tenant cloud environment in which the Cloud Service runs, sharing resources across tenants and providing data

isolation for each tenant. When provisioning the Celonis Team, we will select the most applicable multi-tenant cloud environment for Customer.

On the Subscription Start Date, the Admin User(s) will receive an invitation email with initial login details to access the Productive Celonis Team. Access is for the Subscription Term only.

Sandbox Teams

Celonis offers two types of Sandbox environments, Standard and Premium. Both are intended to be used as testing, evaluation, and release management environments only. They operate independently of Customer's productive environment and cannot be connected to non-sandbox systems.

A critical detail for both sandboxes is that their scope is limited to testing for licensed scope only. It is not possible to use a Sandbox to test or evaluate new processes for which Customer does not have a productive license.

The Standard Sandbox is provisioned by default and is included with Customer's Celonis License. The Premium Sandbox is a more powerful, full pre-production environment, available as an optional add-on for an additional flat fee.

The table below provides a direct comparison of the features included with each sandbox team.

Features	Standard Sandbox	Premium Sandbox
Analyst Limit	5 Analysts	30 Analysts
Business User Limit	No Business Users (0)	No Business Users (0)
APC Limit	20 GB	Greater of Production APC + 10% or 40 GB
Executions Limit	50,000 Executions	Greater of Production Executions or 50,000 Executions
AI Outputs Limit	500,000 AI Outputs	Greater of Production AI Outputs or 500,000 AI Outputs
Table Row Limit	100,000 rows	Unlimited
Data Pipeline Runtime Performance		
Data Pipeline Validation & Benchmarking		

Full Pre-Production Environment	Constrained by APC Limit	Matched to Productive Environment
Team-to-Team Copy	Not Available	Included

User Access

Business Users, Analysts, Celonis Process Designer Named Users, and Celonis Process Management Bundle Named Users may only be used by one single natural person designated by name. These may not be made accessible to any third person, including employees of the same company or affiliated companies. Customer is entitled to replace the person associated with the Named User by updating the by-name designated in the system.

Machine Learning Workbench

Production, Premium Sandbox and Standard Sandbox teams each get the default Machine Learning shared plan, which provides 3 Workbenches. Each shared Workbench includes 1 CPU (Central Processing Unit), 4 GB of memory, and 5 GB of storage.

For heavy Machine Learning workloads, a dedicated plan is available as an add-on product, which will be reflected in an individual Order. Depending on the needs, we have 7 dedicated plans available. Dedicated plan resources can be split into as many workbenches in multiples of 2.

Type		CPUs	RAM GB	Disk GB
Celonis Standard License	Shared	1 (per workbench)	4 (per workbench)	5 (per workbench)
Add-on: Dedicated ML Workbenches	X Small	2 ⁽¹⁾	16 ⁽¹⁾	50 ⁽¹⁾
	Small	4 ⁽¹⁾	32 ⁽¹⁾	50 ⁽¹⁾
	Medium	8 ⁽¹⁾	64 ⁽¹⁾	100 ⁽¹⁾
	Large	16 ⁽¹⁾	128 ⁽¹⁾	200 ⁽¹⁾
	2X Large	32 ⁽¹⁾	256 ⁽¹⁾	400 ⁽¹⁾
	3X Large	64 ⁽¹⁾	512 ⁽¹⁾	800 ⁽¹⁾
	4X Large	128 ⁽¹⁾	1024 ⁽¹⁾	1600 ⁽¹⁾

(1) See detailed available configuration options for each dedicated plan [here](#)

Customers with active subscriptions to a dedicated plan in their Individual Orders, without specifying a size, will have the Large Size specs provisioned in their team environment.

The Auto-Shutdown function is also enabled, which will shut down each Workbench after 12 hours of non-usage. The Auto-Shutdown does not apply to scheduled runs.

Add-on Products (available at an additional charge)

The Sailfin Accounts Receivable Premium Applications, Shipping Emissions, Product Carbon Footprint, and Material Emissions Premium Applications are all priced according to the applicable scope (line of business, geography) of the designated Process Module that each add-on supports and the applicable Financial Metric dictated by the applicable scope. The applicable scope for the Paid Application may not be higher than the scope on Customer's Order for that specific Process Module (i.e., if Customer's scope for the Accounts Payable Process Module is North America, Customer's scope for the Material Emission Premium App cannot be broader than North America, however, it can be more narrow and Customer's Financial Metric will be adjusted accordingly).

