Customer Journey Roadmap RenewAgra case study:
Data integration plans for three business companies

SAP Technical Consultant: Atsushi Kobayashi
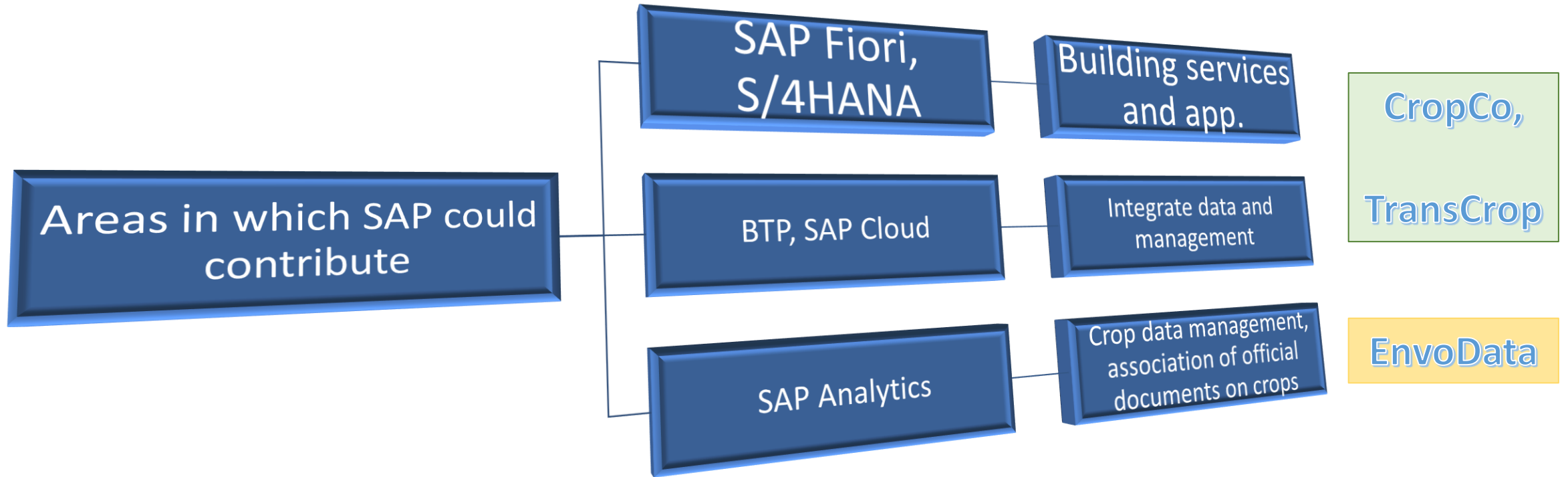
1-1. Business and Technical Requirements

RenewAgra is a multinational agricultural conglomerate comprising three agricultural service businesses. It has three businesses below:

CropCo: Provides planting, processing, and distribution services for commodities such as grains and sugars, and owns large-scale processing plants in several countries.

TransCrop: Provides transportation and commodity trading services for commodities such as grains, cereals, sugar, and rice, and owns a proprietary trading system that enables it to monitor commodity prices worldwide and calculate transportation costs.

EnvoData: Sells crop data using advanced monitoring technologies and new methods of crop protection, and has an R&D department that specializes in developing new technologies, obtaining patents on them, and licensing them to partners for production.

1-2. Business and Technical Requirements

1-3. Business and Technical Requirements

Regulations with two possible impacts

A growing need for sustainable farm and land management. They can be affected by **government agricultural support policies** and changes to **land tax laws**.

Stabilising the logistics network is important, but it is susceptible to **vehicle management costs, the number of drivers** and **rising fuel prices**.

1-4. Business and Technical Requirements

My questions to the customers

- Can you ensure crop harvesting volumes to meet export demand?

- Do you have enough farmers to ensure the above yields?

- Can you successfully organize tenant farmers and support their lack of IT literacy to drive digital transformation?

