



## Process Mining as a Platform Plug-in: Serving Large Client/User Bases

### Background

Software platforms typically have a relatively small number of core services which provide value, at scale, to large customer or user bases.

Software platforms provide outsourced services which either reduce the costs of these vital business services or help customers manage their complex business operations or both. Enterprise platform services are major investments, and customers expect extreme value add to their bottom lines.

Enterprise platform service providers are innovating constantly to provide additional value to their customers, differentiate their service offerings, reduce operating costs, and fend off competitors.

This paper explains how process mining helps with these enterprise platform service provider needs.

### Process Mining: What It Is & How It Helps

More Cowbell Unlimited's process mining software ingests data from enterprise platforms and uses AI/ML to reconstruct visually the business processes which are latent within the data. The technique works for any industry, any organization, any platform, and any process. Process mining is a highly extensible capability. See our [white paper and presentations](#) library for additional resources.

Compared to traditional interview-based process mapping methodologies, process mining learns core platform processes in a fraction of the time. This allows platform service providers to quickly understand their processes in great detail, simulate change assumptions, target improvements without guesswork, and re-measure the upgraded ecosystem to capture return on investment (ROI). It is continuous data-driven process improvement.

It is platform agnostic, data driven, repeatable, and scalable. When deployed thoughtfully, it helps upgrade services across the platform client-base. It is a foundational enabler for sophisticated analyses and digital transformation efforts. As a final, and perhaps most impactful benefit, organizations which adopt a full process mining suite are more agile and competitive.

#### Market Research

Most companies have little to no knowledge of where hidden process weaknesses are wreaking havoc on their profit potential. 20% to 30% of revenue in most companies is lost due to that reason alone. (IDC Research)

### Relevance for Enterprise Platform Service Providers

More Cowbell Unlimited's powerful process mining software solutions are a highly relevant differentiating and value-add capability for enterprise platform service providers. Our software may be "plugged-into" large enterprise platform solutions. Deployed in this manner, process mining provides the following benefits to providers of enterprise platform solutions:



More Cowbell Unlimited is a process mining cloud software and data science firm. We help government and industry transform and compete using our proprietary software technologies and business optimization expertise.

## Value to the Enterprise Platform Business

### Map and Understand Core Processes

Understanding core processes is a good business practice at all times. As mentioned previously, enterprise platform service providers typically have a relatively small number of core services which provide value to their clients and help them run their operations. Process mining uses artificial intelligence and machine learning to discover and understand these processes in great detail. Think of

“Everywhere that human-programmed software is being used, businesses should consider using machine learning in addition or instead of it, to reduce costs, to do things that programmers don’t know how to program, to discover things we didn’t even suspect, or all of the above.” Pedro Domingos, PhD

process mining as an x-ray capability. It allows enterprise platform service providers to see where process challenges reside. Upgrading client-facing process ecosystems scales across the client base meaningfully and quantifiably. For example, a specific friction point in a core process may represent a problem at scale affecting all clients. Resolving this challenge improves services for all clients.

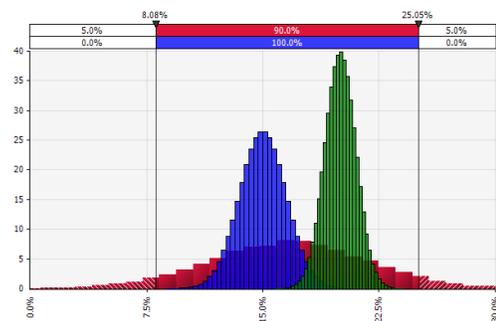
### Process Transparency

Problems within processes are often hidden. Software platforms might have a gut feeling or instinct that something is slowing productivity, but without data, it is difficult to back up those assumptions. Process mining provides transparency into what system users are actually doing within the system. This enables drill downs to uncover inefficiencies and improve them.

Compared with traditional process mapping exercises, which subjectively derive process maps, process mining illuminates steps which are skipped, ping-pong behavior between process steps or users, steps being re-worked excessively, and other process deviations which are undesirable and wasteful. It allows organizations to understand where to focus remediation efforts, from both the business perspective and the customer/user perspective.

