# Asos accelerates digital overhaul through expanded Celonis supply chain partnership



Asos, the prominent online fashion retailer, is deepening its partnership with process mining specialist Celonis to unlock the full potential of its supply chain. Laurence Moore, Head of Strategic Projects for Supply Chain at Asos, explained that the integration of Celonis technology has connected the entire supply chain—from intake and inbound logistics to outbound delivery and returns. This holistic connectivity enables Asos teams to break down operational silos, streamline workflows, reduce costs, and bring the latest fashion trends to customers more swiftly.

This move forms part of Asos’s broader digital transformation strategy, with ambitions to extend Celonis’s application beyond supply chain operations into multiple business functions. These include purchase-to-pay processes, order management, IT service management, and warehouse management. By embedding process intelligence across these areas, Asos aims to enhance efficiency and agility throughout the organisation.

The partnership builds on previous collaborative successes. In 2023, Asos worked alongside Celonis and IT services company Cognizant to optimise its returns carrier network. Using detailed process data, the teams shifted from reactive management to proactive carrier relationships, driving measurable performance improvements. This collaboration underscores Asos’s commitment to leveraging data-driven insights for continuous operational refinement.

Celonis’s broader supply chain technology offerings provide further context for Asos’s strategy. The company’s Supply Chain Solution Suite includes production-ready applications and AI-powered tools designed to optimise inventory management, procurement, order handling, and logistics execution. These solutions deliver real-time visibility and actionable insights, enabling companies to respond swiftly and intelligently to shifting supply chain demands. Specific applications focus on enhancing master data quality, managing material shortages, and providing holistic control over supply chain processes—all crucial factors in supporting resilient and agile operations.

The significance of supply chain innovation within retail is highlighted by the 2025 RTIH Innovation Awards, where supply chain technology will once again be a key focus. These awards celebrate global advancements in retail technology, recognising initiatives that improve omnichannel retail performance. Scott Thompson, Founder and Editor of RTIH, commented during the 2024 awards ceremony on the importance of practical tech applications that boost operational efficiency and profitability across retail sectors.

Asos’s increasing reliance on Celonis technology exemplifies a wider trend among retailers to digitise and unify supply chains through process intelligence platforms. By gaining end-to-end visibility and control, businesses can better balance costs, optimise cash flows, and improve service levels, ultimately delivering a stronger customer experience. While the company claims substantial benefits from this approach, the broader context suggests this is part of a growing shift towards data-centric supply chain transformation to survive and thrive in a competitive market environment.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://retailtechinnovationhub.com/home/2025/6/23/asos-taps-celonis-tech-as-online-retailer-looks-to-unlock-full-potential-of-its-supply-chain), [[2]](https://medium.com/asos-techblog/asos-tech-wins-of-2023-f854c303aef4)
* Paragraph 2 – [[1]](https://retailtechinnovationhub.com/home/2025/6/23/asos-taps-celonis-tech-as-online-retailer-looks-to-unlock-full-potential-of-its-supply-chain)
* Paragraph 3 – [[2]](https://medium.com/asos-techblog/asos-tech-wins-of-2023-f854c303aef4)
* Paragraph 4 – [[3]](https://www.celonis.com/blog/celonis-supply-chain-solution-suite-leveraging-process-intelligence-for-agile-resilient-supply-chains/), [[5]](https://www.hfsresearch.com/research/celonis-supply-chain-value-creation/), [[6]](https://www.celonis.com/solutions/supply-chain-transformation/)
* Paragraph 5 – [[1]](https://retailtechinnovationhub.com/home/2025/6/23/asos-taps-celonis-tech-as-online-retailer-looks-to-unlock-full-potential-of-its-supply-chain), [[4]](https://retailtechinnovationhub.com/2025-rtih-innovation-awards-categories)
* Paragraph 6 – [[1]](https://retailtechinnovationhub.com/home/2025/6/23/asos-taps-celonis-tech-as-online-retailer-looks-to-unlock-full-potential-of-its-supply-chain), [[3]](https://www.celonis.com/blog/celonis-supply-chain-solution-suite-leveraging-process-intelligence-for-agile-resilient-supply-chains/), [[6]](https://www.celonis.com/solutions/supply-chain-transformation/)

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## Bibliography

1. <https://retailtechinnovationhub.com/home/2025/6/23/asos-taps-celonis-tech-as-online-retailer-looks-to-unlock-full-potential-of-its-supply-chain> - Please view link - unable to able to access data
2. <https://medium.com/asos-techblog/asos-tech-wins-of-2023-f854c303aef4> - In 2023, ASOS collaborated with Celonis and Cognizant to enhance its returns carrier network. By leveraging process data, they transformed business insights, shifting from reactive to proactive carrier relationships, leading to performance improvements.
3. <https://www.celonis.com/blog/celonis-supply-chain-solution-suite-leveraging-process-intelligence-for-agile-resilient-supply-chains/> - Celonis introduced its Supply Chain Solution Suite, offering production-ready apps and AI tools to optimise inventory management, procurement, order management, and logistics. These solutions provide real-time visibility and actionable insights to enhance supply chain efficiency.
4. <https://retailtechinnovationhub.com/2025-rtih-innovation-awards-categories> - The 2025 RTIH Innovation Awards, sponsored by Vista Technology Support, 3D Cloud, EdTech Innovation Hub, and Retail Technology Show, celebrate global tech innovation in a fast-moving omnichannel world. Categories include Bricks and Mortar Innovation, Supply Chain Innovation, and Payments Innovation.
5. <https://www.hfsresearch.com/research/celonis-supply-chain-value-creation/> - HFS Research highlights Celonis' object-centric approach to supply chain management, detailing apps like the Control Center App, Master Data Improvement App, and Material Shortages App. These tools aim to optimise inventory, improve data quality, and address supply chain disruptions.
6. <https://www.celonis.com/solutions/supply-chain-transformation/> - Celonis offers a Process Intelligence Platform designed to unify and optimise supply chain processes. By providing end-to-end visibility, it helps businesses balance costs, optimise cash flow, and improve service levels, facilitating comprehensive supply chain transformation.
7. <https://www.wipro.com/newsroom/press-releases/2021/wipro-and-celonis-launch-supply-chain-command-center-solution/> - In December 2021, Wipro and Celonis launched the Supply Chain Command Center, a solution aimed at driving supply chain transformation. It enables companies to identify and address process bottlenecks, gain business insights, and maintain continuity during disruptions.