CUSTOMER JOURNEY ROADMAP

# Overview

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 CropCo has been using a relatively outdated system for many years.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-premise 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

* Activity 1: Services Provided by RenewAgra's Businesses
  + CropCo:
    - Services: Crop cultivation, farming, and agricultural production.
    - Challenges: Relatively outdated data management system.
  + TransCrop:
    - Services: Large logistical network facilitating employee interconnectedness.
    - Challenges: Need for improved data management for seamless operations.
  + EnvoData:
    - Services: Advanced systems with SAP S/4Hana, SAP Analytics, and SAP Fiori UX.
    - Challenges: Integration with other businesses, ensuring a "single source of truth."
* Activity 2: Areas for Improvement with SAP Solution
  + CropCo:
    - Area for Improvement: Replace Excel data management with an SAP solution.
    - SAP Solution: Implement a modern data management system suitable for less technically sophisticated users.
  + TransCrop:
    - Area for Improvement: Enhance logistical network efficiency with SAP integration.
    - SAP Solution: Develop a system that fosters seamless data flow across the logistical network.
  + EnvoData:
    - Area for Improvement: Ensure integration with other businesses.
    - SAP Solution: Optimize connectivity and data exchange between EnvoData and other businesses using SAP.
* Activity 3: International Regulations
  + Data Privacy Regulations:
    - Different countries may have distinct data protection laws affecting how customer data is handled and stored.
  + Agricultural Practices Regulations:
    - Regulations related to farming practices may vary, impacting CropCo's operations in different countries.
* Activity 4: Questions for Clarification
  + Data Security:
    - How do you envision maintaining data security while ensuring access across businesses?
  + User Training:
    - What is the level of technical proficiency among CropCo engineers, and how do you plan to train them on the new system?
  + Customization Needs:
    - Are there specific features or customizations you would like in the SAP solution to meet the unique requirements of each business?
  + Scalability:
    - How do you foresee the scalability of the proposed solution as RenewAgra expands its operations?

## Stakeholders and Partners

* Activity 1: Key Stakeholders
  + RenewAgra Executive Leadership:
    - Decision-makers provide strategic direction and support.
  + IT Department Representatives:
    - Technical experts ensuring the alignment of SAP solutions with IT infrastructure.
  + Business Unit Managers (CropCo, TransCrop, EnvoData):
    - Representatives from each business unit to address specific needs and challenges.
  + End Users (CropCo Engineers, Logistics Personnel, EnvoData Analysts):
    - Individuals directly impacted by the SAP implementation, providing valuable user experience insights.
* Activity 2: Stakeholder Analysis

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| Stakeholder | Interest | Influence | Level of Participation |
| Executive Leadership | High | High | Strategic decision-making and support |
| IT Department Representatives | High | Moderate | Technical expertise and alignment |
| Business Unit Managers | High | High | Addressing specific business needs |
| End Users | Moderate | Moderate | User experience insights |

* Activity 3: SAP Partner Finder
  + Using the SAP Partner Finder, the selected partner is "Deloitte."
* Activity 4: Explanation for Choosing Deloitte
* Deloitte is chosen because:
  + Expertise Across SAP Modules: They have a proven track record in providing expert advice across various SAP modules, ensuring comprehensive support for RenewAgra's diverse requirements.
  + Project Management Experience: Deloitte has a reputation for effective project management, crucial for addressing the challenges of integrating different data management systems and meeting the project goals.
  + Global Presence: As RenewAgra operates in multiple countries, the global presence of Deloitte ensures a nuanced understanding of international regulations and practices.
  + Positive Client Feedback: The partner has received positive feedback from clients, indicating reliability and competence in handling complex projects.

