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

Key Stakeholders:

1. SAP project team (project manager, architect, functional consultant, technical consultant etc.)
2. SAP ecosystem partner (Trifork - app development, cloud service provider)
3. Royal Greenland stakeholders (procurement, accounting, tax, marketing)
4. fishermen (end users of the service or supplier to RG)
5. government & society (Marine Stewardship Council, tax, environment)

Activity 2: Identify digital transformation goals

Royal Greenland's digital transformation goals are:

- **Automate processes** (catch registration, procurement, supply chain management processes)
- **Reduce errors or waste** (procurement data entry, optimize supply chain, etc.)
- **Reduce time and cost to complete transactions and access data** (online/offline catch registration, online decision making)
- **Improve visibility and quality of decision-making data** (additional data on texture, temperature etc.)
- **Improve supplier engagement** (catch registration, procurement)
- **Meet relevant quality guidelines** (MSC certification)

Activity 3: Explain which digital transformation component is impacted

The following digital transformation component is impacted:

1. business process transformation: optimize procurement and supply chain management
2. business model transformation: changed channel for suppliers relationship, easier to show product sources to customers, more comprehensive decision making and thus improve cost structure
3. organizational and cultural transformation: procurement offices will handle cases within the app instead of interacting with fishermen directly, so key responsibilities and skills set needed is changed

Activity 4: Identify key metrics to demonstrate SAP solution value

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

- 70,000 purchase orders processed digitally instead of on paper
- 2,200 Fishermen using Royal Greenland mobile apps
- 0 hours of training required for fishers to use the mobile app
- number of cases handled each day compared to paperwork handling time
- quality of fish compared to procurement without additional data entry
- strengthened supplied loyalty
- increasing catch data accuracy

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Part 2: Understand SAP BTP capabilities

Activity 1: Identify SAP BTP technology capabilities

SAP BTP technology capabilities:

- Application Development
- Integration
- data and analytics
- artificial intelligence

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

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

- Integration, as this will provide the capability to integrate data from the apps with SAP HANA®, the supply chain solution (SAP Integrated Business Planning) and the SAP ERP application for further processing and storage of data.
- Application Development, as this will allow Trifork and Royal Greenland to develop the software with low-code and achieve DevOps
- Data and Analytics, as this will allow Royal Greenland to monitor the procurement in a structured way and to easily generate insights for decision making
- Artificial Intelligence, as this will increase data security and enable Royal Greenland to analyze data with AI

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

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

The end solution has the following components:

- SAP Business Technology Platform (back-end, to develop apps)
- SAP HANA (for data analytics and processing)
- SAP Integrated Business Planning for Supply Chain solution
- Apps (front-end solution)
    - iphone app allowing fishermen to quickly submit catch data and signatures, and validating licenses for specific species
    - ipad app allowing staff at procurement stations to enter additional information
    - Web-based app allowing back-office staff to approve the procurements made
- SAP ERP application (back-end, for further processing and storage of data)

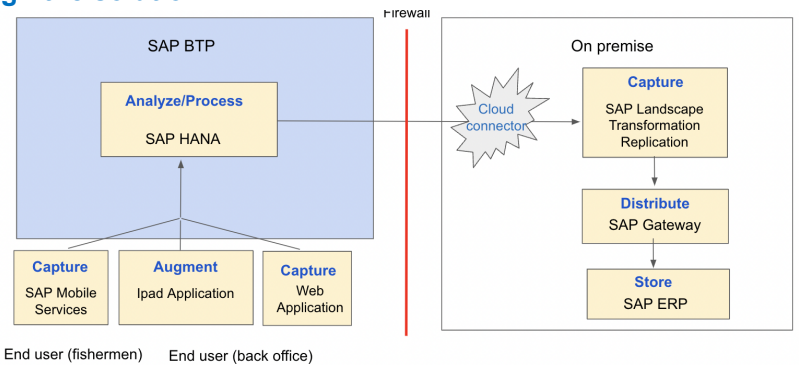
Activity 2: Describe considerations for system design and development

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

- Computing Models – how do end user interaction and the data flow through the solution influence the computing model (Compute Network Storage, OnPrem, Cloud)?
- Architecture – how will systems like SAP BTP be deployed (Private, Public, Hybrid, Multi-Cloud)?
- Operating Systems and Platforms – compatibility across the solution? How well does the solution fit different os?
- Application Development – how is data handled within the apps? how do the apps meet end-users conditions (mobile/web, os)?
- Programming languages – what language to be used for developing different apps?
- Data analytics – what kind of data will need to be captured and analyzed? What questions are the data expected to answer?
- Security – which of the five information security layers will be impacted most by the proposed solution (environment, system, application, process, and organization)? How are users and business data protected?

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

Data flow through the solution



Activity 4: Describe technology areas impacted by further solution development

The technology areas impacted by further development include:

- Application Development - e-commerce platform needed for for buying fishing equipment, app needed for authorities to find boats that are lost at sea, financial functions needed for budgeting
- Integration - GPS and financial data need to be captured
- data and analytics - lost boats report and individual financial report need to be created based on pre-built data model

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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

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

- Providing a unified environment that simplifies app development, data management and information security
- Simplifying user experience by automated processes, thereby reduce waste and efforts, hence improve supplier engagement and employee experience
- Integrating data into cloud that ensures data quality and allows easier access and analytics, hence easy to prepare data for quality guidelines evaluation

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

People	Planet	Profit	Purpose
- supplier: simplified catch registration - employee: simplified information handling and decision making	- less waste due to paperless process and less travel by fishermen to the procurement offices - Sustainable business model in sensitive marine environment	- reduced cost from higher efficiency in procurement and supply chain management - increased revenue from better product quality and stable supply with high supplier engagement	- Support and invest in local fishing communities - sustainable marine development

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