### Enhanced Decision Making: Simulate New “What-If” Process Configurations

Process mining enhances decision making and resource planning. When enterprise platform service providers contemplate a major change or process remediation, process mining enables “what-if” simulations. Process models come baked with all kinds of descriptive statistics and capacity estimates which provide data-driven inputs into simulations. Simulations help estimate ROI before expending the resources on the major change as well as calculating ROI more precisely after the change.



More Cowbell Unlimited is a process mining cloud software and data science firm. We help government and industry transform and compete using our proprietary software technologies and business optimization expertise.

## Continuous Process Monitoring for Compliance and Audit

Two very impactful uses include continual compliance and audit monitoring with intelligent alerts.

Compliance and audit directives are not optional--and for good reason. They help reduce risk, ensure best practices are followed,

and improve product or output quality. Consider processes which contain required compliance and audit steps. Process mining may be adapted to continuously run user activity over a fixed process model and trigger intelligent alerts when defined steps are skipped or otherwise not completed according to mandates. On such occasions, risk or audit managers may quickly investigate the occurrences. Overtime, AI agents reduce the number of false positive alerts which improves the overall process and risk/audit workforce efficiency. Such a system also streamlines compliance and audit reporting, which is quite time consuming otherwise.

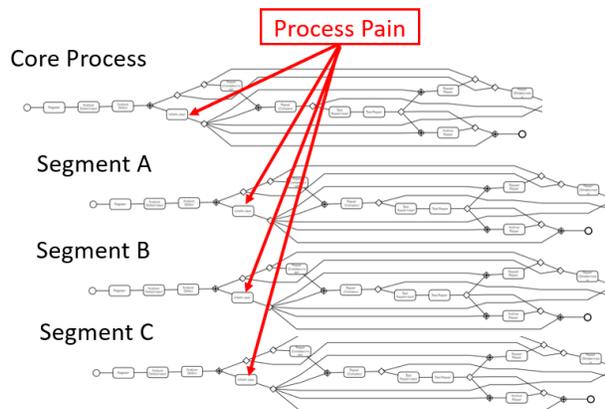


Depending upon the industry and software services, this is a powerful use case for both the “business side” of platform providers of software services as well as at scale across the customer base. (more below)

## Additional Value to Platform Customers

### Segment Core Processes

Remember the core processes discovered at a platform level? Those process models may be segmented across the customer base to give customers a view of their unique process execution. In such a way, customers receive actionable business intelligence for how they might improve their internal procedures in order to speed process times or even accuracy of outcomes. For customers with enough platform activity, the processes may be segmented even further by internal department or by geography.



### Data-driven Key Performance Indicators (KPI)

What about continually measuring performance? Process mining very precisely maps complex processes, and it does it better than humans.

After segmenting core processes by customer and scaling across the service platform, customers may decide upon KPIs which drive their organizations in a positive and deliberate manner. Moreover, as noted above, the KPIs may be segmented across the organization so that appropriate leaders may be tasked with bettering the measures within their purview.

## Customer Journey Mapping and Improving Experience (CX/UX)

Customer journey mapping (CJM) is another powerful and relevant use case – especially in the growing cloud SaaS space. Process mining objectively fosters clarity and consensus for collaboration that shapes the ideal customer journey.



More Cowbell Unlimited is a process mining cloud software and data science firm. We help government and industry transform and compete using our proprietary software technologies and business optimization expertise.

Understanding how customers behave is crucial and is considered a key driver of business success. Customers demand and expect software providers to continually improve their service delivery -- including better and better customer experience and user experience (CX/UX). Process mining provides a novel glimpse into potential CX/UX issues. At a minimum, these issues frustrate customers. At the extreme, CX/UX challenges drive customers into the waiting arms of competition.

