CUSTOMER JOURNEY ROADMAP

OVERVIEW (Example)

RenewAgra is acutely aware of the fact that its three businesses use widely divergent data management systems. CropCo has been using a relatively outdated system for many years. TransCrop has a large logistical network supporting interconnectedness between distant employees. EnvoData has the most advanced systems in the company, with a full SAP S/4Hana suite, SAP Analytics on-premises solution, and an SAP Fiori UX. The project is intended to address the issue of interconnectedness and modernization of the three businesses.

Immediate goals:

- Replace CropCo Excel data management with a solution that provides access for all three businesses.
- Integrate data management across the entire company so there is a "single source of truth."
- Provide a secure means for CropCo engineers to share data

Long-term goals:

- Maintain high quality global data in a single user interface for internal services and external customers.
- Provide a fully mobile data access and analytics platform enabling the company and its customers to access and track data in real-time.
- Explore the use of drones for land analysis, local IoT connection, predictive analytics, and access to real-time conditions.

Business and Technical Requirements (Complete Task 1 Activities.)

Activity 1: Services Provided by RenewAgra's Businesses

- **CropCo:** Provides planting, processing, and distribution services for corn and wheat. Operates processing plants and offers crop management services.
- **TransCrop:** Manages transportation and commodities trading, utilizing trucks, ships, and railcars for moving agricultural products.
- **EnvoData:** Offers advanced data services to farmers, including predictive analytics, satellite imagery, and R&D for crop protection technologies.

Activity 2: Areas for Improvement with SAP Solutions

- **CropCo:** Implement an integrated ERP system to replace outdated Excel processes, enhancing data accessibility and reporting.
- **TransCrop:** Upgrade to a modern logistics management system to improve tracking and efficiency of transportation services.
- **EnvoData:** Enhance data analytics capabilities with SAP tools for better predictive insights and decision-making.

Activity 3: Regulations Affecting RenewAgra

- **Environmental Regulations:** Varying environmental standards for agricultural practices in different countries.
- **Trade Regulations:** Import/export regulations that impact commodity trading activities across borders.

Activity 4: Questions to Clarify Business Needs

1. What specific challenges are you facing with your current data management systems?
2. How do you prioritize sustainability in your agricultural practices?
3. What are your key performance indicators for success in each business?
4. How do you envision the integration of real-time data impacting your operations?

Stakeholders and Partners (Complete Task 2 Activities.)

Activity 1: Key Stakeholders

- Executive Leadership (CEO, COO)
- IT Department (Data Management, Cybersecurity)
- Operations Managers (CropCo, TransCrop, EnvoData)
- External Partners (SAP consultants, logistics providers)

Activity 2: Stakeholder Analysis

- **Executive Leadership:** High influence, high interest, strategic decision-making.
- **IT Department:** High influence, moderate interest, responsible for implementation.
- **Operations Managers:** Moderate influence, high interest, daily users of systems.
- **External Partners:** Low influence, high interest, provide expertise and support.

Activity 3: SAP Partner Selection

Using the SAP Partner Finder, you might choose a partner like **Deloitte** for their extensive experience in agricultural solutions and digital transformation.

Activity 4: Explanation for Choosing the Partner

Deloitte has a proven track record in implementing SAP solutions globally, and their expertise in the agricultural sector will help RenewAgra navigate complex project challenges effectively.

Business Environment (Complete Task 3 Activities.)

Activity 1: Business Analysis Tools

- **SWOT Analysis:** Identifies strengths, weaknesses, opportunities, and threats related to the business.
- **PESTLE Analysis:** Evaluates the political, economic, social, technological, legal, and environmental factors affecting the business.

Activity 2: PESTLE Analysis for CropCo

- **Political:** Regulatory compliance regarding agricultural practices.
- **Economic:** Fluctuations in commodity prices impacting revenue.
- **Social:** Growing consumer preference for sustainable products.
- **Technological:** Need for modern data management systems.
- **Legal:** Compliance with international trade agreements.
- **Environmental:** Pressure to adopt sustainable farming practices.

Activity 3: PESTLE Analysis for TransCrop

- **Political:** Trade agreements that facilitate or hinder logistics.
- **Economic:** Costs associated with transportation and fuel prices.
- **Social:** Demand for efficient transportation solutions.
- **Technological:** Integration of GPS and tracking systems.
- **Legal:** Regulations on transportation safety and environmental impact.
- **Environmental:** Impact of climate change on transportation logistics.

Activity 4: PESTLE Analysis for EnvoData

- **Political:** Government policies promoting data usage in agriculture.
- **Economic:** Investment in R&D for competitive advantage.
- **Social:** Increasing reliance on data for farming decisions.
- **Technological:** Advanced monitoring technologies and predictive analytics.
- **Legal:** Intellectual property rights for patented technologies.
- **Environmental:** Commitment to sustainable farming practices.

SAP Products and Solutions (Complete Task 4 Activities.)

Activity: Customer Pain Points and SAP Solutions

1. **Data Fragmentation:** Implement SAP S/4HANA for integrated data management across all businesses.
2. **Inefficient Logistics Tracking:** Use SAP Transportation Management to enhance logistics efficiency.
3. **Lack of Real-time Insights:** Deploy SAP Analytics Cloud for real-time data analytics and reporting.
4. **Sustainability Compliance:** Utilize SAP Environment, Health, and Safety (EHS) solutions to ensure compliance with sustainability regulations.

SAP Team Training Strategies (Complete Task 5 Activities.)

Activity 1: Types of Training for the Team

1. **Technical Training:** Focus on SAP S/4HANA and data management tools to ensure the team is proficient in the new systems.
2. **Change Management Training:** Equip the team with skills to manage transitions and address resistance from users accustomed to legacy systems.
3. **Communication Skills Training:** Enhance team collaboration and communication to foster a positive environment during the implementation phase.