- 1.) Sailfin Accounts Receivable Premium Applications: Requires a subscription to the Accounts Receivable Process Module. The applicable scope for the Accounts Receivable Premium Applications may not be higher than the lower scope of the Accounts Receivable Process Module if their scopes differ.
- 2.) Material Emissions Premium Application: Requires a subscription to the Direct Procurement Process Modules. The applicable scope for the Material Emissions Premium Application may not be higher than the lower scope of the Direct Procurement Process Module if their scopes differ.
- 3.) Shipping Emissions Reduction Premium App: Requires a subscription to the Order Management Process Module. The applicable scope for the Shipping Emissions Reduction Premium App may not be higher than the lower scope of the Order Management Process Module if their scopes differ.
- 4.) Sustainable Spend Management Premium App: Requires a subscription to the Procurement Process Module. For the Customer bringing their own Supplier Management Software, the Sustainable Spend Management Premium App shall be priced as an add-on product, which will be reflected in an individual Order.
- 5.) System Transformation: The System Transformation SKU enables the Customer to execute a comprehensive end-to-end system transformation project, emphasising strict adherence to system performance. It encompasses the entire lifecycle, beginning with the planning of new enterprise systems and culminating in the full implementation of these systems. The System Transformation SKU scope supports the transformations of the specific systems identified across multiple processes and their involved satellite systems. However the scope of the SKU is exclusively the system transformation per se, excluding ongoing operational improvements to the underlying processes. For Oracle transformations, this SKU includes the Oracle Value Scanner App. For SAP transformation, it includes the System Transformation Readiness App. Related Platform Apps (built by trusted partners like FITS-P) need to be licensed on top of the SKU. For value opportunities related to process performance, a specific Process Module SKU is required. The list of Objects & Events includes any from Our Catalog regardless of the process, as long as the Objects & Events are directly ingested from the system the Customer is migrating

from (or to), both of which need to be specified in the Order Form.

As a further illustration of the SKU, the following table includes some of the most typical KPIs and Value Opportunities that are typically related to this process:

KPIs	Value Opportunities
– # of critical fit-gaps – Conformance rate against target-state models – # of business critical & low-value customizations – # of redundant, incomplete, duplicate master data records – # of testing scenarios (FITS-P Platform App) – % of test scenarios covered (FITS-P Platform App) – Adoption of new system	– Accelerate Process Documentation – Accelerate scope validation – Understand the level of complexity of Customer's system configuration – Identify upstream and downstream impact of Customer's custom code and receive recommendations to retire, keep or innovate – Clean up Customer's master data by analysing its quality and identifying critical issues – Understand the level and value of customisation – Identify end-to-end test scenarios – Accelerate fit-gap analysis – Accelerate design workshops – Accelerate scope validation

- 6.) Orchestration Engine: Orchestration Engine is priced based on number of Orchestration Use Cases, Processes or Domains. Customers are entitled to develop and implement custom Orchestration Engine Use Cases of equivalent complexity, breadth and scope tailored to their specific business requirements, utilising the processes available under their respective subscription. Should multiple Orchestration Engine Use Cases be combined into a larger, composite Orchestration, each constituent Orchestration Engine Use Case shall be counted individually toward the total license entitlement (e.g. a larger, composite Orchestration spanning across 5 different Orchestration Engine Use Cases is counted as 5 Orchestration Use Cases, not 1). Upon the purchase of a valid license for the Orchestration Engine, the Customer shall be granted an entitlement to an unlimited number of Action Flows.
- 7.) Workforce Productivity: Workforce Productivity is priced based on Active Concurrent Users.
- 8.) Celonis Connector for Power BI: The Celonis Connector for Power BI is priced according to the number of Process Modules purchased.
- 9.) Celonis Process Management Bundle: Priced according to the number of Named Users in the bundle.

