Case Study Assignment: SAP Customer Analysis Project

Royal Greenland

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Digital transformation context

1. Transforming business processes from manual to digital has **reduced errors**. It has also **reduced the risk** of them.
2. Digitization of the product distribution process has **reduced the time** it takes to get products to retailers.
3. Legal procedures have been **simplified**.
4. Improved market position and competitive advantage compared to competitors.

Key Metrics

- As an index, **70,000** items will be switched from paper-based materials to digital materials.
- The number of fishermen using your company's mobile app is to reach **2200**.
- The number of training hours should be **zero**, in other words, they should be able to start using it immediately.
- Accessibility to fishers **wherever** they are, online or offline.

SAP BTP capabilities - open, flexible, extensible

Application Development

- Enable to use both mobile and web apps.
- It can be used on the sea, offline or online.

Integration

- Integrate data from the application with SAP HANA and the SAP integrated Business Planning for Supply Chain solution
- Integrate the web app with the SAP ERP application for further processing and storage of data.

Data & Analytics

- Manage and analyze catch data, digitized paper-based data and market seafood stock data etc..

Artificial Intelligence (AI)

- AI services will tell you the best fishing spots according to the season and your customer's needs.
- Reduced costs of human data management.

SAP end-to-end solution is the connection of two parties that communicate front-end and back-end via SAP tools/services. Then, the end solution has the following components:

- **Mobile applications (apps) fishermen will use.**
- **Web apps the users of back office will use.**
- **In the SAP BTP's apps, that connect the two parties such as mobile and web apps interfaces.**
- **SAP HANA integrates the data from the mobile and web apps.**
- **"SAP Integrated Business Planning for Supply Chain" also integrates data from the mobile and web apps.**
- **SAP ERP stores data in On-Premise.**

Solution design and development considerations

- **Application Development** – consider what data format will be used and how do fishermen use it.
- **Architecture** – consider how to deploy the SAP tools and how fishermen use on the sea online or offline. If online, Royal Greenland needs to set the Wi-Fi routers; if offline, think about it so that it works properly on users' device and they can upload the data later.
- **Operation Systems and Platforms** – should be considered what OS of their mobile phone and PC's OS of the back officer.

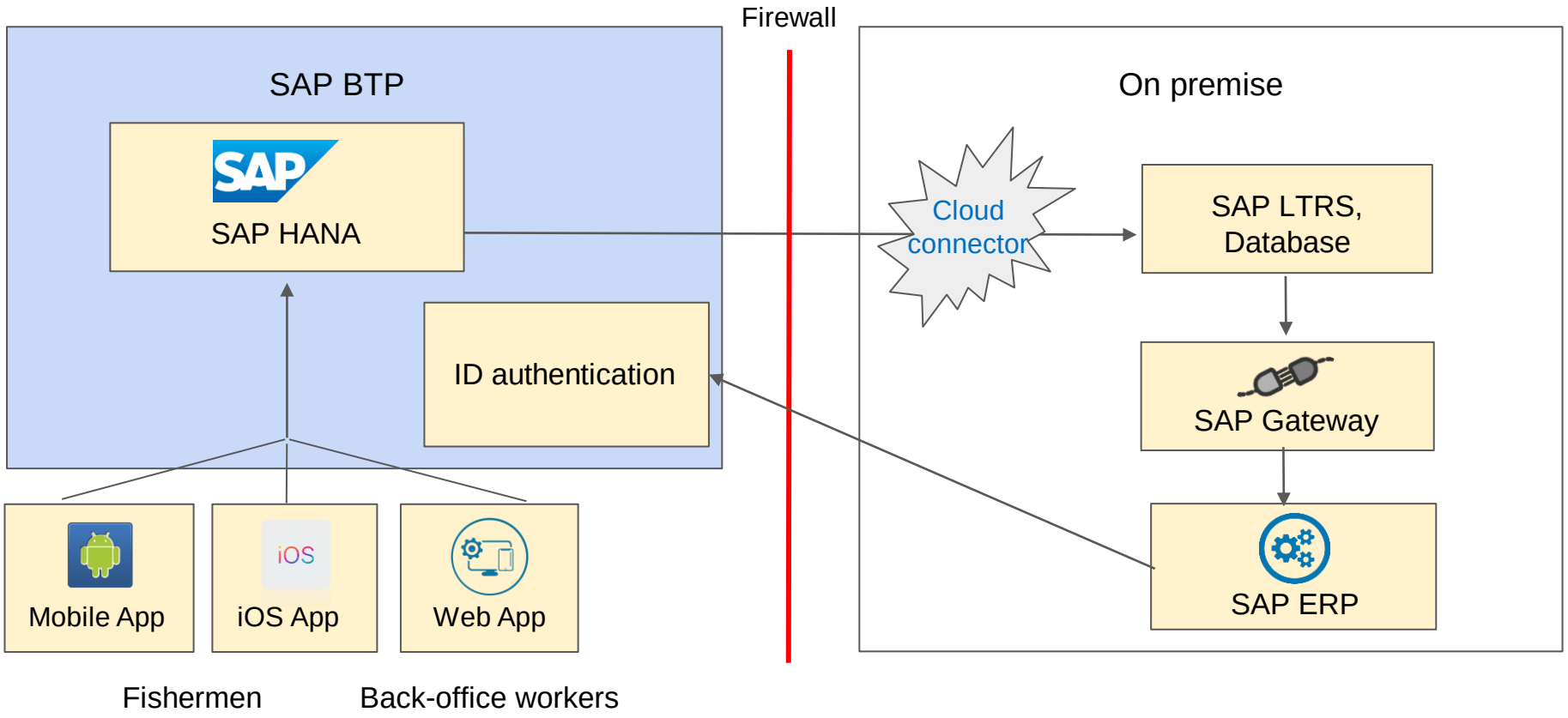
- **Data Analytics** - there is a lot to consider about this. For example:

i. **Catch of fish**: Data on the time of the year, the location, temperature and water temperature can tell you when and where to fish for optimum catch.

ii. **Retailer sales data**: Predicts the amount of catch demand needed based on the fish type, the time and sales, etc.

- **Security** - The login system should be designed to be secure and simple for users. For instance, design the system so that users can log in the apps with Google Chrome or so that they can register once and log in easily thereafter.

SAP solution data flow



SAP intelligent and sustainable enterprise

Implementing SAP BTP helps Royal Greenland demonstrate the quadruple bottom line:

People	Planet	Profit	Purpose
Fishermen will be supported in implementing sustainable fishing practices through easy-to-use digital tools. It is expected to **improve** the livelihoods of those involved in the fishing industry by enabling them to collect and analyse information more efficiently for catch management and resource conservation.	Paper-based processes have the potential to negatively impact the environment (planet). This is because they cause an increase in paper usage and waste. It can be **reduced** by digitization, which can reduce the amount of paper used and thus reduce the environmental impact of companies.	Digitization makes it easier to collect and analyse data to comply with legal requirements, **saving** companies money and time and **reducing** risk. Specifically, it is not only avoid the risk of legal litigation, but conversely, it can show **credibility** in complying with the law. It will be **profits** for the company.	Digital transformation **reduces** manual-input-work and minimises human error. It then provides high-quality data for **increased** productivity, reduced costs, more accurate decision-making. Ultimately, it helps companies achieve their sustainability goals.

Next Steps

- Show the final configuration and agree on the approach to deployment.
- Demonstrating the configuration of the solution.
- Prepare and run solution tests and ensure they are without errors.
- Deployment and monitoring of the solution
- To provide support services and handover.