

# Uncover the process. Control your progress.

Unmask hidden inefficiencies, Supercharge productivity, Empower your teams

# The Hidden Challenges of Business Operations

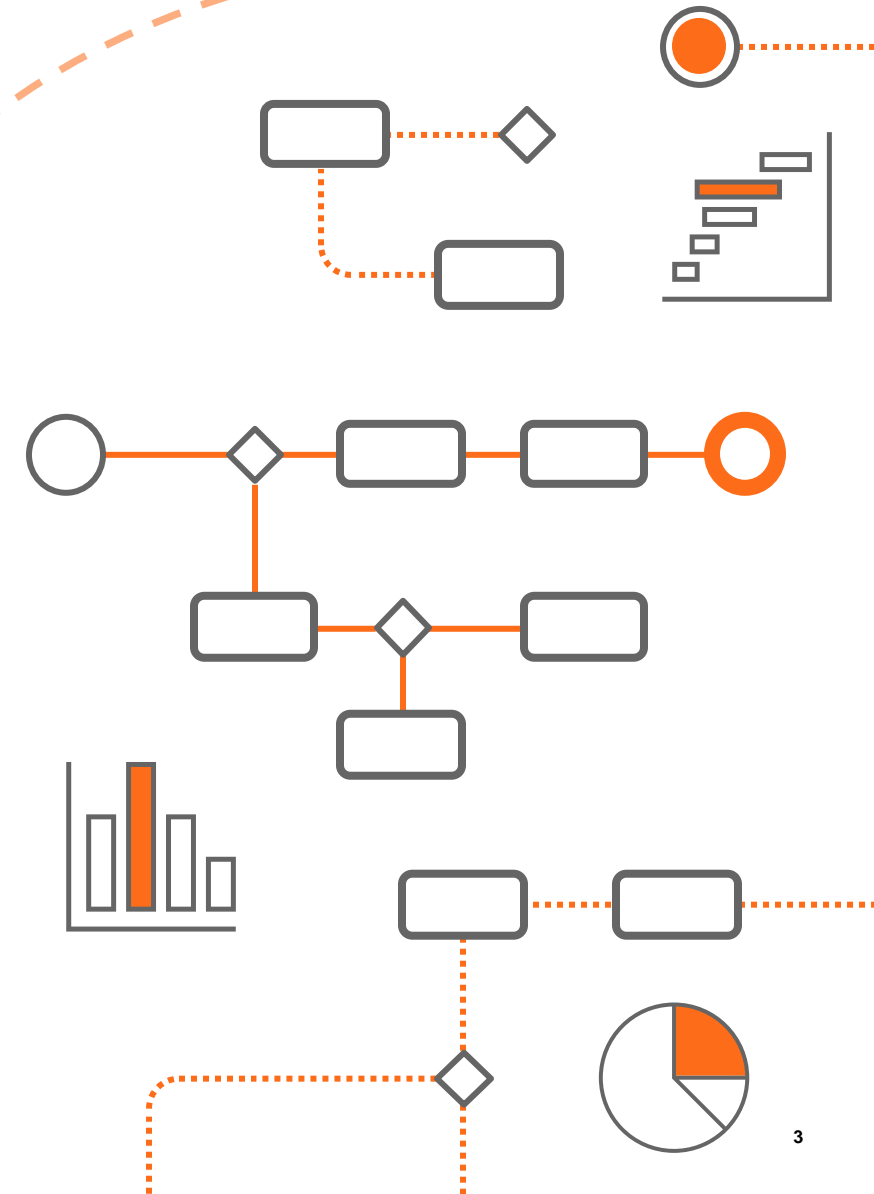
**Inefficiencies cost companies millions in lost revenue annually**

- Lack of process visibility slows decision-making
- Employees waste hours navigating unclear workflows



# A Smarter Way to Optimize Your Business

- ✓ Automated process discovery with data driven insights
- ✓ Visualize clear process models and collaborate seamlessly
- ✓ Simulate process improvements and design the ideal future state.



# How it Works



## Discover

Map and analyze  
existing workflows



## Optimize

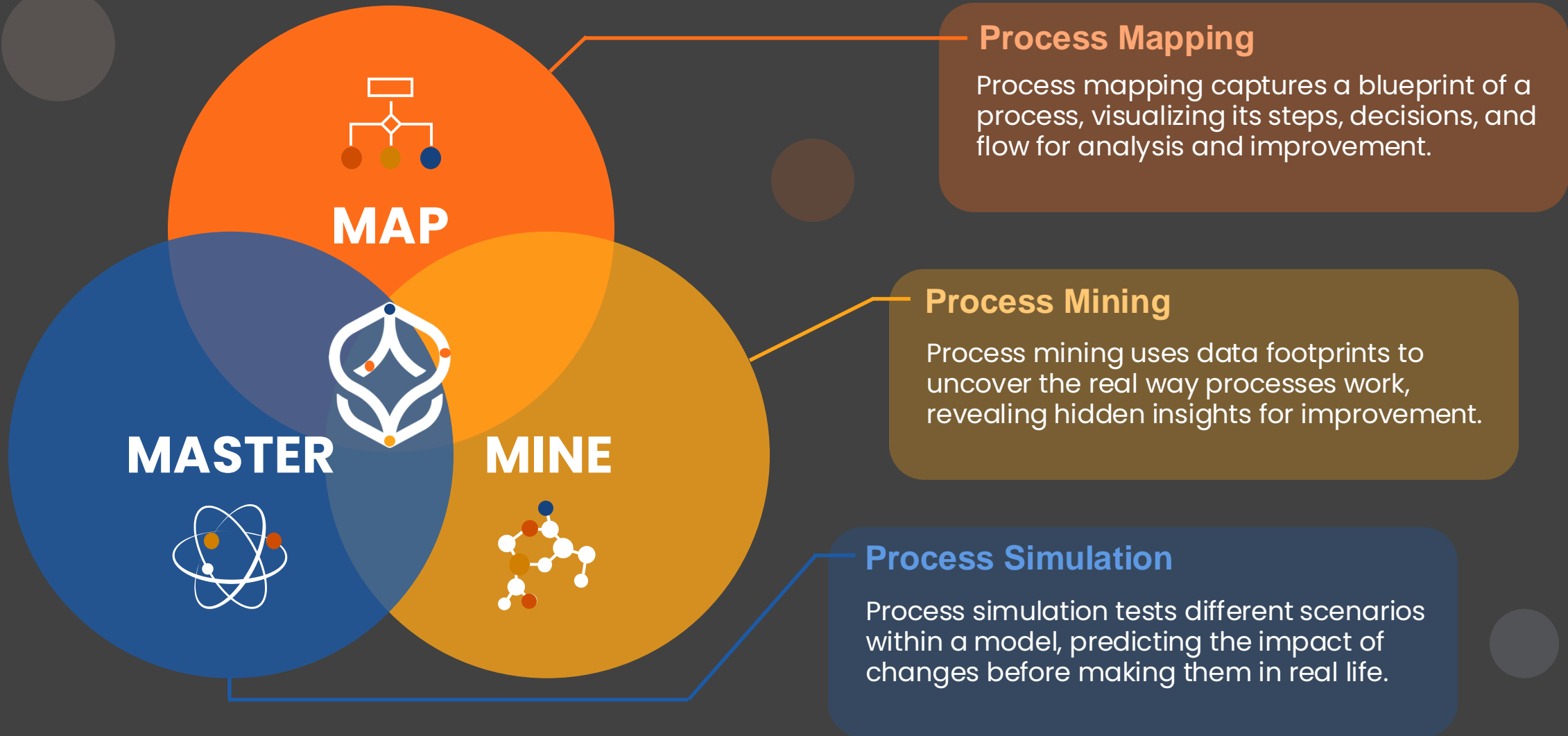
Identify  
inefficiencies and  
improvement  
opportunities



## Transform

Implement  
continuous  
improvements

# Our Approach



# Ditch the blind spots!

Easily get a perspective from your **actual processes** by layering manual **process design** with a data-driven **process mining** approach to visualize your processes in the way they resonate, without losing grip on the real world.

