CUSTOMER JOURNEY ROADMAP

OVERVIEW (Example)

RenewAgra is acutely aware of the fact that its three businesses use widely divergent data management systems. CropCo has been using a relatively outdated system for many years. TransCrop has a large logistical network supporting interconnectedness between distant employees. EnvoData has the most advanced systems in the company, with a full SAP S/4Hana suite, SAP Analytics on-premise solution, and an SAP Fiori UX. The project is intended to address the issue of interconnectedness and modernization of the three 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.

1 Business and Technical Requirements

- **Activity 1**: Briefly describe the services provided by the three businesses that make up RenewAgra

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

- **Activity 2**: Identify one area for each of the three businesses that could be improved with an SAP Solution. Consider the level of technical sophistication of each business.
    - CropCo does not have a structured data management tool to deal with data in different formats from 100 customers.
    - TransCrop does not have an efficient communication platform to connect over 100 customers and to track 130 trucks
    - EnvoData does not integrate resources from CropCo and TransCrop.
- **Activity 3**: RenewAgra's businesses operate in several countries. List two types of regulations that could differ from country to country or affect these businesses.
    - Data protection, e.g. General Data Protection Regulation applied in Germany.
    - Environmental protection, e.g. waste and pollution management and sustainability standards.
- **Activity 4**: List four questions you would ask the customer that would clarify their business needs.
    - 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?

2 Stakeholders and Partners

- **Activity 1**: List the key stakeholders you might include in your meetings and workshops. Your list should include at least four stakeholders.
    - CTO at RenewAgra and executive from 3 businesses: decision making
    - Law department: expertise in international data protection and relevant regulations, legal compliance
    - Logistics department: adapt system for better SCM
    - Account managers from CropCo and TransCrop, analytics team leader from EnvoData: end user of the system to be improved
    - SAP consultant for EnvoData: previous implementation of SAP softwares
- **Activity 2**: Analyze the stakeholders on your list in terms of interest, influence, and level of participation in the project.

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

- **Activity 3**: Using the SAP Partner Finder locate and select a partner that could provide expert advice on managing various project issues.
    - Accenture
- **Activity 4**: Provide a brief explanation about why you chose this partner.
    - high competency in CRM, SCM and ERP to meet the core business needs of RenewAgra, and HCM to enable application of the new system within the group
    - global presence in the US, Brazil, Germany and India to facilitate implementation and provide expertise in local regulations
    - offers Accenture Sustainability Transformation to facilitate changes towards greener operations

3 Business Environment

- **Activity 1**: Briefly describe two of the business analysis tools mentioned in this course.
    - PESTLE: analyze external environment where the business operate in
    - SWOT: analyze strengths, weaknesses, opportunities and threats of the business to devise development strategies
- **Activity 2**: Use the PESTLE Analysis tool to analyze CropCo.
    - Political: India eliminated free trade barriers in agricultural production in 2020
    - Economic: Sugar demand is predicted to grow especially for ethanol production
    - Sociological: preference for sugar alternatives
    - Technological: Next-generation technologies bring fully automated systems (e.g., weeding robots); more efficient use of groundwater for irrigation

- o Legal: Food Allergy Safety, Treatment, Education, and Research ([FASTER](#)) Act: required disclosed sesame presence in the US
- o Environmental: increased control on fertilizer and pesticides use in [EU](#) but less strict rules in the [US](#)
- **Activity 3**: Use the PESTLE Analysis tool to analyze TransCrop.
  - o Political: Ukraine war increases imported crop demand in Europe
  - o Economic: trucking takes [80.7%](#) of US's freight bill in 2022; international shipping cost influenced by vulnerable global political and economic situation
  - o Sociological: increasing marketing and order management dependence on online platforms
  - o Technological: established GPS infrastructure in India and Brazil
  - o Legal: [US](#) Department of Transportation (DOT) and Environmental Protection Agency (EPA) etc.
  - o Environmental: emission regulations prefer alternatives of biodiesel or electrical vehicles
- **Activity 4**: Use the PESTLE Analysis tool to analyze EnvoData.
  - o Political: [Germany](#) approved EU's common agricultural policy (CAP) in 2022 funding sustainable and resilient farmers
  - o Economic: lowered economic stability influences farmers' willingness to invest in data services
  - o Sociological: varied farmers' ability to interpret and utilize data provided in different regions
  - o Technological: increasing AI applied data modeling in analytics and prediction
  - o Legal: EU GDPR
  - o Environmental: increasing demand of sustainability compliance relevant data

4 SAP Products and Solutions

- **Activity 1**: Identify four customer pain points and briefly explain how they could be remedied by an SAP solution.
  - o lack of **overview of business** due to incompatible data management system across 3 businesses: SAP HANA Suite integrates data management capabilities, ERP to streamline processes (Vistex Farm management solution)
  - o inefficient way to **contact farmer** (suppliers**)** and **high market volatility**: mobile applications to conduct and document procurement with communication channel with farmers, and to streamline plant reporting; SAP Analytics to analyze farms' data thoroughly and predict price/demand together with EnvoData, make procurement decisions based on statistics
  - o inefficient **logistics management**: mobile applications to automatically track truck location and allow ways inputs of status; adopt SAP Digital Supply Chain to manage logistics smartly
  - o incomprehensive **land analysis**: use SAP Analytics to integrate and analyze data from CropCo and drone, geospatial, IoT, and weather data

5 SAP Team Training Strategies

- **Activity 1**: Based on the case study, briefly describe three types of training that would be beneficial for your team on this project. Consider what might inspire confidence and trust for the customer, enhance team communication and collaboration, and improve knowledge of team standards for the project.
  - o overview training for everyone to understand the system logic: SAP Overview
  - o tool-specific training for staff going to work closely with SAP suite: SAP HANA, SAP Analytics, and SAP Digital Supply Chain for TransCrop
  - o technical training for IT staff to develop and maintain SAP tools: Technology Fundamentals of SAP S/4HANA and SAP Business Suite