The below are the definitions as for the terms referred to above:

- 1.) "Process Module": A Process Module enables Customers to mine, explore, model, simulate, build, or use apps and leverage automation within a specific process. Customer's Subscription allows access to the standard tools described in the Documentation. Access to selected premium

tools may require an additional license. The detailed parameters of each Process Module (i.e., the applicable Object types, Events, KPIs, etc.) are outlined in the “Process Catalog” under the “Metrics Description” section at: <https://www.celonis.com/terms-and-conditions/celonis-services/>.

2.) “Domain”: a group of several Process Modules which all pertain to a specific area of the Customer’s business (e.g., the Finance Domain consists of Process Modules such as Accounts Payable, Accounts Receivable, Record to Report, etc.), which may be purchased together as a bundled offering.

3.) “APC”: The APC is the amount of uncompressed raw data that the customer ingests into the Celonis Platform concurrently at any given time for processing.

4.) “Celonis Compute Units (CCUs)”: CCUs are the unit of measure for processing capacity within Celonis. Each CCU represents the equivalent compute power of a 4 virtual CPU (vCPU) instance set up in the Celocore new ETL stack for a month. Each customer’s defined allocation of CCUs is provided each month for the duration of their contract, representing their processing resources within the Celonis platform.

5.) “Data Records”: A Data Record corresponds to a row in a base table in the database.

6.) “Process Orchestration”: Process Orchestration is a Studio Asset type which utilises components such as, but not limited to, Forms, Action Flows, and Events to build out a series of steps. There is no limit in the number of steps in a single Process Orchestration. For example, the “Procurement Supplier Confirmation” Use Case can be deployed as a single Process Orchestration, containing the following steps:

- An Event detects missing supplier confirmation
- An Action Flow pulls process intelligence
- A Form is sent to a supplier
- An Event waits for a form entry
- An Action Flow calls an AI agent to assess the submission
- An Action Flow assigns a task in a Celonis/Partner app
- An Action Flow writes back the task from the respective app into an external system

This example could also be configured through multiple Process Orchestration, such as:

- Request Supplier Confirmation
- An Event detects missing supplier confirmation
- An Action Flow pulls process intelligence
- A Form is sent to a supplier
- Process 3rd Party Information
- An Event waits for a form entry
- An Action Flow calls an AI agent to assess the submission
- An Action Flow assigns a task in a Celonis/Partner app
- An Action Flow writes back the task from the respective app into an external system

7.) “Orchestration Engine Use Case”: An Orchestration Engine Use Case is a defined collection of one or more Process Orchestration that are logically grouped to fulfil a specific and measurable business objective. An Orchestration Use Case addresses a specific opportunity within a broader

business process. It typically includes a combination of data retrieval, forms, human actions, AI capabilities.

- Business processes are defined in the Celonis Process Catalog. Some examples include Accounts Payable, Inventory Management, Customer onboarding. Use cases may only be deployed for processes licensed by customers.
- For a collection of illustrative examples for Orchestration Use Cases, please refer to the Orchestration Use Case Library. The examples provided therein are for guidance and do not represent an exhaustive list of all possible implementations.

An Orchestration Engine Use Case may consist of one or multiple Process Orchestrations, limited to a maximum of 15 Process Orchestrations.

8.) “Executions”: Executions are Actions (automated events) that occur in the Customer's Operational System as a result of running an Action Flow. An Execution occurs every time a record is created, updated, or deleted in an Operational System (transactional systems such as CRM, HRM, or ERP, as well as databases and other specialised source systems, including RPA and other automation tools). For the avoidance of doubt, each Execution is an Operation, as defined below.

9.) “Operations”: Operations are Actions (automated events) performed by Celonis when executing Customer’s scenarios using Action Flows. Regardless of how many bundles a trigger retrieves, every time a trigger is run, it is considered as one Operation. Every time an action performs a task, it is counted as one Operation.

10.) “AI Outputs:” An AI Output is a standardised unit of consumption for AI-powered features within the Celonis Platform. One AI Output is equivalent to:

- One response generated by a Process Copilot in answer to a user query or prompt.
- One individual record processed and annotated by the Annotation Builder.
- One response generated by the Chat API.
- AI Output consumption excludes usage from customers who bring their own large language models (LLMs), as well as any usage generated by the Insights Explorer and AI Assistants.

11.) “Analyst:” Analysts are named users that obtain all the functionality of a Business User plus the ability to build and edit data models, machine learning models, skills, and analyses in the Celonis Platform. Analysts can create, receive, and interact with Executions from the Action Flow and take respective actions on such signals.