This method will allow you to use process design features like sub-processes, parallelism, complex branching & decision logic while layering in the **factual executed processes information**.

This unified perspective will help you diagnose **inefficiencies**, optimize workflows, and **transform** your operations all within a single solution.

Save time, money, and frustration while empowering your teams to champion change and make processes work for you.



# Traditional product capabilities.

Pro's & Con's

## Process Design



- Clarity and structure
- Familiarity and acceptance
- Ease of implementation
- Captures all process activities including non-digital activities
- Cost-effective
- Easy collaboration



- Quickly outdated models
- Overlooking variations and exceptions
- No quantitative insights
- Fully manual and subjective model creation



## Process Mining



- Data-driven process models
- Process variations and exceptions insights
- Uncover hidden complexities
- Track process improvements



- Complex process visualizations (Spaghetti)
- No contextual information on process activities
- Lack of real process characteristics (sub-processes, parallelism, complex branching & decision logic)
- Long time to value
- Data Experts and training required



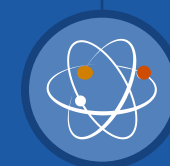
## Process Simulation



- Risk-free experimentations
- Optimize decision-making by forecasting the business outcome
- Enhanced communication and collaboration



- Lack on data accuracy and dependencies
- Model complexity
- Potential of misinterpretations
- Missing context



# What we offer

 **PROCESSMIND**

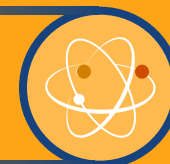
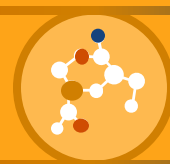
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- Data-driven process models
- Process variations and exceptions insights
- Uncover hidden complexities
- Track process improvements



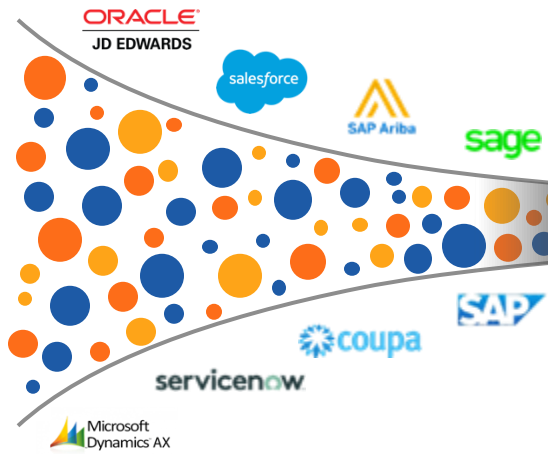
- Risk-free experimentations
- Optimize decision-making by forecasting the business outcome
- Enhanced communication and collaboration





# From data to insights

## RAW Process Data



## Add Domain Knowledge

Domain Knowledge  
(Process Map)

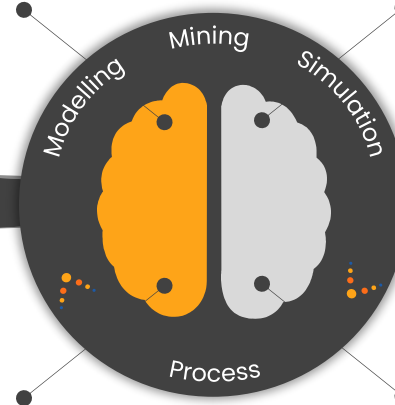
AI / LLM / Process  
Reference models

Event Data

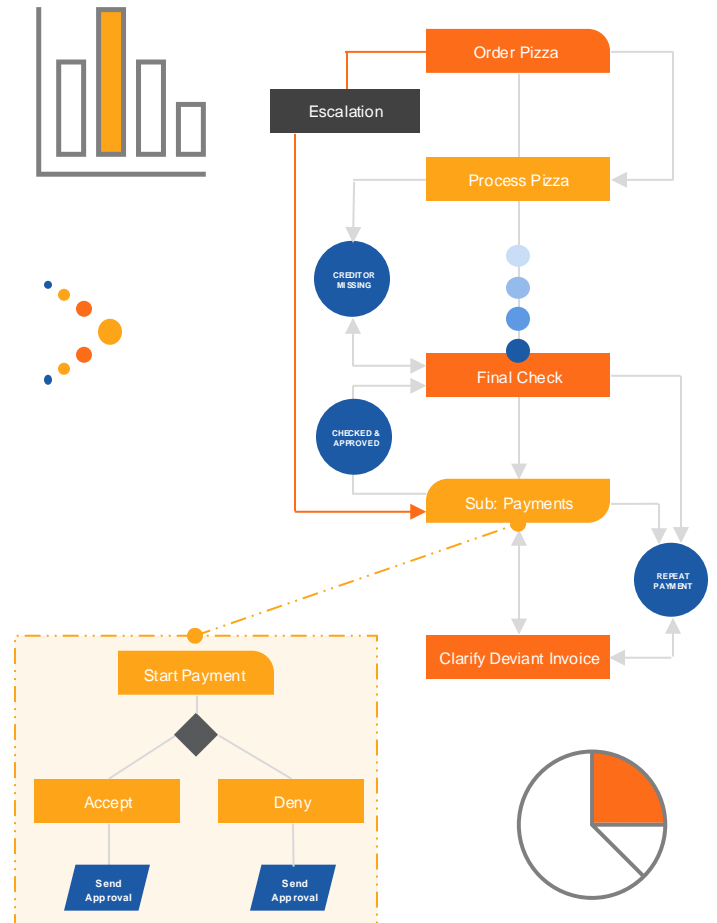
Process Insight

Process Event Data  
(PM Log Files)

Process Models  
(BPMN)



## Process Insights



# Pricing

Trials, Price Model, Self-service

# Price Model

## ESSENTIAL

Step into the world of enhanced efficiency and seamless processes with our Essential tier. Experience the transformative power of our SaaS product, equipped with all the necessary features to kickstart your journey towards operational excellence.

- ❖ All modeling features
- ❖ All process mining features
- ❖ 1 GB Storage / User

**\$99**/Month

## STANDARD

Unlock the full potential of process improvement with our Standard tier. It's designed to empower you with all the functionalities of our SaaS product, enabling you to visualize, optimize, and streamline your workflows with ease and precision.

