



ASR Group: Improve Freight Quote Forecast

Enable the world's largest refiner and marketer of cane sugar to achieve

- **High accuracy** in predicting freight costs to secure future sales contracts
- **Maximized forecast efficiency**

Vvan Chan: SAP Functional Consultant

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Customer and Industry Context

Key Consumer Packaged Goods industry trends

- Sustainability
- Machine learning
- Shifting demographics
- Increasing world trade and centralization of production

Key Customer challenge

- low efficiency and complex analytics to conduct freight quote prediction

Business goals

- **Reduce time to access data** (generate 2200 freight cost forecasts in real time)
- **Automate processes** (automated predictive analytics)
- **Improve visibility and quality of decision-making data** (enable easy visualization and improve forecast accuracy from 90% within 30 days to 95% beyond 30 days)

Analysis approach

- **SWOT Analysis:** evaluates capabilities and underlying issues to approach the business goals
- **Systems thinking:** prioritizes and finds the leverage point to tackle the challenges

Strengths

- Existing predictive algorithm
- Team of logistics experts

Weaknesses

- Long calculation time
- Insufficient input to the algorithm
- Forecast within 30 days

Opportunities

- Automated prediction process
- More comprehensive algorithm with integrated data sources

Threats

- Layoffs and lowered morale
- Cybersecurity

Source: 2019-2021 ASR Sustainability Report



Project team members

- **Project manager:** develop the overall project plan, communicate with, and support the team, monitor progress and costs
- **Domain expert:** develop SMART (Specific, Measurable, Achievable, Relevant, and Time-Bound) specifications and suggest improvement on the prediction algorithm
- **Functional consultant:** work with the technical consultant to translate functional specifications to technical specifications
- **Technical consultants:** work with the architect on SAP Analytics Cloud and SAP Business Technology Platform solution
- **Architect:** work on SAP Data Intelligence Cloud to automate the process

Next Steps

- **Kickoff:** align with ASR Group on the plan
- **Proposal:** explain possible solutions
- **Implementation:** develop digital solution
- **Test:** evaluate outcome
- **Deploy:** apply the solution

