
CUSTOMER JOURNEY ROADMAP PRESENTATION TEMPLATE

LI 09/02/2025



OVERVIEW

- **Goals and Scope:** Modernize data management across CropCo, TransCrop, and EnvoData. Create a unified platform for data access and analytics.
- **Immediate and Long-term Goals:** Replace outdated systems, integrate data management, and enhance mobile access.



Business Needs: Streamlined operations, improved data accuracy, and real-time insights.



Technical Requirements: Integration of existing systems, cloud-based solutions, and mobile capability.



Questions for the Customer: What are the current pain points in data management? How do you envision the ideal data integration process?

BUSINESS AND TECHNICAL REQUIREMENTS

STAKEHOLDERS AND PARTNERS

Key Stakeholders: Project Manager, IT Department, Business Unit Leaders, End Users.



Stakeholder Analysis: Interest: High for operational staff; Medium for upper management. Influence: Varies by role; IT has high influence on technical decisions.



Selected Partner



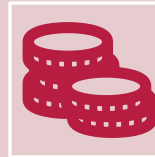
Reason for Selection: Expertise in agricultural data management solutions.

BUSINESS ENVIRONMENT

PESTLE Analysis:



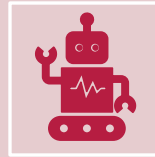
Political: Regulations affecting agricultural practices.



Economic: Commodity price fluctuations impacting profitability.



Social: Demand for sustainable farming practices.



Technological: Advancements in data analytics and IoT.

PRODUCTS AND SOLUTIONS

Customer Pain Points:

Lack of real-time data access, inefficient processes, and data silos.

Proposed SAP

Solutions: Implement SAP S/4HANA for integrated data management. Utilize SAP Analytics for real-time insights.

SAP TEAM TRAINING STRATEGIES

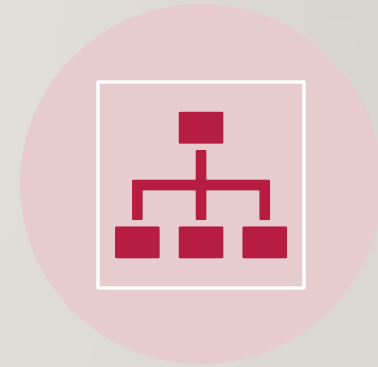
Training Types:



TECHNICAL TRAINING: ON
SAP S/4HANA AND DATA
ANALYTICS TOOLS.



SOFT SKILLS TRAINING:
COMMUNICATION AND
COLLABORATION WORKSHOPS.



CHANGE MANAGEMENT:
STRATEGIES TO HELP STAFF
ADAPT TO NEW SYSTEMS.

CONCLUSION

Summary of Key Points: Importance of integration and modernization for RenewAgra. Collaborative approach with stakeholders and partners.

Call to Action: Engage with the stakeholders for feedback and input.