- ❖ 1 GB Storage / User
- ❖ Process Simulation
- ❖ Process Animation
- ❖ Process Documentation
- ❖ White Label

**\$139**/Month

## PREMIUM

Take your process improvement initiatives to new heights with our Premium tier. Ideal for larger organizations looking to scale, this tier provides unrestricted access to all product features, fostering collaboration and driving maximum efficiency across your enterprise.

- ❖ 10 GB Storage / User
- ❖ Multiple Tenants
- ❖ Full Audit Logs

**\$199**/Month

**Save 15% On Annual Subscriptions**

*All prices shown are per user exclusive of VAT*

# Start your 14-day Trial Today!



## Free Trial

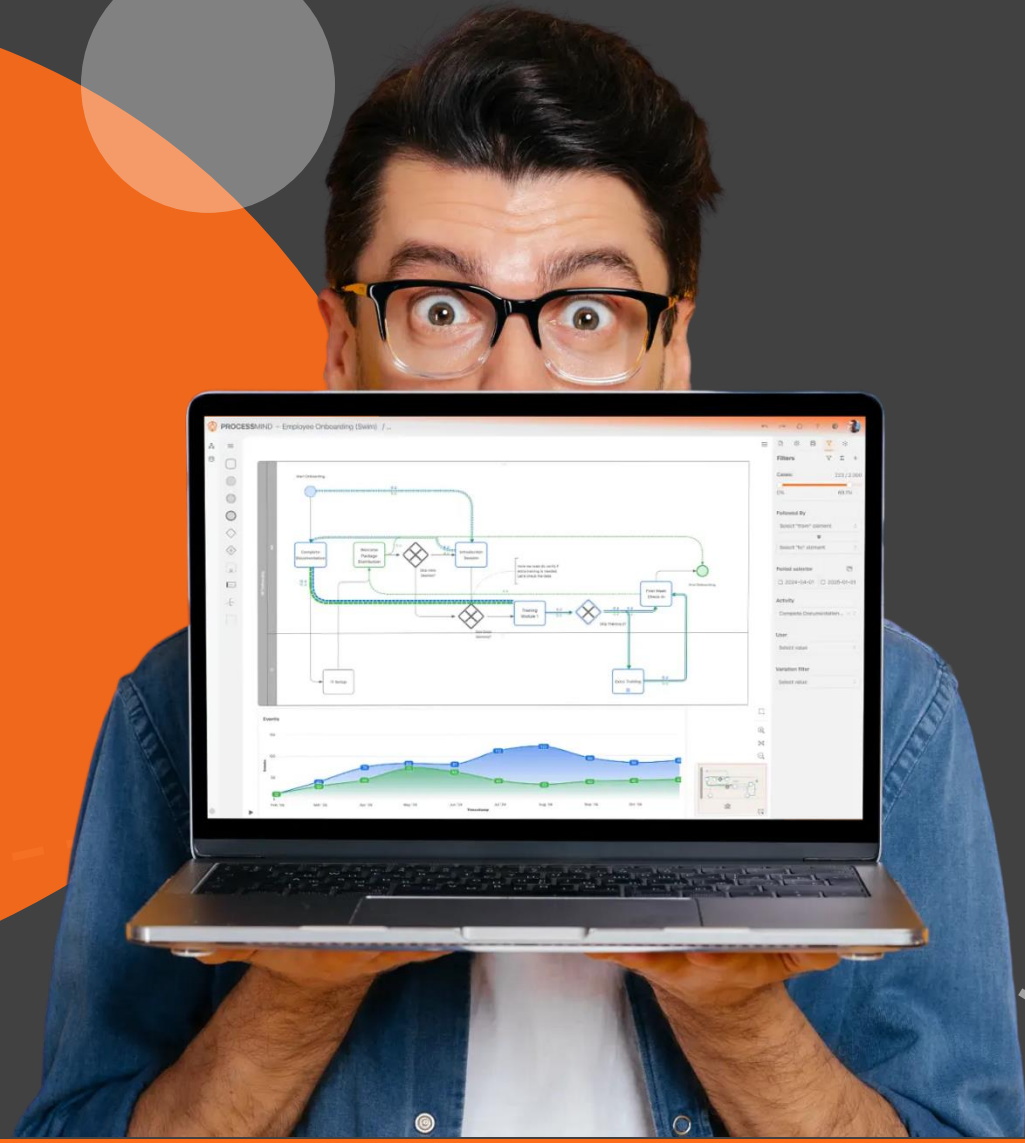
*No credit card required. No software to install.*

### What is included

- ✓ 14 days Unlimited access to all features
- ✓ Full access to our guides/ manuals
- ✓ Questions? Talk to an expert



<https://processmind.com/freetrial>



# Why ProcessMind



## All-in-One Solution

Integrates process **mining**, **design**, and **simulation** for complete process visibility.



## Flexible & Fast

Tailor **analyses** to your needs with the **fastest ROI** and zero deployment.



## Effortless Data Handling

**Simple**, quick data uploads for instant insights.



## User-Friendly

Designed for seamless **collaboration** with a structured, **human-centric approach**..

Bridge the gap between ideal and real, optimize workflows, and drive efficiency effortlessly.



# Why Partners want to work with us

- ✓ **White label** your own environments
- ✓ **Multi-tenant** setup for your customers
- ✓ Users accounts can be shared **across tenants**
- ✓ **Upscale or downscale** your license on demand
- ✓ Scalable architecture to **grow** with your business
- ✓ **Dedicated Partner Support**





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or contact us directly.



[processmind.com](https://processmind.com)



+31850606809



[info@processmind.com](mailto:info@processmind.com)