2-1. Stakeholders and Partners

The following **eight stakeholders** are listed:

I.   Farmers and agricultural producers
II.   Agricultural enterprises
III.   Board of Directors of RenewAgra
IV.   The management team from RenewAgra
V.   Agricultural specialists
VI.   Government
VII.   Consumers
VIII.   SAP project members

2-2-1. Degree of interest, influence and participation of stakeholders in the project

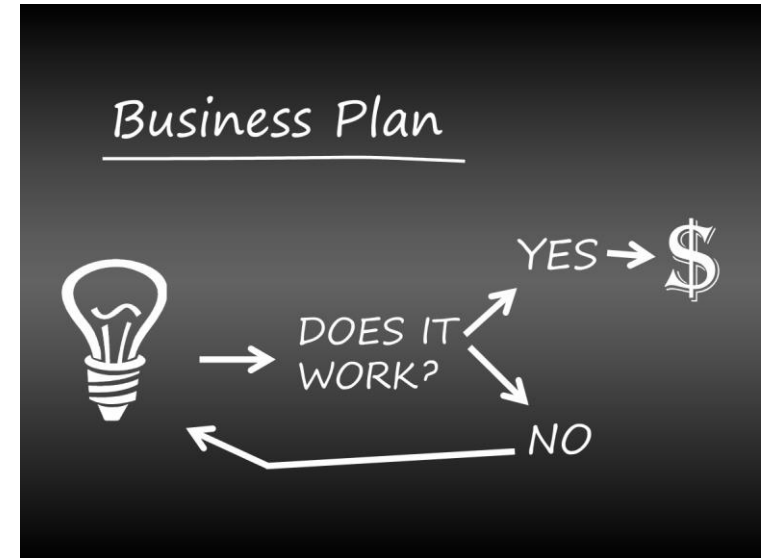| Stakeholders	Influence	Interest	Level of participation
Farmers and agricultural producers	Low	Neutral	Low
Agricultural enterprises	High	High	High
Board of Directors of RenewAgra	High	High	Low
The management team from RenewAgra	High	High	High

2-2-2. Degree of interest, influence and participation of stakeholders in the project

Stakeholders	Influence	Interest	Level of participation
Agricultural specialists	High	High	High
Government	High	Low	Low
Consumers	Neutral	Neutral	Low
SAP project members	Low	High	High

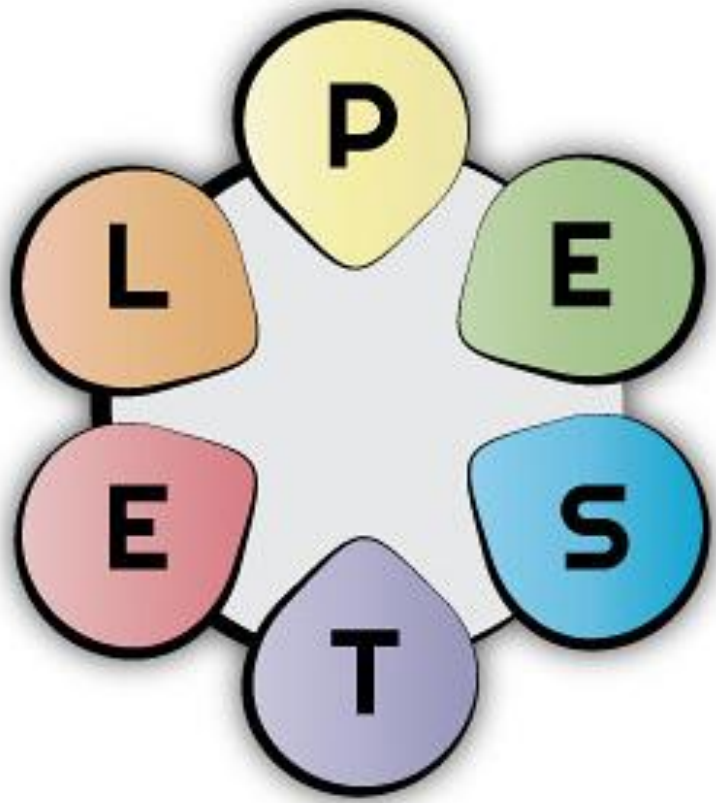# 2-3. Selected professional partner

BA Business Advice GmbH

2-4. Reasons for choosing this partner

BA Business Advice GmbH specializes in high-quality process consulting for multiple industries, including **agriculture**.

