SAP Customer Analysis: Royal Greenland

Time-consuming and tedious catch registration process imposed large burden on fishermen and procurement staff. SAP helps Royal Greenland to break the challenges with digital transformation.

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Royal Greenland customer context

Digital transformation goals

- **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)

Key metrics

- 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**

SAP end-to-end solution

Capability	Benefit for digital transformation goals
Application Development	develop the software with low-code and achieve DevOps
Integration	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
Data and Analytics	monitor the procurement in a structured way and to easily generate insights for decision making
Artificial Intelligence	increase data security and enable Royal Greenland to analyze data with AI

System design and development considerations

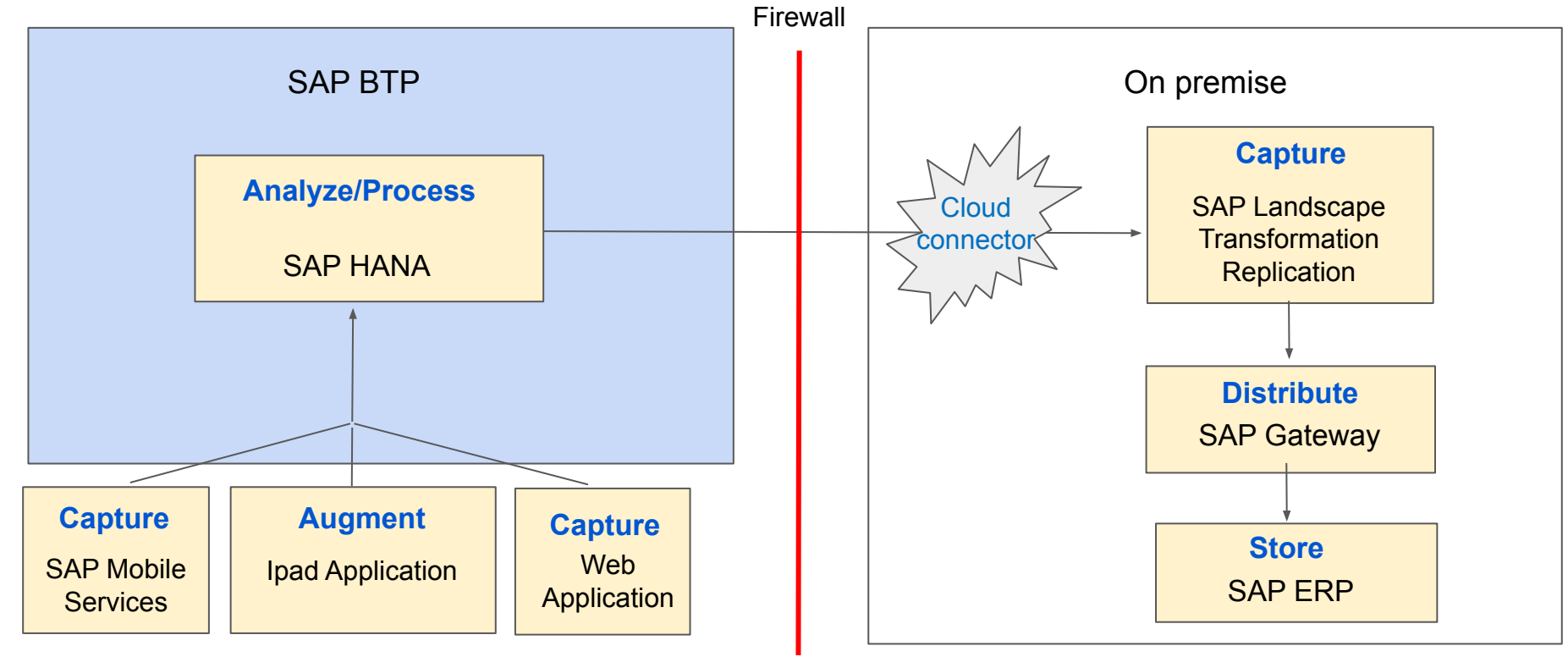
End Solution

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

System design and development considerations

- Computing Models – end user interaction, data flow
- Architecture – deployment category
- Operating Systems and Platforms – compatibility
- Application Development – data handling, end-users conditions
- Programming languages
- Data analytics – captured data type, expected insights
- Security – impacted information security layers, users and business data protection

Solution data flow



SAP intelligent and sustainable enterprise and 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

Next Steps

- **Investigate user conditions**: fishermen's access to applications based on different OS and platforms
- **Define important data**: for quality control and to comply with MSC
- **Stakeholders kickoff**: align business goals and decide on SAP's applications to use