Case Study Assignment
SAP Customer Analysis: Royal Greenland

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Part 1: Review Royal Greenland customer story materials

Activity 1: Identify key stakeholders and explain their roles

My work:

Key Stakeholders:

1. **SAP Project Team**
2. SAP AppHaus Network member **Trifork Smart Enterprise A/S** developed IOS based Apps
3. Lars Bo Hassingrraard, **IT Manager at Royal Greenland A/S.**
4. Greenland - government owns **Royal Greenland** and Fishing contributes 50% to overall economy, 56,000 citizens
5. Fisherman with access to the technology
6. Processing factories, 34 sites with 630 employees
7. Procurement staff
8. Quality Control Staff
9. Lars Bo Hassingrraard, IT Manager at Royal Greenland A/S.
10. Customers buying fish from the plants
11. Marine Stewardship Council requires extensive documentation

Activity 2: Identify digital transformation goals

My work:

Royal Greenland's digital transformation goals are:

- **Automate Processes** by streamlining >70k paper form into digital entries

- Increase reliability by **reducing errors & waste**
- **Increase Agility** by optimizing procurement process with real time data
- **Capture and analyze data insights** from fishing data for legal and customer requirements

Activity 3: Explain which digital transformation component is impacted

My work:

The business process transformation most impacted by digital transformation is **Catch Registration** the process of procuring and brining fish into the factories. The companies relationship with local fishermen was simplified and strengthened by streamlining the procurement process.

Activity 4: Identify key metrics to demonstrate SAP solution value

My work:

Key metrics that could demonstrate the value or success of the SAP implementation are:

- **Ease of Adoption.**
    - **Zero hours training required for fishermen**
- **Adoption of Apps**
    - **2200 fishermen using mobile apps**
- **Purchase orders processed digitally**. Streamline.
    - **70K purchase orders digitized**
- **Real time flow of data from fishermen to landing staff concerning catch quality, temperature, weight.**
    - **Capacity for 20 million pounds of fish**

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Part 2: Understand SAP BTP capabilities

Activity 1: Identify SAP BTP technology capabilities

My work:

SAP BTP technology capabilities:

Application Development – building user friendly apps
Data and Analytics – leveraging data from catch registration to procurement
Integration – to SAP ERP systems, supply chain
Artificial Intelligence – infrastructure for managing and executing AI assets

Activity 2: Identify the SAP BTP capabilities needed to achieve customer goals

My work:

Royal Greenland will utilize the following SAP BTP capabilities to achieve their digital transformation goals:

Application Development- build user friendly apps

- SAP AppHaus- partner network to develop apps
- SAP SDK-tool to develop apps for android and ios devices

Data & Analytics-leverage data from catch registration to procurement

- SAP Integrated Business Planning for Supply Chain

Integration-to systems

- SAP Hana to store process and analyze catch data.
- SAP ERP to orchestrate and execute business processes
- SAP Data Warehouse Cloud

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Part 3: Review the end-to-end SAP Solution

Activity 1: Describe the end-to-end SAP solution

My work:

SAP BTP provides a unified platform environment that simplifies app development, and brings apps, devices and systems together seamlessly. This enabled Royal Greenland to digitize the entire process from catch registration, to procurement and factory processing onshore, along with quality control and distribution. Implementing SAP BTP supports the goal of attracting more consumers by helping Royal Greenland provide product traceability from sea to table.

The solution leverages SAP's extension suite, which is part of the solution provider's BTP to create **three(3) apps to integrate with SAP HANA, SAP Integrated Business Planning for Supply Chain Solution & SAP ERP.** The companies developed them with SAP AppHaus Network member Trifork using BTP SDK for iOS using a design-thinking approach. The movile apps provide offline capabilities, push notifications, authentication, device registration, logging and other features. The web app integrates with SAP's ERP for data storage and processing while utilizing the latest Angular technology and Material Design framework. Digitizing the process enables ease of integration between apps, SAP Hana, SAP ERP and SAP Integrated Business Planning for Supply Chain.

COMPUTING MODELS – end user interaction. The **ARCHITECTURE** will be deployed in **CLOUD MODEL,** integrate between cloud environment, mobile apps, on-prem systems **(SAP ERP)**. **OPERATING SYSTEMS AND PLATFORMS –** compatibility between devices and apps, (cloud, mobile, on-rem, and any third-party systems) requiring unified platform such as **SAP BTP**. **APPLICATION DEVELOPMENT** consumer grad, fit for purpose(mobile app must work offline); easy to use(fast adoption, low training). Influence of data (type, volume), integrations with third party apps. **PROGRAMMING LANGUAGES** for web app vs mobile app vs cloud services development, no code or code first dev tools. **SECURITY** user access, authentication, authorization. Data integrity, privacy and compliance considerations.

The end-to-end solution makes it easy for fishermen to record the catch data and signatures required for government regulations and for Royal Greenland to document their compliance with sustainability requirements.