And then, it excels at using **SAP products** as a platform for company-wide solutions. They would be able to help **the management team, agricultural specialists and us together** to make the **SAP implementation project run smoothly**.

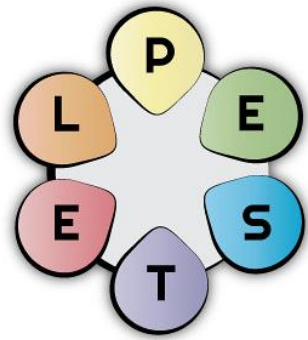# 3-1. Two analytical methods selected

PESTLE Analysis

SWOT Analysis

3-1-2. Why did we choose them?

PESTLE Analysis

For RenewAgra's business, this is because political and environmental issues, such as government support, regulation and temperature control, need to be taken into particular consideration.

SWOT Analysis

After PESTLE analysis, opportunities and threats (external environment) are identified, and then strategies are developed based on strengths.

3-2-1. Business Environment:
CropCo PESTLE Analysis

Political	**P**	Changes in agricultural policy, tighter farmland protection laws, changes in trade policy
Economical	**E**	Changes in agricultural commodity prices, global recession, labour market changes.
Social	**S**	Increased awareness of food safety and health, urbanisation reducing farmland, labour availability.
Technological	**T**	Productivity gains from advances in agricultural technology, labour reduction through AI, management of patents and intellectual property
Environmental	**E**	Climate change and changing weather, demand for sustainable agriculture, stricter land regulations and environmental protection regulations
Legal	**L**	Changes in food safety and environmental regulations, tax reform, changes in labour laws