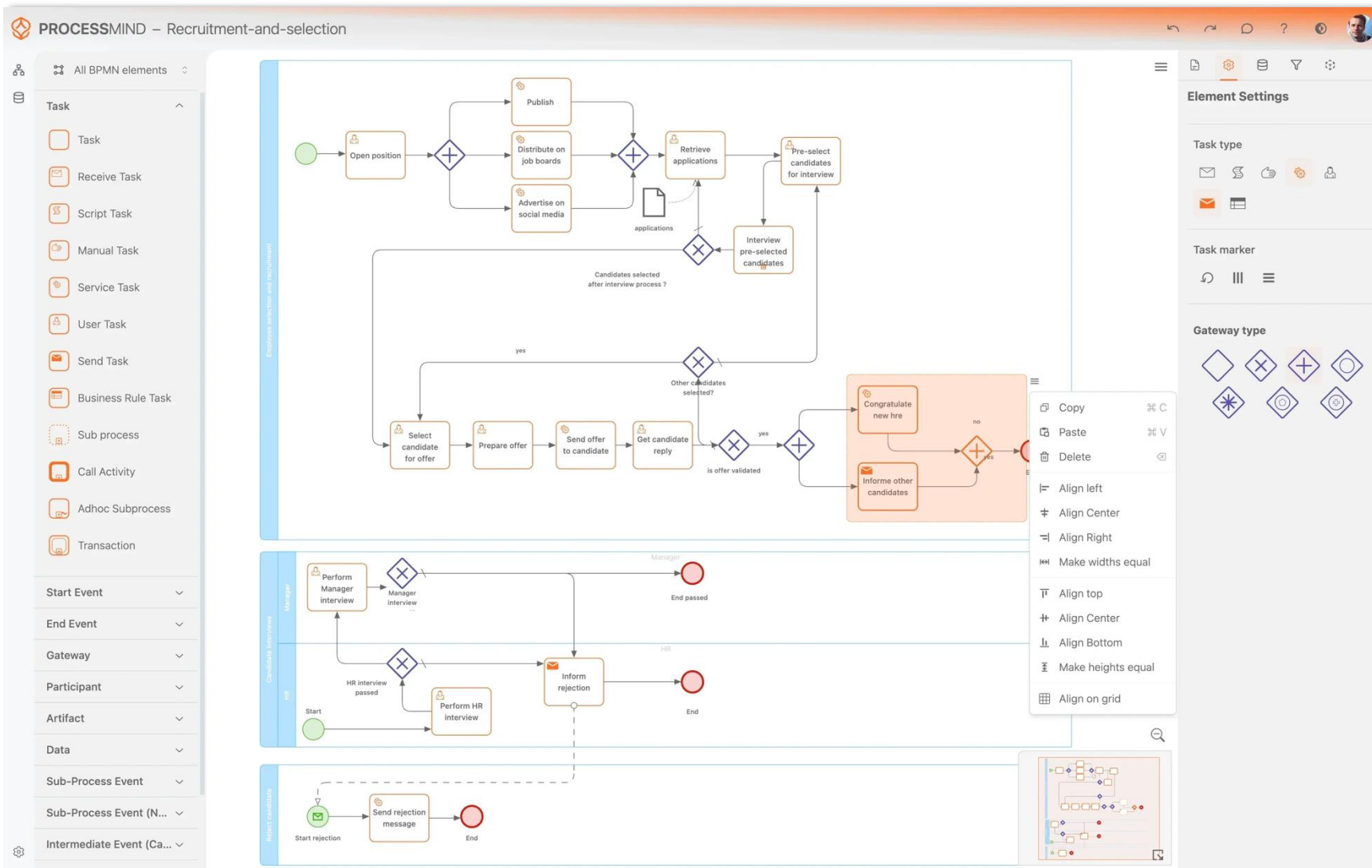
# Show Case

## Product screen shots

*Date 02-01-2025*



# Process Design (light)



**PROCESSMIND – Recruitment-and-selection**

**Task**

- Task
- Receive Task
- Script Task
- Manual Task
- Service Task
- User Task
- Send Task
- Business Rule Task
- Sub process
- Call Activity
- Adhoc Subprocess
- Transaction

**Start Event**

- Start Event
- Gateway
- Participant
- Artifact
- Data
- Sub-Process Event
- Sub-Process Event (N...)
- Intermediate Event (Ca...)

**Element Settings**

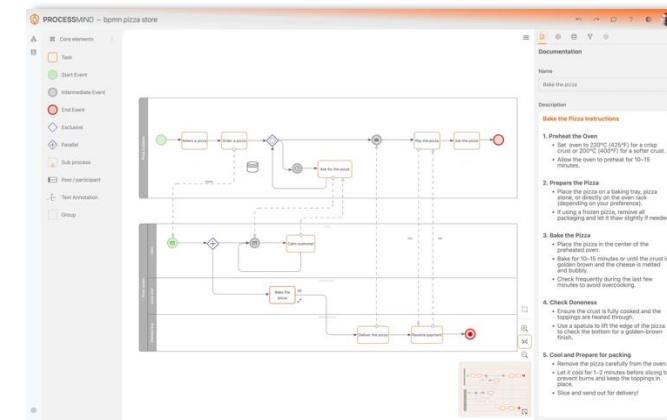
**Task type**

**Task marker**

**Gateway type**

**Context Menu:**

- Copy
- Paste
- Delete
- Align left
- Align Center
- Align Right
- Make widths equal
- Align top
- Align Center
- Align Bottom
- Make heights equal
- Align on grid

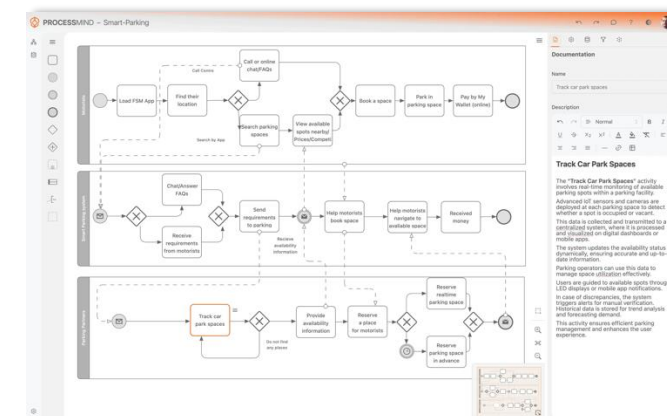


**PROCESSMIND – bpmn pizza store**

**Documentation**

**Make the Pizza Instructions**

- 1. Preheat the Oven**
  - Set oven to 200°C (392°F) for 15-20 minutes or 200°C (392°F) for a softer crust.
  - Preheat for 10-15 minutes.
- 2. Prepare the Pizza**
  - Preheat a baking tray, 200°C (392°F) or directly on the oven rack (depending on your preference).
  - If using a frozen pizza, remove all packaging and let it thaw for 10-15 minutes.
- 3. Bake the Pizza**
  - Place the pizza in the center of the preheated oven.
  - Bake for 10-15 minutes or until the crust is golden brown and the cheese is melted and bubbly.
  - Check frequently during the last few minutes to avoid overcooking.
- 4. Check Doneness**
  - Ensure the crust is fully cooked and the cheese is melted through.
  - Use a spatula to lift the edge of the pizza to see the bottom for a golden-brown finish.
- 5. Cool and Prepare for packing**
  - Remove the pizza carefully from the oven.
  - Let it cool for 1-2 minutes before adding to pizza boxes and keep the toppings in place.
  - Box and send out for delivery!



**PROCESSMIND – Smart-Parking**

**Documentation**

**Track Car Park Spaces**

The "Track Car Park Spaces" activity involves real-time monitoring of available parking spots within a parking facility. Advanced AI sensors and cameras are used to detect whether a spot is occupied or vacant. This data is collected and transmitted to a centralized system, where it is processed and displayed on digital dashboards or mobile apps. The system updates the availability status of parking spots in real-time and sends notifications to users via LED displays or mobile app notifications. In case of congestion, the system dynamically adjusts the flow of traffic, ensuring that the most available spots are reserved for users. This activity ensures efficient parking management and enhances the user experience.

# Process Design (dark)

**PROCESSMIND – Recruitment-and-selection**

All BPMN elements

- Task
- Receive Task
- Script Task
- Manual Task
- Service Task
- User Task
- Send Task
- Business Rule Task
- Sub process
- Call Activity
- Adhoc Subprocess
- Transaction

Start Event

End Event

Gateway

Participant

Artifact

Data

Sub-Process Event

Sub-Process Event (N...)

Intermediate Event (Ca...)

The diagram illustrates a recruitment and selection process. It starts with 'Open position', leading to 'Publish', 'Distribute on job boards', and 'Advertise on social media'. These lead to 'Retrieve applications', which then leads to 'Interview pre-selected candidates'. A decision gateway asks 'Candidates selected after interview process?'. If 'yes', it leads to 'Select candidate for offer', 'Prepare offer', 'Send offer to candidate', and 'Get candidate reply'. Another decision gateway asks 'is offer validated?'. If 'yes', it leads to 'Congratulate new hire'. If 'no', it leads to 'Inform other candidates'. A third decision gateway asks 'Other candidates selected?'. If 'yes', it leads to 'Perform Manager interview' and 'Perform HR interview'. If 'no', it leads to 'Inform rejection'. The process ends with 'End passed' for the Manager and 'End' for the HR and Reject candidate participants.

