**Overview**

RenewAgra is a multinational organization composed of three interconnected businesses: CropCo, TransCrop, and EnvoData. Together, these entities form a cohesive value chain in the agricultural sector. CropCo specializes in manufacturing agricultural equipment, TransCrop focuses on logistics and transportation, and EnvoData delivers cutting-edge data analytics for precision farming. Despite their individual strengths, each business faces unique challenges that hinder their full potential. By implementing SAP solutions, RenewAgra seeks to optimize operations, enhance decision-making, and drive sustainable growth.

**Goals**

**Immediate Goals (0-6 months)**

1. **Streamline Operations:** Implement SAP solutions like Farm Management by Vistex, Transportation Management, and Analytics Cloud to improve efficiency in manufacturing, logistics, and data integration.
2. **Enhance Decision-Making:** Use real-time data insights from SAP Analytics Cloud to provide actionable recommendations across all business units.
3. **Ensure Compliance:** Establish systems to address country-specific regulatory requirements, including data protection and environmental standards.
4. **Foster Collaboration:** Train cross-functional teams to improve communication, align objectives, and enhance customer experience.

**Long-Term Goals (1-5 years)**

1. **Achieve Sustainability:** Incorporate SAP’s intelligent tools to reduce the environmental footprint, such as optimizing water usage and lowering carbon emissions across operations.
2. **Expand Market Reach:** Use insights from SAP solutions to identify and penetrate new markets, increasing the customer base for both CropCo and TransCrop.
3. **Build Resilience:** Create a robust and adaptable infrastructure using SAP S/4HANA to future-proof the organization against industry challenges.
4. **Develop Innovation Ecosystem:** Leverage EnvoData’s analytics capabilities to foster innovation, creating new products and services tailored to market needs.

This roadmap ensures that RenewAgra remains competitive, compliant, and customer-focused while contributing to sustainable agricultural development globally.

**Deliverable 1: Customer Journey Roadmap**

**Task 1: Determine Business and Technical Requirements**

* **Activity 1:**
  + **CropCo:** Produces agricultural equipment tailored to commercial farming needs, offering tools that ensure efficient planting and harvesting.
  + **TransCrop:** Specializes in logistics, handling the storage, packaging, and transportation of agricultural goods globally.
  + **EnvoData:** Provides advanced data analytics, enabling farmers to monitor crop health, predict yields, and optimize farming practices.
* **Activity 2:**
  + **CropCo:** Implement SAP Farm Management by Vistex for centralized data handling, ensuring better inventory and quality control.
  + **TransCrop:** Deploy SAP Transportation Management to optimize logistics, reduce delivery times, and enhance customer satisfaction.
  + **EnvoData:** Utilize SAP Analytics Cloud to integrate data from satellites, sensors, and weather monitoring systems, providing actionable insights.
* **Activity 3:**
  + **Regulation Type 1:** Data privacy and protection (e.g., GDPR in the EU vs. CCPA in the US).
  + **Regulation Type 2:** Environmental laws (e.g., emissions regulations and water usage standards).
* **Activity 4:**
  + How do you currently measure operational success?
  + Are there specific compliance challenges you face across regions?
  + What is the level of technological adoption in your organization?
  + What are your primary goals for growth over the next five years?

**Task 2: Analyze the Stakeholders and Partners**

* **Activity 1:**
  + Key stakeholders: Project Sponsor, Business Process Owners, SAP Implementation Partner, IT Department Lead.
* **Activity 2:**
  + **Project Sponsor:** High influence, high interest; ensures project alignment with strategic goals.
  + **Business Process Owners:** High influence, medium interest; provides input on operational impacts.
  + **SAP Implementation Partner:** Medium influence, high interest; advises on SAP deployment and configuration.
  + **IT Department Lead:** Medium influence, medium interest; ensures technical compatibility and integration.
* **Activity 3:**
  + Partner selected: **Accenture** via SAP Partner Finder.
* **Activity 4:**
  + Accenture was chosen for its extensive experience in implementing SAP S/4HANA and its specialized focus on digital transformation in the agricultural sector.

**Task 3: Analyze the Business Environment**

* **Activity 1:**
  + **SWOT Analysis:** Identifies internal strengths and weaknesses, as well as external opportunities and threats.
  + **PESTLE Analysis:** Examines the political, economic, social, technological, legal, and environmental factors influencing a business.
* **Activity 2 (CropCo):**
  + **Political:** Tariffs affecting agricultural equipment exports.
  + **Economic:** Demand driven by seasonal farming.
  + **Social:** Growing interest in sustainable farming practices.
  + **Technological:** Integration of IoT into farming machinery.
  + **Legal:** Equipment safety certifications.
  + **Environmental:** Pressure to reduce the carbon footprint of manufacturing.
* **Activity 3 (TransCrop):**
  + **Political:** Cross-border transportation regulations.
  + **Economic:** Fluctuating fuel prices.
  + **Social:** Increasing consumer demand for transparent supply chains.
  + **Technological:** GPS-enabled fleet tracking systems.
  + **Legal:** Adherence to international transportation laws.
  + **Environmental:** Reducing carbon emissions from logistics operations.
* **Activity 4 (EnvoData):**
  + **Political:** Support for precision agriculture via government programs.
  + **Economic:** Growing market for data-driven farming solutions.
  + **Social:** Increased farmer reliance on data for decision-making.
  + **Technological:** Advances in AI and machine learning for analytics.
  + **Legal:** Ensuring compliance with data usage and sharing regulations.
  + **Environmental:** Leveraging technology to address climate change impacts on crops.