The end solution has the following components:

- SAP Business Technology Platform
- SAP AppHaus Network, Partnership with Trifork Smark Enterprise A/S
- SAP Cloud Platform
- SAP Mobile Services
- SAP Hana
- SAP ERP
- SAP Integrated Business Planning for Supply Chain solution

Activity 2: Describe considerations for system design and development

My work:

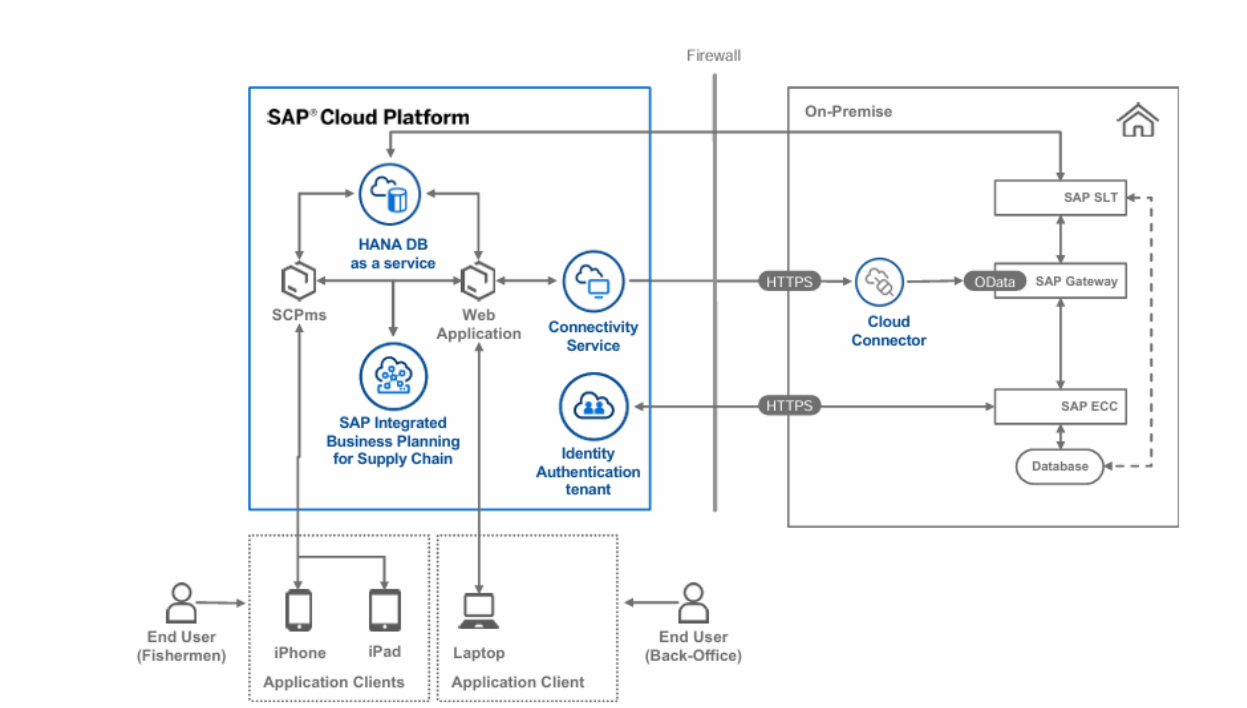
The project team will need to consider the following when building the end-to-end solution:

- Computing model: cloud solution with mobile solution that will operate in an offline environment while remaining tightly integrated to the back end.
- Architecture: Understand everyone using and accessing the data
- Operating System and Platforms: BTP and the devices that connect
- Application development: who uses the apps, what devices, what kind of conditions are the devices used.
- Programming Languages: How can we influence development of every tool
- Data Analytics what form and how can we collect the data, how can we measure what is happening, what are the units of measure and do they change per country or user?
- Security who can see it and where and when will they see it.

Activity 3: Draw a diagram to show how data flows through solution

My work:

Data flow through the solution



Activity 4: Describe technology areas impacted by further solution development

My work:

The technology areas impacted by further development include:

- Supply Chain Visibility and Transparency: developing suppliers(fishermen) and supporting them with education, services to supply equipment, financing and process knowledge is building out the supply chain. Fish farms and poultry companies have developed extensive tiered suppliers including primary breeders, hatcheries, growout, pullout, feed mills, processor and distributors. The poultry company maintains control of the product throughout every tier, maintains a consistent cost and retains most of the profit.
    - SAP has a technology to drive deeper and deeper into the vendor's business, essentially turning vendors into customers.

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Part 4: Assess how the SAP solution supports digital transformation

Activity 1: Describe how SAP BTP supports customer digital transformation goals

My work:

SAP BTP supports Royal Greenland's digital transformation goals by:

- Increasing documentation of quality of goods
- Full compliance with governmental regulations
- Optimizes time spent on registration
- Improves pricing through msc certifiations
- Builds loyalty amongst local fishermane
- Streamlines matching of catch to procurement locations
- Creates strong market position

Activity 2: Identify how the SAP solution contributes to the Quadruple bottom line

My work:

People	Planet	Profit	Purpose
Liberated to do more of their expertise instead of paperwork **NO TRAINING FOR APPS** **PROCUREMENT STAFF PLANNING**	Efficiency is gained through streamlining and therefore waste is reduced. **SUSTAINABLE BUSINESS MODEL IN SENSITIVE ENVIRONMENT** **CAPTURE DTA TO COMPLY WITH QUOTAS** **SHOW PRODUCT IS ETHICALLY SOURCED**	Time and materials cost is reduced, profit is increased. **HIGHER CATCH PRICE** **PROCESS IMPROVEMENT** **REDUCED TIME TO MARKET** **COMPETITIVE ADVANTAGE**	Implement meaningful change in a 200 year old company while keeping fishermen's priorities at the forefront. **ETHICALLY SOURCED CONSUMER PRODUCTS** **SUPPORT LOCAL FISHING COMMUNITIES** **PROMOTE SUSTAINABLE FISHING PRACTICES**

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