**PROCESSMIND – Open pizza store**

Documentation

Name: Bake the Pizza

Description: Bake the Pizza Instructions

1. Preheat the Oven
  - Set oven to 350°F (175°C) for a crisp crust and 400°F (200°C) for a chewier crust.
  - Allow oven to preheat for 10-15 minutes.
2. Prepare the Pizza
  - Roll the dough out to a 12-inch circle, place it on the pan.
  - Add toppings and sauce.
  - If using a frozen pizza, remove all packaging and follow the package instructions.
3. Bake the Pizza
  - Place the pizza in the center of the preheated oven.
  - Bake for 10-15 minutes or until the crust is golden brown and the cheese is melted.
  - Check frequently during the last few minutes to avoid overcooking.
4. Check Doneness
  - Ensure the crust is fully cooked and the cheese is melted.
  - Remove the pizza carefully from the oven.
  - Let it cool for 1-2 minutes before slicing to allow toppings and sauce to settle.
  - Slice and serve out for delivery!
5. Cool and Prepare for packing

The diagram shows a linear process for baking a pizza. It starts with 'Preheat the Oven', followed by 'Prepare the Pizza', 'Bake the Pizza', 'Check Doneness', and 'Cool and Prepare for packing'. Each step is represented by a task icon connected by a flow.

**PROCESSMIND – Smart Parking**

Documentation

Name: Track car park spaces

Description: Track Car Park Spaces

The 'Track Car Park Spaces' activity is designed to track the availability of parking spaces within a parking facility. It involves the following steps:

1. Load F2M App
2. Find their location
3. Check for available spaces
4. Send requirements to parking
5. Receive availability information
6. Reserve parking space
7. Receive parking space in advance
8. Park in the reserved space
9. Pay for My mobile parking

The diagram illustrates a smart parking process. It starts with 'Load F2M App', leading to 'Find their location', 'Check for available spaces', 'Send requirements to parking', 'Receive availability information', 'Reserve parking space', 'Receive parking space in advance', 'Park in the reserved space', and finally 'Pay for My mobile parking'. The process ends with 'End'.

# Data Handling – (light)

PROCESSMIND – New process

**Data**

P2P\_dataset\_all.csv

**Upload new data**  
Replacing the current data will remove the old data. All processes using this dataset will be refreshed immediately.

Drag files to upload or click here

**Properties**

Filename: P2P\_dataset\_L.csv  
 Uploaded at: 2025-01-07 11:36  
 Size: 336 kb  
 Rows: 7.782  
 File last modified: 2025-01-07 11:35

Process Mining | Attributes | **Activities** | Data

Name	Name in source	Visible	Available
Approve Invoice	Approve Invoice	👁️	✓
Approve Purchase Requisition	Approve Purchase Requisition	👁️	✓
Create Invoice	Create Invoice	👁️	✓
Create Purchase Order	Create Purchase Order	👁️	✓
Create Purchase Requisition	Create Purchase Requisition	👁️	✓
Make Payment	Make Payment	👁️	✓
Receive Goods	Receive Goods	👁️	✓
Send Purchase Order to Supplier	Send Purchase Order to Supplier	👁️	✓
Verify Goods Receipt	Verify Goods Receipt	👁️	✓

PROCESSMIND – New process

P2P\_dataset22.csv


**Processing data**  
We are working hard to get your data ready.

Progress: 41%

Properties

Filename: P2P\_dataset22.csv  
 Uploaded at: 2025-01-07 11:25  
 Size: 419k  
 Rows: 91  
 File last modified: 2024-12-02 10:41

Process Mining | Attributes | Activities | Data



PROCESSMIND – New process

P2P\_dataset\_all.csv

**Upload new data**  
Replacing the current data will remove the old data. All processes using this dataset will be refreshed immediately.

Drag files to upload or click here

**Properties**

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 File last modified: 2025-01-07 11:35

Process Mining | Attributes | Activities | Data

Required: Case ID, Activity, End time

Optional: Start time, User, Cost, ID/Key

# Data Handling– (dark)

PROCESSMIND – New process

**Data**

Search...

- Simulation
- Simulation Employee Onb...
- Simulation Employee Onb...
- HR\_Onboarding.2.csv
- IT Department
- Modified\_HR\_Onboarding\_...
- Modified\_Process\_Mining\_...
- Modified\_Process\_Mining\_...
- Operations
- P2P\_dataset
- P2P\_dataset\_all.csv**
- P2P\_Dataset\_with\_Replace...
- P2P\_event\_log\_offset\_30\_...

P2P\_dataset\_all.csv

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Process Mining | Attributes | **Activities** | Data

Name	Name in source	Visible	Available
Approve Invoice	Approve Invoice	👁️	✔️
Approve Purchase Requisition	Approve Purchase Requisition	👁️	✔️
Create Invoice	Create Invoice	👁️	✔️
Create Purchase Order	Create Purchase Order	👁️	✔️
Create Purchase Requisition	Create Purchase Requisition	👁️	✔️
Make Payment	Make Payment	👁️	✔️
Receive Goods	Receive Goods	👁️	✔️
Send Purchase Order to Supplier	Send Purchase Order to Supplier	👁️	✔️
Verify Goods Receipt	Verify Goods Receipt	👁️	✔️

PROCESSMIND – New process

**Data**

P2P\_dataset22.csv

Processing data  
We are working hard to get your data ready.

Simulation: Simulation Employee Onb...  
Simulation Employee Onb...  
HR\_Onboarding.2.csv  
IT Department  
Modified\_HR\_Onboarding\_...  
Modified\_Process\_Mining\_...  
Modified\_Process\_Mining\_...  
Operations  
P2P\_dataset  
**P2P\_dataset\_all.csv**  
P2P\_Dataset\_with\_Replace...  
P2P\_event\_log\_offset\_30\_...

Process Mining | Attributes | Activities | **Data**

Loading your data...  
You're welcome to close the window. We'll notify you as soon as the dataset is ready.