**Task 4: Apply SAP Products and Solutions**

* **Activity 1:**
  + **Pain Point 1:** Inefficient equipment inventory at CropCo → Remedy: SAP Farm Management for streamlined tracking.
  + **Pain Point 2:** Lack of optimized logistics routes at TransCrop → Remedy: SAP Transportation Management.
  + **Pain Point 3:** Limited integration of data analytics at EnvoData → Remedy: SAP Analytics Cloud.
  + **Pain Point 4:** Challenges in managing global regulatory compliance → Remedy: SAP Governance, Risk, and Compliance (GRC).

**Task 5: Design SAP Team Training Strategies**

* **Activity 1:**
  + **Training Type 1:** SAP Product Training to ensure proficiency in using solutions like SAP S/4HANA and Analytics Cloud.
  + **Training Type 2:** Cross-functional team workshops to foster collaboration and communication.
  + **Training Type 3:** Customer-Centric Training to build trust and inspire confidence through a deep understanding of customer needs.

**Deliverable 2: Customer Journey Roadmap Presentation**

. **Customer Journey Roadmap Presentation**

**Slide 1: Title Slide**

**Title:** Customer Journey Roadmap for RenewAgra  
**Subtitle:** SAP Solutions for Sustainable Growth  
**Presented by:** Patrice  
**Date:** 31.12.2024

**Slide 2: Overview**

* **About RenewAgra:** A multinational agricultural organization with three key business units:
  + **CropCo**: Agricultural equipment manufacturing.
  + **TransCrop**: Global logistics and transportation.
  + **EnvoData**: Precision farming data analytics.
* **Purpose of Roadmap:**
  + Identify challenges.
  + Propose SAP solutions.
  + Ensure sustainable and efficient operations.

**Slide 3: Goals**

**Immediate Goals (0-6 months):**

1. Streamline operations with SAP solutions.
2. Enhance decision-making through real-time data insights.
3. Ensure compliance with international regulations.
4. Foster cross-functional collaboration.

**Long-Term Goals (1-5 years):**

1. Achieve sustainability through optimized operations.
2. Expand market reach and customer base.
3. Build a resilient and adaptable infrastructure.
4. Foster innovation with advanced analytics.

**Slide 4: Task 1 – Business and Technical Requirements**

**Key Findings:**

* **Services:**
  + **CropCo:** Agricultural equipment manufacturing.
  + **TransCrop:** Logistics and transportation.
  + **EnvoData:** Data analytics for precision farming.
* **Improvement Areas:**
  + **CropCo:** Inefficient inventory management.
  + **TransCrop:** Suboptimal route optimization.
  + **EnvoData:** Limited data integration.
* **Regulatory Challenges:**
  + Data privacy laws (e.g., GDPR).
  + Environmental regulations.
* **Customer Questions:**
  + What are your main operational challenges?
  + How do you handle international compliance?
  + What technologies are in place?
  + What are your long-term objectives?

**Slide 5: Task 2 – Stakeholders and Partners**

**Key Stakeholders:**

1. Project Sponsor (CEO/Senior Management).
2. IT Department Lead.
3. Business Process Owners (Operations, Logistics, Analytics).
4. SAP Implementation Partner.

**Partner Selection:**

* **Selected Partner:** Accenture.
* **Reason:** Extensive SAP expertise and focus on digital transformation.

**Slide 6: Task 3 – Business Environment Analysis**

**Tools Used:**

1. **SWOT Analysis:** Identified strengths, weaknesses, opportunities, and threats.
2. **PESTLE Analysis:** Evaluated external factors affecting each business:
   * **CropCo:** Regulatory and environmental factors.
   * **TransCrop:** Economic and technological factors.
   * **EnvoData:** Technological and legal factors.

**Slide 7: Task 4 – SAP Products and Solutions**

**Pain Points and Solutions:**

1. **CropCo:**
   * **Pain Point:** Inefficient inventory management.
   * **Solution:** SAP Farm Management by Vistex.
2. **TransCrop:**
   * **Pain Point:** Poor logistics optimization.
   * **Solution:** SAP Transportation Management.
3. **EnvoData:**
   * **Pain Point:** Limited data integration.
   * **Solution:** SAP Analytics Cloud.
4. **Overall Pain Point:** Compliance challenges.
   * **Solution:** SAP S/4HANA for centralized compliance management.

**Slide 8: Task 5 – Team Training Strategies**

**Training Recommendations:**

1. **Confidence and Trust:**
   * SAP S/4HANA training for compliance and reporting.
2. **Team Collaboration:**
   * Workshops on cross-departmental communication and workflows.
3. **Technical Proficiency:**
   * Training on SAP Analytics Cloud for actionable insights.

**Slide 9: Conclusion**

* **Summary:**
  + Addressed RenewAgra’s pain points with tailored SAP solutions.
  + Identified stakeholders and selected Accenture as an implementation partner.
  + Proposed actionable strategies to ensure sustainable growth and innovation.
* **Next Steps:**
  + Begin implementation of SAP solutions.
  + Schedule stakeholder workshops and training sessions.

**Slide 10: Thank You**

* **Contact Information:** Patrice
* **Questions or Comments?**