3-2-2. Business Environment: TransCrop PESTLE Analysis

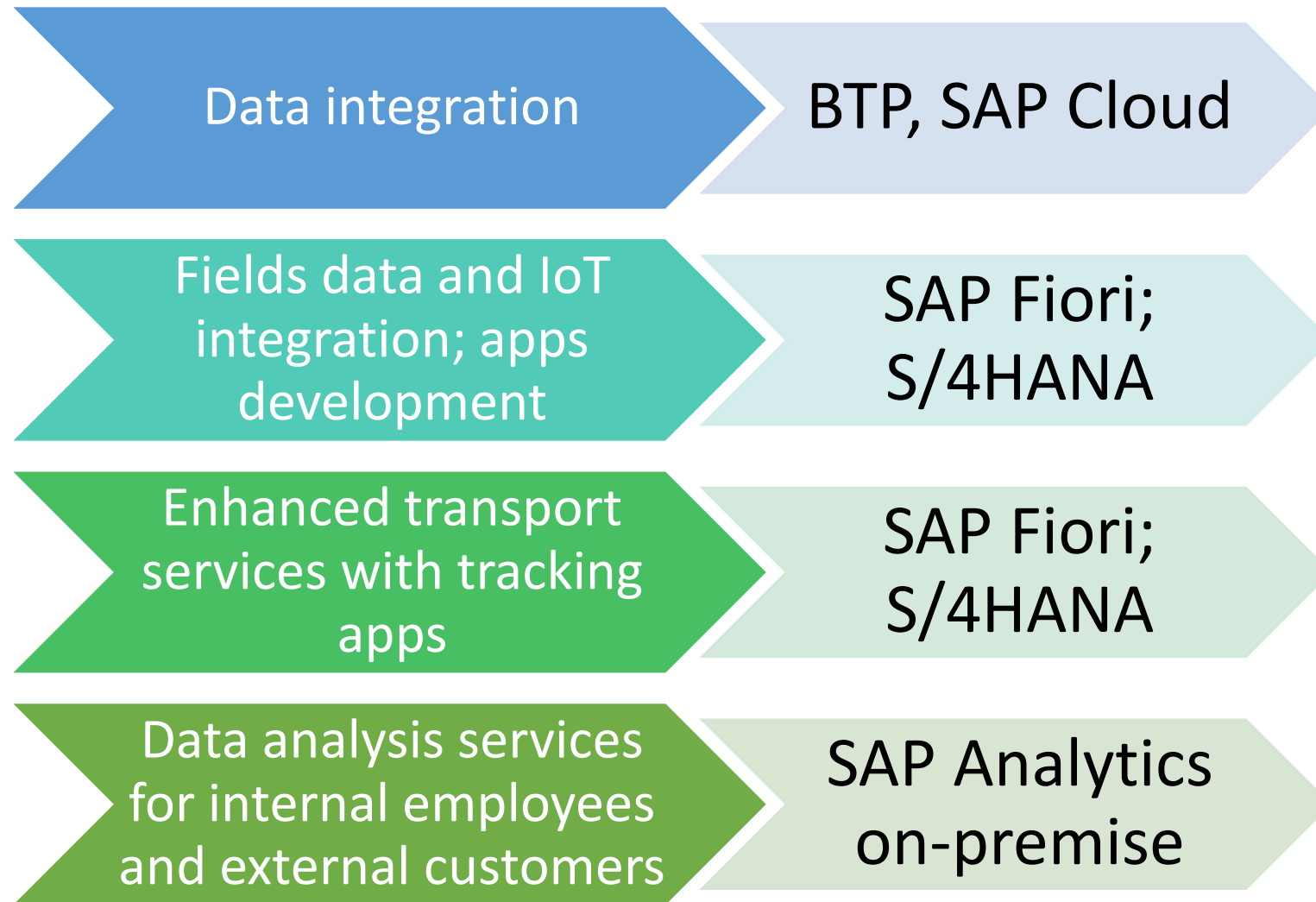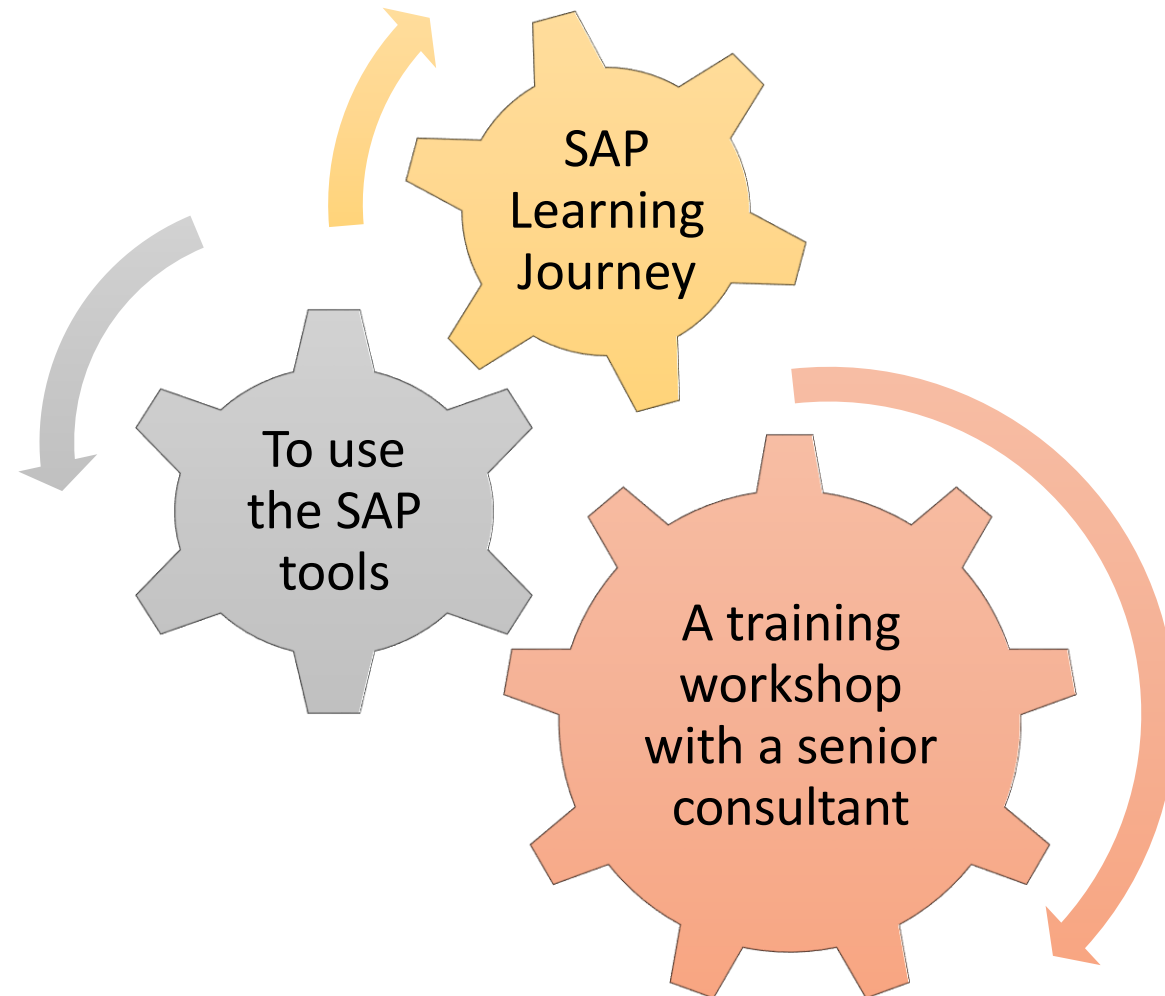|		
Political	**P**	Political instability in trading countries may result in transport restrictions and closure of port facilities.
Economical	**E**	Changes in international trade relations and the spread of digital currencies and fluctuations in currency values could have an impact. In addition, rising vehicle fuel costs will destabilise company finances.
Social	**S**	Changing consumer demands and preferences, as well as regulations on food safety and environmental protection may have an impact.
Technological	**T**	The widespread use of automated driving technology and drones could change the way transport is carried out. There is also a need to update the trading systems of TransCrop currently in use, which is the area where SAP systems could be involved.
Environmental	**E**	Due to climate change, bad weather and natural disasters could delay the supply of agricultural products and disrupt transport.
Legal	**L**	Changes in transport and trade laws and requirements could cause significant costs.