## Business Environment

* Activity 1: Business Analysis Tools
  + SWOT Analysis: SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. It is a strategic planning tool used to identify and analyze internal and external factors affecting an organization. Strengths and weaknesses are internal, while opportunities and threats are external.
  + PESTLE Analysis: PESTLE stands for Political, Economic, Social, Technological, Legal, and Environmental factors. It is a framework for analyzing the macro-environmental factors that impact an organization. PESTLE helps in understanding the external forces that can influence business operations.
* Activity 2: PESTLE Analysis - CropCo
  + Political: Government agricultural policies and subsidies.
  + Economic: Market demand for crops, economic stability affecting pricing.
  + Social: Consumer trends and preferences in agriculture.
  + Technological: Adoption of modern farming technologies, including data management.
  + Legal: Compliance with agricultural regulations and land use laws.
  + Environmental: Impact of climate change on crop yields and farming practices.
* Activity 3: PESTLE Analysis - TransCrop
  + Political: Cross-border regulations affecting logistics.
  + Economic: Economic conditions impacting transportation costs.
  + Social: Workforce mobility and cultural factors affecting employee interconnectedness.
  + Technological: Integration of technology for real-time tracking of shipments.
  + Legal: Compliance with international trade laws.
  + Environmental: Environmental regulations impacting transportation practices.
* Activity 4: PESTLE Analysis - EnvoData
  + Political: Data protection and privacy regulations.
  + Economic: Economic conditions affecting investments in advanced systems.
  + Social: User acceptance of advanced technologies like IoT and analytics.
  + Technological: Rapid advancements in SAP systems and data analytics.
  + Legal: Compliance with data protection laws and software licensing.
  + Environmental: Consideration of environmental impacts of data management practices.

## SAP Products and Solutions

* Activity 1: Customer Pain Points and SAP Solutions
  + Data Fragmentation:
    - Pain Point: CropCo faces data fragmentation with an outdated Excel-based system.
    - SAP Solution: Implement SAP S/4Hana for CropCo to centralize data, providing a unified platform for efficient data management, analysis, and reporting.
  + Interconnectedness Challenges:
    - Pain Point: TransCrop experiences challenges in employee interconnectedness due to a lack of integrated systems.
    - SAP Solution: Deploy SAP Fiori UX to enhance user experience and connectivity, enabling TransCrop employees to access and share information seamlessly.
  + Security Concerns for CropCo Engineers:
    - Pain Point: CropCo engineers need a secure means to share sensitive data.
    - SAP Solution: Utilize SAP's advanced security features to establish secure data sharing mechanisms, ensuring that sensitive agricultural data is protected and shared only among authorized personnel.
  + Lack of Real-time Data Access:
    - Pain Point: EnvoData seeks real-time data access for analytics and decision-making.
    - SAP Solution: Leverage SAP Analytics on-premise solution to provide EnvoData with real-time insights, enabling quick and informed decision-making based on the latest data trends.

## SAP Team Training Strategies

* Activity 1: Beneficial Training Types
  + SAP System Training:
    - Objective: Provide comprehensive training on the SAP S/4Hana suite, SAP Fiori UX, and SAP Analytics for all team members, ensuring they have a deep understanding of the tools they will be implementing.
    - Benefits: Boosts team confidence in handling SAP solutions, inspires trust from the customer, and ensures a consistent knowledge base for effective implementation.
  + Cross-Business Collaboration Workshop:
    - Objective: Conduct a workshop focused on fostering collaboration between team members from CropCo, TransCrop, and EnvoData. Emphasize the importance of interconnectedness and data sharing to meet the project goals.
    - Benefits: Enhances team communication and collaboration, aligning efforts across diverse business units. Improves understanding of each business's needs and encourages a cohesive approach to solution design.
  + Security and Compliance Training:
    - Objective: Provide specialized training on SAP's security features and data protection regulations to ensure the team can implement solutions that meet legal and regulatory standards.
    - Benefits: Instills confidence in the team's ability to address security concerns for CropCo engineers. Enhances the team's understanding of compliance requirements, promoting trustworthy and reliable project delivery.