Web tools provide oversimplified versions user behavior, which tend to focus on the frequency of page visits rather than discovering the process itself. Furthermore, CJMs tend to be created manually. Process mining provides an automated approach at scale. In addition to illuminating platform-wide process inefficiencies, process mining may be used to understand CX/UX challenges for the entire user base as well as for user segments. It provides a novel glimpse into issues, such as revealing places where online forms are unclear or otherwise challenging to complete. It is possible, for example, to focus on CX/UX for users with disabilities, prioritize customized improvements based upon data, and then quickly re-measure the new ecosystem to understand if the improvements have the desired effect.

### Different Perspectives

Process mining offers a lens to examine processes from several angles. A mixed service model includes paying customers with large user bases. Examples include: a job board that posts requisitions on behalf of the principle customer/stakeholder and accepts applications from the general public, or a health care platform which services organizational customers and also has a patient portal for managing appointments, etc. Processes may be examined from both the organizational perspective and the system user perspective to understand where to focus improvement efforts.

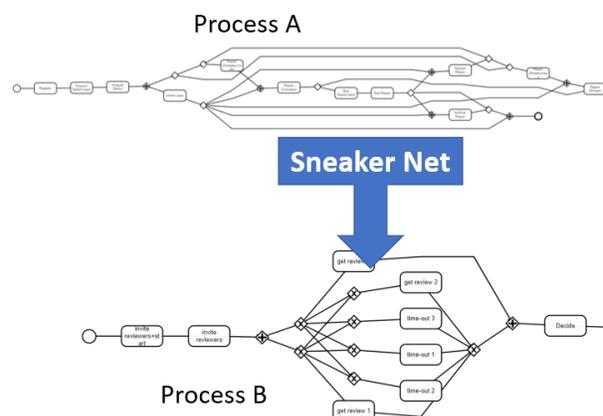
### Reduce Costs and Increase Productivity

From shorter overall process times, to better in-flight customer communications, to more accessible online forms, process mining can provide key insights for significantly upgrading customer productivity, which contributes measurably to the bottom line. This allows organizations to “see” where trouble spots reside and prioritize upgrades for the most impact. An added benefit emerges with happier customers, increasing net promoter scores (NPS), and a better perception of the organization along with fewer system-related complaints.

### Automating and Merging Workflows

Processes frequently span systems. When customers understand the process contained within an enterprise platform, they are better able to look at how this system-specific process integrates into a larger ecosystem of processes which span systems.

Processes which span systems frequently contain “sneaker nets” and other inefficient and error-prone activities. Therefore, a tremendous opportunity for automation emerges. Again, process mining enables sophisticated simulations which enhances decision making. Wise workflow automation or robotic process automation (RPA) implementations produce process ecosystems which are faster, more efficient, more consistent, and of course more cost effective.



More Cowbell Unlimited is a process mining cloud software and data science firm. We help government and industry transform and compete using our proprietary software technologies and business optimization expertise.

## Strategic Differentiator and Sales Enabler

Process mining is bleeding edge technology which is still emerging in the market place. Enterprise platform service providers that include a robust and scalable process mining capability are poised to outshine the competition. A process mining capability demonstrates to prospective clients that your services are on the cutting edge.

Presented properly, this is a significant service differentiator. This could be the defining differentiator which clinches the sale. It is also a potential revenue-boosting upsell opportunity.

## Conclusion

Providers of enterprise platform services are under intense pressure to innovate, keep their customers satisfied, and outshine the competition. Yet, most software providers are not adopting cutting edge process mining technology; as a result, the gold mine of next-level business intelligence within their platforms are being wasted. More Cowbell Unlimited's process mining software accepts system log "data exhaust" and helps organizations with continual data-driven digital transformation efforts.

Our data science process optimization know-how helps enterprise platform service providers upgrade their core client-facing services, provide actionable business intelligence to clients about their processes, monitor their processes according to strategic and operational needs, and become more agile and competitive.

Contact [More Cowbell Unlimited](#) today for a free consult and capability demonstration.



---

More Cowbell Unlimited is a process mining cloud software and data science firm. We help government and industry transform and compete using our proprietary software technologies and business optimization expertise.