Properties: P2P\_dataset22.csv  
Filename: P2P\_dataset22.csv  
Uploaded at: 2025-01-07 11:35  
Size: 336 kb  
Rows: 7.782  
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PROCESSMIND – New process

**Data**

P2P\_dataset\_all.csv

Upload new data  
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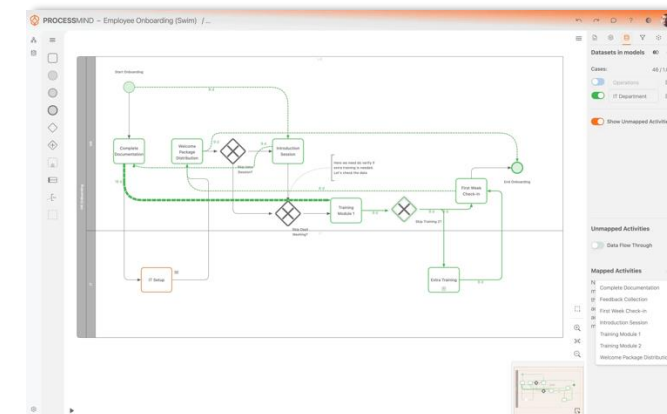
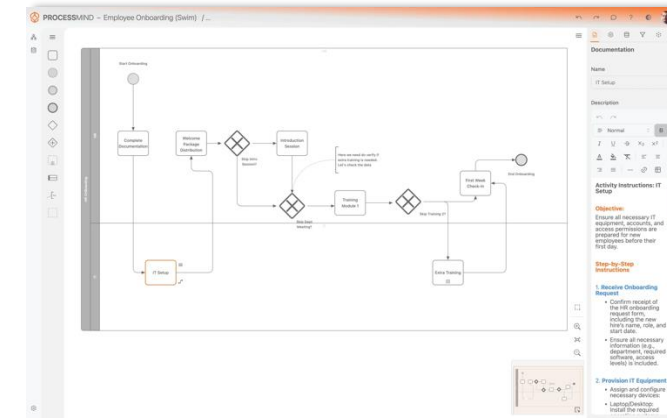
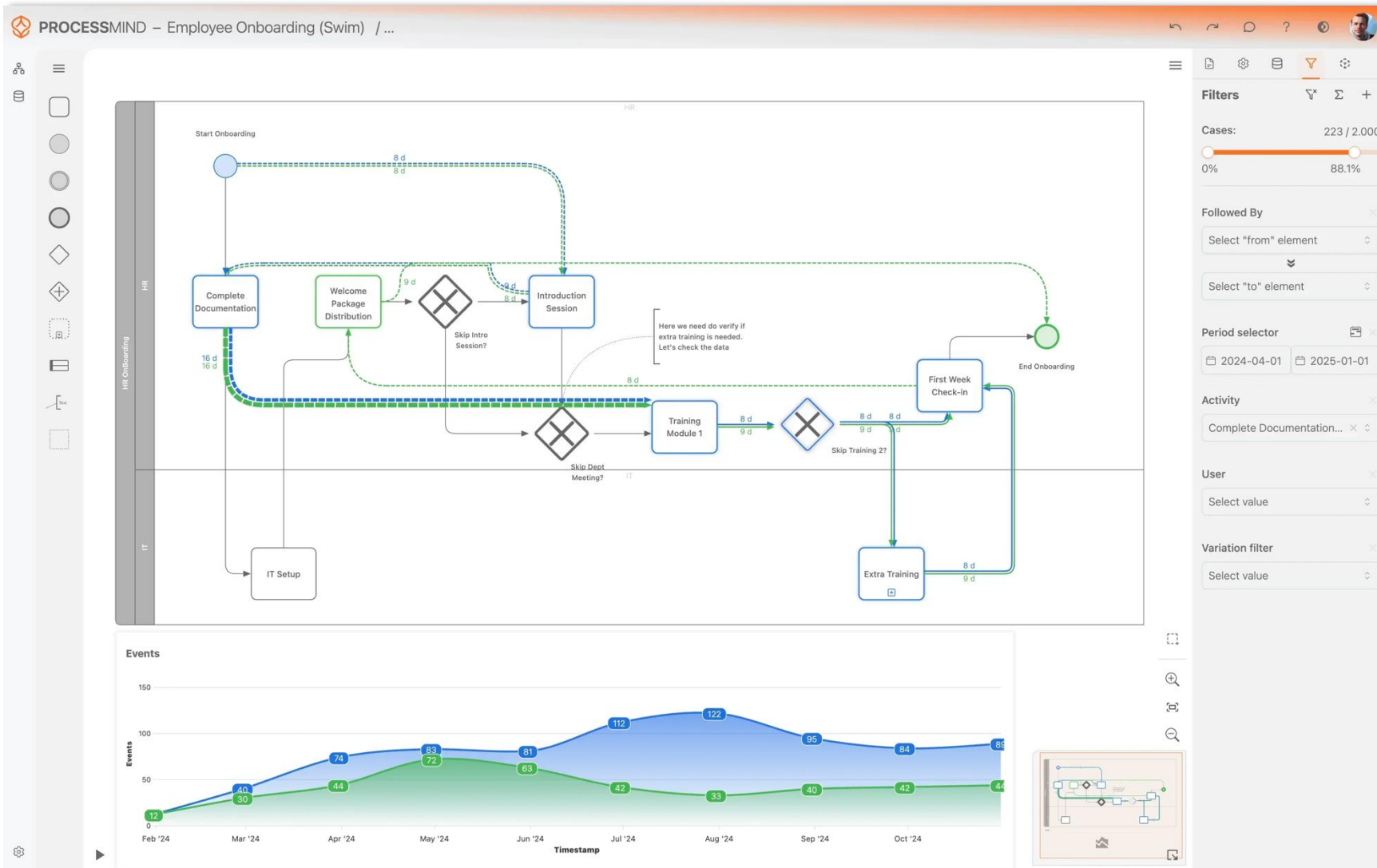
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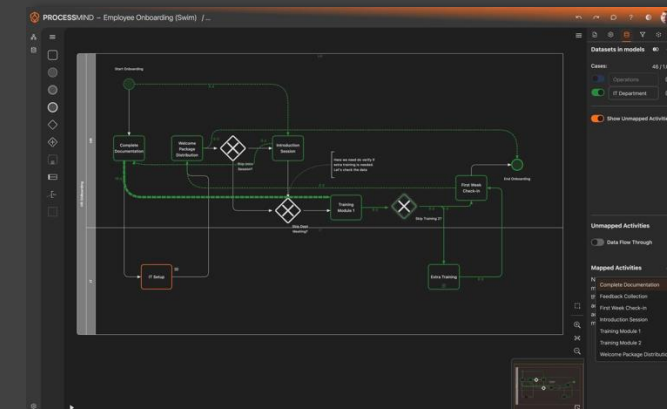
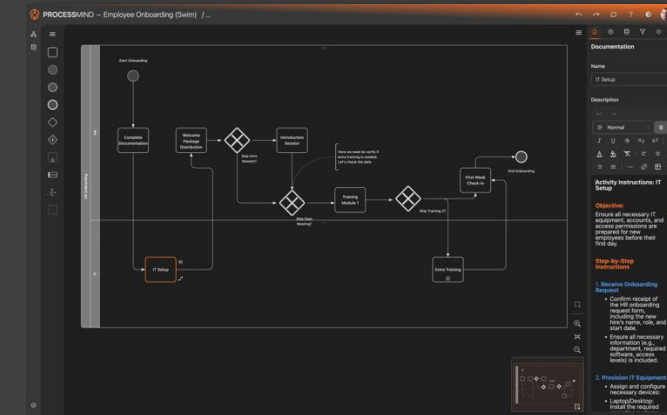
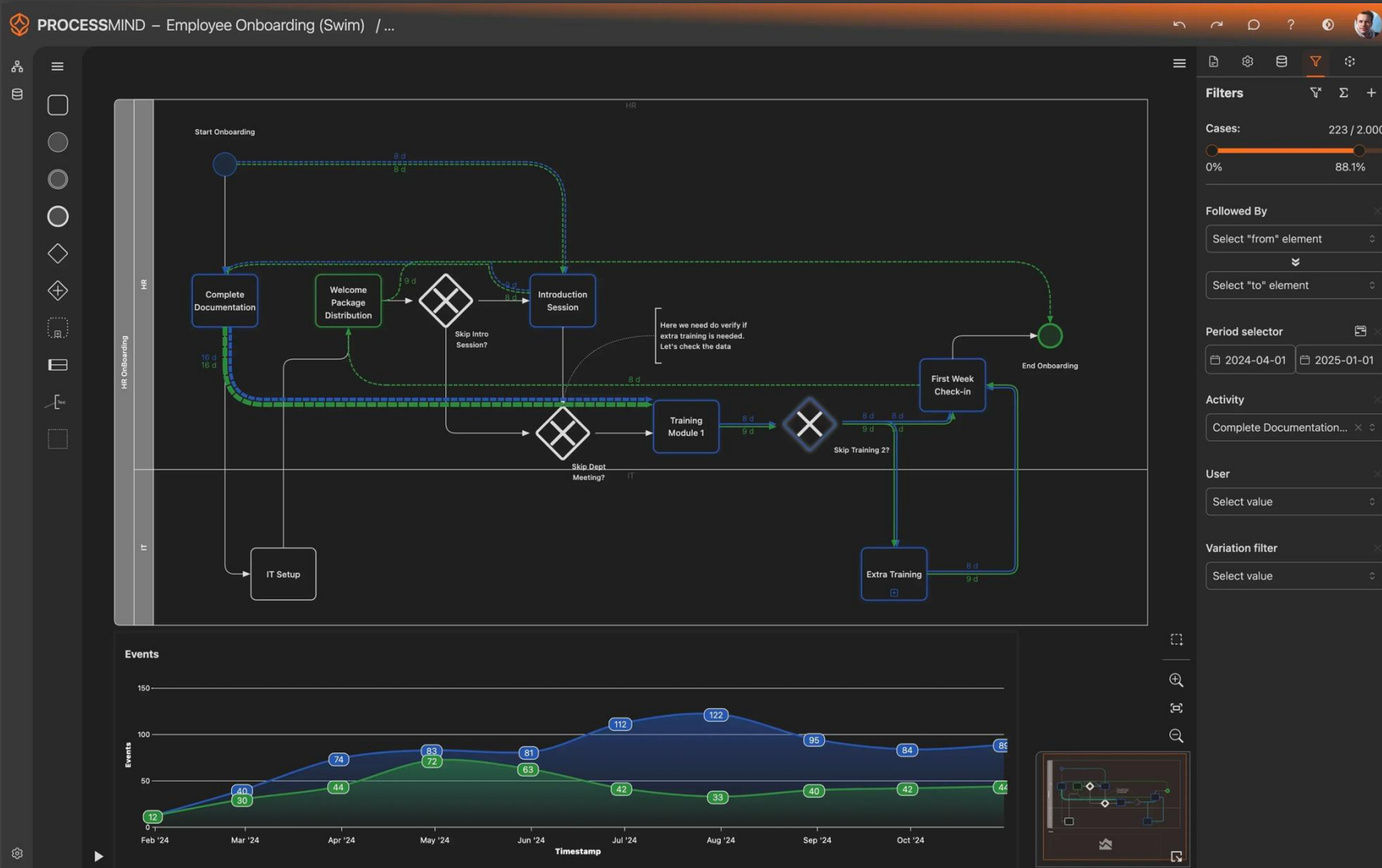
Process Mining | Attributes | Activities | **Data**