12.) “Business User:” Business Users are named users that are limited to accessing and filtering analyses built and shared in the Celonis Platform. In addition, the Business User can receive and interact with Executions from the Action Flow and take respective actions based on such signals.

13.) “Administrator:” Up to three analysts may be designated as Administrators. Administrators have all the features of the Analyst plus the ability to invite other Users to the Celonis Platform and set permissions for the Users.

14.) “Celonis Process Management Bundle Named Users:” This user possesses comprehensive access to all process design, modelling, and governance capabilities within the Celonis Process Management Bundle. Administrators can assign specific user roles and permission limitations to Named Users according to organisational requirements and security protocols.

15.) “Active Concurrent User:” An Active Concurrent User is a unique user, represented by the combination of a username ID and a unique machine ID, sending or capturing data at any given

time during a calendar month of the applicable Celonis Workforce Productivity subscription. The number of permitted Concurrent Users is specified in the applicable Order Form. Customer can reassign Concurrent Users amongst their employees, provided the number of assigned Concurrent Users at any given time does not exceed the limit specified in the applicable Order.

Commercial Programs

The below Commercial Programs (as indicated based on the SKUs on Customer's Order) have the following deviations from the entitlements described in this document:

- 1.) The Celonis Ultimate package entitles Customer to the Celonis Infrastructure (OCPM enabled) Edition with the following limits:
 - a.) Up to 2 Process Modules
 - b.) Access to the Ultimate Package Activation Support in accordance with the guidelines found here: [Celonis Foundation & Ultimate Packages Activation](#)

These allocations are static and do not scale based on spend. Additional Process Modules may not be purchased or added to a Celonis Ultimate Package.

- 2.) The AI Innovation offering is an AI add-on that entitles Customer to the following functionality:
 - a.) AI Assistants
 - b.) Insights Explorer
 - c.) Annotation Builder
 - d.) Process Copilot
 - e.) Chat API
 - f.) Bring Your Own Model
 - g.) Early access to Tools API

The usage of these functionalities follows the entitlements under the AI Output limits mentioned in Customer's Order.

3.1 Celonis Pricing

Item	Basis	GBP per year
Process Module Tier 1 Size 3XL	Per Process/Annual	947,100
Process Module Tier 2 Size 3XL	Per Process/Annual	552,600
Domain Tier 1 Size 3XL	Per Domain/Annual	2,762,400
Domain Tier 2 Size 3XL	Per Domain/Annual	1,973,100
AI Innovation Add on Size 3XL	Per Process/Annual	165,780
AI Innovation Add on Size 3XL	Per Domain/Annual	604,800
AI Innovation Add on Size 3XL	All Domains/Annual	3,387,000

AI Lighthouse Size L	One Off/Annual	2,419,355
Sailfin AR Apps Size 3XL 1 App	One Off/Annual	234,900
Sailfin AR Apps Size 3XL 2 Apps	One Off/Annual	375,600
Sailfin AR Apps Size 3XL 3 Apps	One Off/Annual	469,500
Celonis Process Management Named Users (80 min)	Per User/Annual	403
Connector for PowerBI	Per Process/Annual	24,500
Connector for PowerBI for more than 5 processes	One Off/Annual	122,500
Orchestration Engine Size 3XL	Per Use Case/Annual	169,500
Orchestration Engine Size 3XL	Per Process/Annual	564,600
Orchestration Engine Size 3XL	Per Domain/Annual	2,016,600
Orchestration Engine Size 3XL	One Off/Annual	8,467,800
Workforce Productivity 50-999 Active Users	Per User/Annual	740
Premier Support	One Off/Annual	10% Uplift
Premier + Support	One Off/Annual	25% Uplift
Premier + Success	One Off/Annual	524,193.55
Premier + MaxSuccess	One Off/Annual	806,451.61

All prices are VAT-excluded.

4 Professional Services Prices

Item	Basis	Price in GBP
Celonis Consultant	Per hour	198
Celonis Engagement Manager	Per hour	198
Celonis Academy Trainer	Per hour	198
Travel & Expenses	Per Day	330

All prices are VAT-excluded.