

# Process mining: Modern gold rush

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**Data, data, data. As far as the eye can see: Workflow management systems, ERP systems, ticket management... Hidden in these are true veins of data gold. Process mining (PM) uncovers these nuggets and supports the automation of processes, at the same time.**

## Adventure process mining

Process mining combines techniques from the fields of data mining and computational intelligence, supplemented by process modeling and analysis. PM as a general-purpose tool is ideally suited for the optimization of data-generating processes. Thus, areas such as banking, retail or the insurance sector are predestined for its use.

## Groundbreaking for optimization

Use PM to optimize order processes, manufacturing processes or financial flows. The high degree of automation of PM puts classical model creation techniques such as Business Process Model and Notation (BPMN) in the shade and puts the gold reserves in the form of data at your feet.

## Processes gold diggers

At PKF, we combine our years of business know-how with our IT expertise.

We can advise you on all aspects of process mining:

- Analyze business processes
- Evaluate and optimize process models
- Create control flow models
- Develop recommendations for action



*Would you like to dig for the gold in your data with us? Contact us!*

## Your PKF contact person



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An interesting article for you as well:  
**Are you mining for Data Gold Nuggets?**