Required: Case ID, Activity, End time  
Optional: Start time, User, Cost, ICCU, Unlearned 0

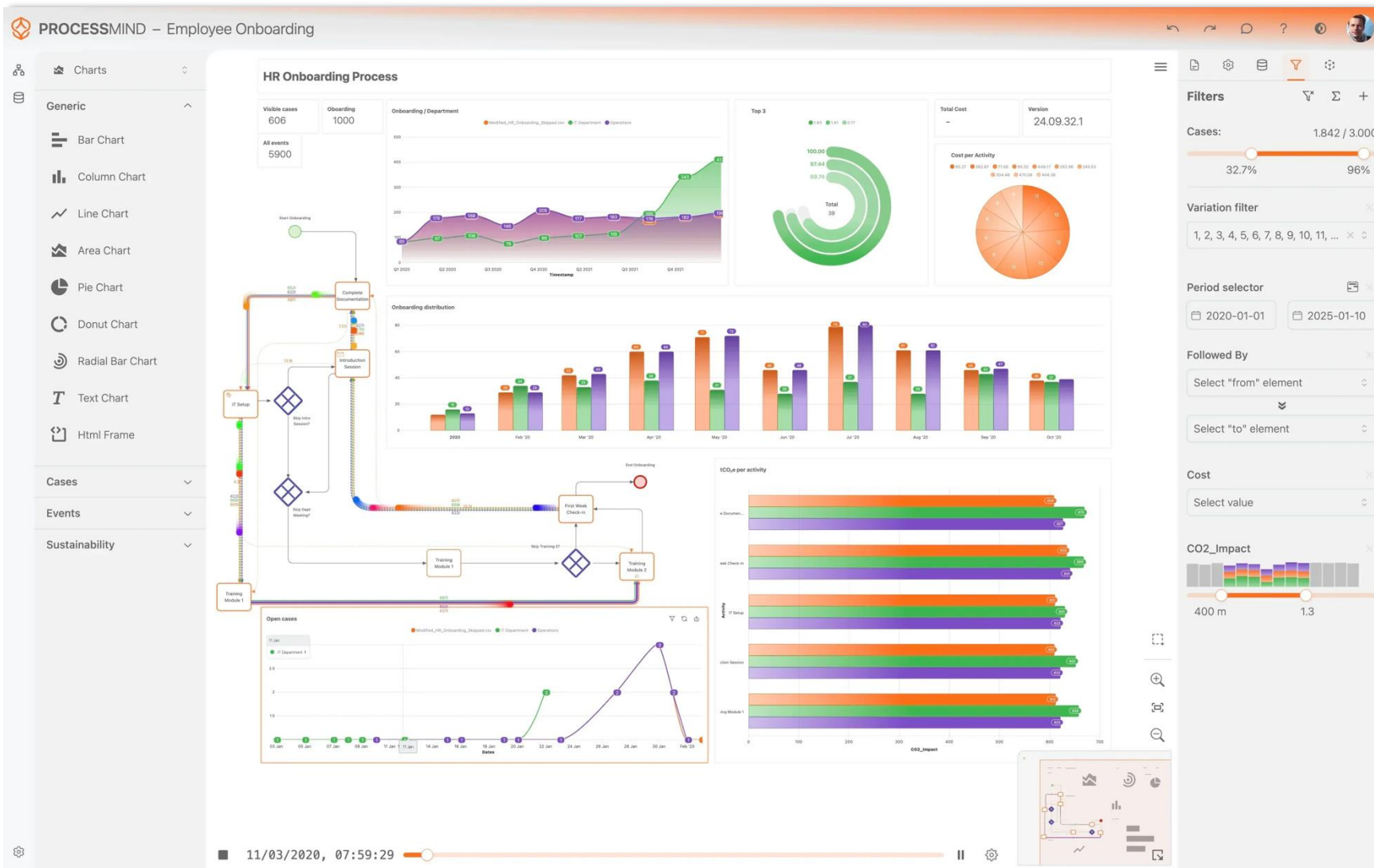
# Process Design With Data (light)



