

# Customer Journey Roadmap: RenewAgra

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## Group portfolio

- **CropCo** provides crop services to farmers
- **TransCrop** provides transportation and commodities trading for farmers
- **EnvoData** provides data to farmers using advanced monitoring technology

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# Overview

## Challenge

Divergent data management systems across the 3 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

## Key Questions

- What are the key metrics in your business goal?
- What are the expected results on these metrics you aim to achieve after digital transformation?
- When do you expect to achieve the goals?
- What are other plans to change the business (e.g. expand the market geographically, introduce new products) during the transformation?

# Stakeholders and Partners

stakeholder	interest	influence	level of participation
CTO and executives	high	high	manage closely
Law department	medium	medium	keep satisfied
Logistics department	high	medium	keep satisfied
Account managers, analytics lead	high	medium	manage closely
Previous SAP consultant	low	low	monitor

## Selected Partner

Accenture: high competency in CRM, SCM, ERP, HCM and sustainability transformation

# Business Environment

	CropCo	TransCrop	EnvoData
Political	India eliminated free trade barriers in agricultural production in 2020	Ukraine war increases imported crop demand in Europe	Germany approved EU's common agricultural policy (CAP) in 2022 funding sustainable and resilient farmers
Economic	Growing sugar demand, esp. for ethanol production	trucking takes 80.7% of US's freight bill in 2022; international shipping cost influenced by vulnerable global political and economic situation	lowered economic stability influences farmers' willingness to invest in data services
Sociological	preference for sugar alternatives	increasing marketing and order management dependence on online platforms	varied farmers' ability to interpret and utilize data provided in different regions
Technological	Fully automated systems; more efficient use of groundwater for irrigation	established GPS infrastructure in India and Brazil	increasing AI applied data modeling in analytics and prediction
Legal	Strict allergen disclosure in the US	US Department of Transportation (DOT) and Environmental Protection Agency (EPA) etc.	EU GDPR
Environmental	increased control on fertilizer and pesticides use in EU but less strict rules in the US	emission regulations prefer alternatives of biodiesel or electrical vehicles	increasing demand of sustainability compliance relevant data

# Products and Solutions

- Divergent **business management**: SAP HANA Suite, ERP, Vistex Farm management solution
- Inefficient **supplier contact** and high **market volatility**: mobile applications, SAP Analytics Cloud
- Inefficient **logistics management**: mobile applications, GPS, SAP Digital Supply Chain
- Incomprehensive **land analysis**: SAP Analytics Cloud

# SAP Team Training Strategies

- **Overview training** for everyone to understand the system logic: SAP Overview
- **Tool-specific training** for staff going to work closely with SAP suite: SAP HANA, SAP Analytics, and SAP Digital Supply Chain for TransCrop etc.
- **Technical training** for IT staff to develop and maintain SAP tools: Technology Fundamentals of SAP S/4HANA and SAP Business Suite etc.

# Conclusion

- Utilize SAP capabilities to integrate **data management** across CropCo, TransCrop and EnvoData
- Build **unified system** for supply chain management, customer relationship management, predictive analytics and enable expansion of product portfolio and sustainability improvement
- Involve SAP **partner** Accenture to facilitate implementation and enablement