RenewAgra
Journey Roadmap

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SAP

RenewAgra: Three(3) Business Units

CropCo – Services Business, Brazil, India, Mexico, USA

> **Farmers:** Seed production, Planting
>
> **Processing Plants:** Grains & Sugar Processing (owns plants)
>
> **Distribution:** foodstuffs

TransCrop – Services Business, Brazil, India, Mexico, USA

> **Transportation & Exports:** cereals, grains, sugar, rice (owns trucks, ships, railcars)
>
> **Commodities Trading** (owns a specialized trading system)

EnvoData – Services Business, Germany, USA

> **Advanced Monitoring**: Satellite imagery, Crop rotation conditions, Real Time meteorology
>
> **R&D:** Crop Protection
>
> **Technology Sharing:** Patents & Licensing

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Business and Technical Requirements

Business Goals	Technical Requirement
Replace fragmented data management	Access to all three business units Personnel on the road, field & plant
"Single Source of Truth"	Scalability, Recovery, Governance, Schema Management
Secure Data	Device Security, Data Transmission Integrity, Storage Security, Privacy Compliance
Maintain High Quality Data @ Single interface	Available to internal and external clients
Fully movile data access & analytics in real-time	Across regions and environments Plant, field, transport by rail, road and sea

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Stakeholders and Partners

Stakeholder	Role/Title	Key Interest	Influence	Level of Participation
Executive Team	Sponsor & Champion	Success of 5 year plan & business goals	Heavy	Engage at High Level
Engineering	Customer Partner	Protection of data and current process	Heavy, Critical to success	Engage at High Level
Account managers	Customer Partner	Customer relationship & tools	Strong	Engage at High Level
Fleet Managers	Customer Partner	Logistics systems	Some	Engage at High Level
Commodity Traders, (Internal)	Customer Partner	Ease, speed, accuracy of calculations and info	Some	Engage at High Level
Commodity Traders (External)	Business Partner	Ease, speed, accuracy of calculations and info	Slight	Engage at low level
R&D	Customer Partner	Clean data	Some	Engage at High Level
API Developer	SAP Technology Partner	Successful specification of requirements	Heavy	Engage at High Level
Farmers	RenewAgra Clients	Improvement for all services	Huge	Engage at low level

Stakeholder: Role,Interest,Influence & Partickpation

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SAP PARTNER	EXPLANATION FOR CHOOSING
EXED CONSULTING BRAZIL	Offers a comprehensive support package, including customized accelerator developments, our offering is designed to address the complexity of the Brazilian logistics landscape, with its vast geographical expanses and specific regulations. We simplify the execution of transport processes, resulting in time savings, cost reduction, and effective validation of system functionality during the implementation phase. Discover the logistics revolution with us and reach new heights of efficiency.
PRIMUS TECHSYSTEMS PRIVATE LIMITED INDIA	SugarPRIME Public Cloud is a packaged solution designed to address current challenges for Sugar Manufacturing Industry with agile, scalable solution for future-proof, outcome-based SAP S/4HANA Cloud Public Edition. Primus has created a value proposition combining SAP best practices based on SAP S/4HANA Cloud Public Edition and industry specific custom developments as accelerator built on Business Technology Platform (BTP) that will help customers to transform their business by improving the ROI, increasing business agility and lowering cost of deployment. SugarPRIME can be deployed in less than 4 months for one company code.
SAP VIRU	

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Business Environment

PESTLE Analysis for each Business Unit

CROPCO	Description/Trend	Opportunity	Threat/Challenge	Impact Level
POLITICAL	Food Sovereignty	Chain of custody	Market Access	High
ECONOMIC	Fluctuating Commodity Price	Use analytics to determine optimal time to market	Price Sensitive Customers	High
SOCIAL	GMO concerns	R&D for differentiated product	Public Opinion and cancer perception	Low
TECHNOLOGICAL	Data driven breeding	Improve breeding lines quickly	New Entrants	High
LEGAL	Complexity and diversion of law across regions	Managing information can be a competitive advantage	Bans and legal engagements increase	High
ENVIRONMENTAL	Climate change	Climate resistant seed	Crop failures	high

TRANSCROP	Description/Trend	Opportunity	Threat/Challenge	Impact Level
POLITICAL	Protectionism	Sophistication of dealing with regulation	Shift closer to home markets	High
ECONOMIC	Fuel Cost	Sophistication provides competitive advantage	Implementing technology	High
SOCIAL	Ethical & Green expectations	Differentiate with chain of custody data	Increasing cost of compliance	High
TECHNOLOGICAL	Smart logistics	Improve efficiency	Increased competition	High
LEGAL	Compliance	Technology implementation can provide competitive advantage	Increase complexity and cost	High
ENVIRONMENTAL	Decarbonization	Mitigate fuel cost	Compliance, Capital Cost	High

ENVODATA	Description/Trend	Opportunity	Threat/Challenge	Impact Level
POLITICAL	Data Sharing	Build Trust	Access to data by govt and big companies threatens small farmer	High
ECONOMIC	Precision Agriculture	Leverage foothold in market to grow	Sophisticated entrants into the market	Medium
SOCIAL	Regenerative Agriculture	Build trust with consumer	Farmer adoption	Low
TECHNOLOGICAL	Convergence of technologies	Analytics	Failure to integrate and use data	Low
LEGAL	Data Ownership	Sophistication required	Legal expertise and sophistication	High
ENVIRONMENTAL	Nature Positive	Data to build trust	Realistic metric for success	high

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Products and Solutions

	Customer Pain Point	Remedy SAP Solution
1	Data Silos	SAP S/4HANA, SAP BTP, SAP ERP-FARM MANAGEMENT BY VISTEX
2	Inconsistent, inaccessible data	SAP S/4HANA, SAP BTP, SAP MDG, SAP ERP-FARM MANAGEMENT BY VISTEX
3	Network fragmentation, Limited Visibility	SAP S/4HANA, SAP BTP, SAP ERP-FARM MANAGEMENT BY VISTEX
4	Integrating operations	SAP S/4HANA, SAP BTP, SAP INTELLIGENT AGRICULTURE

Vistex Farm Management is a complete field-to-fork integrated business solution, designed to support every aspect of farm operations. With tools that cover the day-to-day needs of field managers, supervisors and workers, Farm Management covers the crop lifecycle, growing process, compliance, and harvest operations, while providing critical data and analytics needed for senior management. No agricultural software brings field and management closer together, enables operational efficiency as effectively, or provides as much business insight.

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SAP Team Training Strategies

Three(3) types of Beneficial Training:

1. BUSINESS ACUMEN IN AGRICULTURAL CONTEXT

2. PROJECT METHODOLOGY & COLLABORATION

3. SAP FUNCTIONAL AND INTEGRATION TRAINING

Other Trainings:

1. CHANGE MANAGEMENT

2. STAKEHOLDER ENGAGEMENT

3. CROSS-CULTURAL COMMUNICATION

4. COMPLIANCE & REGULATORY

5. DATA HANDLING

Conclusion