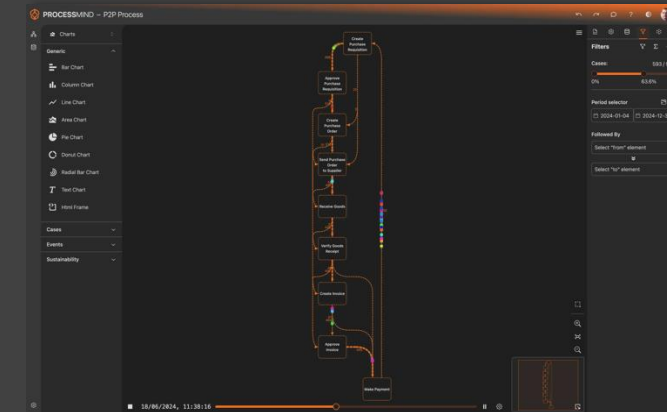
# Process Design With Data (dark)



# Process Mining – (light)



# Process Mining – (dark)







**PROCESSMIND**

# Mission & Vision

Our Purpose, Our Path,  
Our Promise

# VISION

To empower every organization to unlock the full potential of their processes, transforming them from opaque obstacles to transparent drivers of efficiency, innovation, and growth.



# Mission

To empower organizations with a truly self-service process intelligence platform that is intuitive, user-friendly, and accessible to all. Our platform delivers actionable insights enabling teams to independently optimize their processes with ease and confidence.

# Who we are

The founders of ProcessMind

# An experienced and passionate team.



## Christiaan Esmeijer

Co-Founder

15 years of experience at the intersection of business and technology. Successful serial founder (ProcessGold). Deep passion for applying technology to drive process efficiency.



## Roel Vliegen

Co-Founder

Serial Founder (ProcessGold, Magnaview) with deep passion for data visualization. He thrives on finding clarity in complexity.

### Proven capabilities

We understand how to build scalable user centric software.

We understand our market well with 15+ years of experience.

We excel at fast execution and adapting quickly to market changes.



# Our Core values

Swiftly Delivering Imaginative, Transparent,  
Helpful, and Enthusiastic Solutions

# Core Values

"We infuse our products with fast-paced enthusiasm and transparent clarity, ensuring you receive imaginative and helpful support so you can drive success."

## IMAGINATIVE

### Creativity Powered by Technology

We are problem solvers who use technology to amplify our imagination and to tackle challenges innovatively.



## TRANSPARENT

### Build trust with Transparency

Embedding trust in every layer, we pledge unwavering transparency in our services. *'Openness is Our Promise'* isn't just a subline, it's our fundamental commitment to you.



## SUPPORTIVE

### Helping You Achieve More

We focus on delivering user-centric software solutions that streamline your workflow and amplify your success with responsive support and empowering tools.



## ENTHUSIASTIC

### Passionate About Possibilities

Our enthusiasm is the heartbeat of innovation, driving us to passionately explore and create possibilities that empower and inspire our users.



## MOVE FAST

### Rapid Innovation, Daring Execution

We are bold about delivering value quickly, choosing incremental progress over perfection.





## IMAGINATIVE

Embracing "**Imaginative**" as one of our core values is a testament to our belief in the power of creativity and innovation to solve complex problems and deliver exceptional software solutions.

Being imaginative allows us to envision the future of technology and software services, pushing beyond conventional boundaries to explore new possibilities and innovative approaches.

It fuels our drive to develop unique, user-centric products that not only meet the current needs of our customers but also anticipate future trends and challenges. This creative foresight enables us to stay ahead in a rapidly evolving digital landscape, offering solutions that are not just functional but also visionary, transforming the way our users interact with technology and their environment.

Our commitment to being imaginative is the cornerstone of our mission to deliver pioneering software solutions that empower, inspire, and lead the industry forward.



## TRANSPARENT

Adopting "**Transparent**" as one of our core values underscores our dedication to building trust and fostering strong, honest relationships with our customers and stakeholders.

Transparency is vital in today's digital age, where the clarity of operations, data usage, and business practices directly influences customer confidence and loyalty.

By being transparent, we commit to open communication, ensuring that our users are fully informed about how our services work, the value they provide, and our pricing structures without hidden fees or conditions.

This openness extends to our internal culture, promoting accountability and continuous improvement among our teams.

Our transparent approach empowers customers to make informed decisions, reinforces our integrity, and lays a solid foundation for long-term partnerships. It reflects our belief that in the complex world of SaaS, clarity not only drives success but also cultivates an environment of mutual respect and collaboration.



## HELPFUL

Embracing "**Helpful**" as one of our core values reflects our unwavering commitment to providing support, guidance, and solutions that truly make a difference in our customers' lives.

This value is rooted in the understanding that our success is directly linked to the success of those we serve. By prioritizing helpfulness, we ensure that our software is not just a tool, but a partner in our users' endeavors—designed to ease challenges, enhance efficiency, and enable growth.

It drives us to go beyond mere transactions to understanding and addressing the unique needs of each customer, offering tailored advice, responsive support, and a continuously improving product suite.

This focus on being helpful fosters a culture of empathy, encourages innovation aimed at solving problems, and builds a strong, supportive community around our services. Ultimately, our dedication to help is about empowering users to achieve their goals with as little friction as possible, making their journey smoother and more productive.





## ENTHUSIASTIC

Having "**Enthusiastic**" as one of our core values is fundamental because it embodies the energy and passion we bring to every aspect of our work. This enthusiasm is what fuels our relentless pursuit of excellence, drives us to constantly innovate, and keeps us resilient in the face of challenges.

It's the spark that ignites our creativity, motivates our teams, and inspires us to exceed customer expectations at every turn. Our spirit and devotion are infectious, creating a vibrant work culture and a dynamic customer experience.

By being enthusiastic, we not only commit to delivering top-tier software solutions but also ensure that we do so with a positive, can-do attitude that encourages growth, learning, and continuous improvement.

It's this spirited approach that makes our services not just effective but also delightful, fostering a sense of excitement and possibility that reverberates through our community of users and stakeholders.

## FAST

Valuing "**Fast**" as a core principle is crucial in our fast-paced, ever-evolving digital world. It reflects our commitment to efficiency and agility in our service delivery and product development.

Our emphasis on speed ensures that we respond promptly to customer needs, rapidly adapt to market changes, and continuously deliver innovative features and updates that keep our users ahead of the curve. By integrating swift execution into our operations, we help our clients stay competitive by minimizing downtime and maximizing productivity.

Our dedication to being fast also applies to our internal processes, fostering a culture where quick, data-driven decision-making is the norm, enabling us to lead with solutions that are not only timely but also ahead of the trends.

This swift responsiveness is not just about saving time—it's about offering our customers a service that's as instantaneous as the digital world they navigate, providing them with a seamless and efficient experience that's second to none.





# PROCESSMIND

Follow us on the following socials,  
or contact us directly.



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+31850606809



[info@processmind.com](mailto:info@processmind.com)