3-2-3. Business Environment: EnvoData PESTLE Analysis

Political — **P** — Changes in policies and laws on agriculture will affect EnvoData's business and in particular, regulations on the handling of data may be stricter.

Economical — **E** — As EnvoData targets farmers and agricultural enterprises, the overall economic situation of the agricultural industry could have a significant impact on the business. However, the market size is expected to grow as agricultural data is increasingly in demand.

Social — **S** — As agricultural technology develops and data is increasingly used, the company's services are expected to be increasingly in demand. At the same time, EnvoData's services may become unnecessary as agriculture becomes more automated and efficient through the introduction of advanced technology.

Technological — **T** — Advances in IoT and AI technologies will create opportunities to expand EnvoData's business as sensors and data collection and analysis technologies used in agriculture improve. There is, however, the potential for increased technological differentiation from existing competitors.

Environmental — **E** — Climate change and frequent natural disasters in agriculture could increase demand for the company's services as crop management and protection become increasingly valuable. Meanwhile, there is a risk that the impact of unusual weather events and natural disasters due to climate change could affect crop production and reduce the customer base.

Legal — **L** — Data sales businesses may be affected by laws and regulations on data protection and data handling in certain regions and countries. Simultaneously, legal issues may arise with regard to patenting and licence agreements.

4. Products and Solutions

Data integration	BTP, SAP Cloud
Fields data and IoT integration; apps development	SAP Fiori; S/4HANA
Enhanced transport services with tracking apps	SAP Fiori; S/4HANA
Data analysis services for internal employees and external customers	SAP Analytics on-premise

5. SAP Team Training Strategies

Conclusion

- Problem presentation and **solutions**
- Analysis methods **PESTLE** and **SWOT**
- **The SAP solution will help your company**
  - Farmers' management of fields
  - Data integration
  - Data analysis of fields and produce
  - Centralised commodity management
- **Engagement** with **stakeholders** and **partners**
- **The next step** is the key phase of SAP **design**, **adjustment** and **re-proposal**.

Thank you so much.
I look forward to seeing you again
on the Course 4 of SAP Pro.