

SAP Case Study Assignment: ASR Group

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Task 1. Select a Case Study for your Assignment

Customer Story: ASR Group

Customer profile

- Consumer Packaged Goods (CPG) industry
- World's largest refiner and marketer of cane sugar
- Annual sugar production capacity: 6 million tons
- Farms and operates in North America and Europe

Digital transformation impacts

- High accuracy in predicting freight costs to secure future sales contracts
- Maximized forecast efficiency without manual analysis

SAP solution technology areas

- SAP Business Technology Platform
- SAP Data Intelligence Cloud
- SAP Analytics Cloud

Case study material includes

- Key customer stakeholders insights
- Description of SAP Solution

Task 2. Understand the customer and industry context

Activity 1: Identify Business or Technology Trends in the Industry

Consumer Packaged Goods (CPG) Macro Trends:

1. Sustainability (circular economy in product life cycle, sustainable supply chain logics)
2. Machine learning (generate business insights, and guide selling)
3. Shifting demographics (rise of digital consumers, more concern about health)
4. Increasing world trade and centralization of production (Brazil is estimated to lead sugar export at 49% in 2031)

Sources:

1. [Supply Chain Logistics](#)
2. [Industry Road Map](#)
3. [The decade ahead: Trends that will shape the consumer goods industry](#)
4. [OECD-FAO Agricultural Outlook](#)

Activity 2: Identify Customer Motivations

In the ASR Group customer story, the customer's motivations are:

- Improving sales performance by increasing freight price forecast accuracy for better customer experience
- Improving logistics working efficiency by saving analytics time

Activity 3: Identify the Customer's Business Goals

In the ASR Group customer story, the customer's business goals are:

- Reduce time to access data (generate 2200 freight cost forecasts in seconds)
- Automate processes (automated predictive analytics without manual calculations)

- 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)

Activity 4: Identify Analysis Frameworks

- (a) To understand more about the customer's business goals in the ASR Group, I have selected **SWOT Analysis** and **systems thinking**.
- (b) I chose **SWOT Analysis** because it clearly evaluates the client's capabilities to approach the business goals, which further indicates areas to improve and next steps to take. With SWOT Analysis, I will find the strengths and underlying issues of the existing freight quote forecast system, potential solutions and the risks to consider. However, SWOT analysis does not identify the priority in different opportunities.
- (c) I chose **systems thinking** because it aims at finding the leverage point to the challenges. I think that it helps to prioritize the key issue with a thorough examination of the client's situation. However, the impact scope by changing the leveraging point and subsequent negative effects need to be evaluated.
- (d) SWOT Analysis

Strengths <ul style="list-style-type: none"> - Existing predictive algorithm - Team of logistics experts 	Weaknesses <ul style="list-style-type: none"> - Long calculation time - Insufficient input to the algorithm - Forecast within 30 days
Opportunities <ul style="list-style-type: none"> - Automated prediction process - More comprehensive algorithm with integrated data sources 	Threats <ul style="list-style-type: none"> - Layoffs and lowered morale - Cybersecurity

Task 3. Build your project team

Activity 1: Identify your role on the project team and why you have chosen it

I will be a functional consultant on the ASR SAP project team. I have chosen this role because I want to use my CPG industry and analytics experience to help the logistics team to improve the forecast efficiency and accuracy, and ultimately provide better customer quotes.

Activity 2: Describe the skills and expertise you'll bring

As a functional consultant I will work with the ASR team to understand how SAP can help them to digitize and improve the forecast system. This could involve understanding specifications, designing new processes and communicating product solutions with different stakeholders.

The key skills I will bring to the project are:

- Functional skills to understand the customer's business problems or pain points and how SAP and other technology could help solve them
- Domain expertise to understand the industry situation

- SAP software knowledge to suggest best fit solutions
- Collaboration skills and communication skills to ensure efficient and effective communication, and close teamwork towards a common goal

Activity 3: Identify the skill and expertise mix needed for the project

To deliver the ASR SAP implementation, the ideal project team would include the following roles and mix of expertise/skills:

- A **project manager** who would build a business case for the project, set up the schedule, help to develop the overall project plan, communicate with, and support the team, set up methods for tracking and reporting progress, determine priorities, budget, and monitor costs.
- An **architect** with process automation experience who would work on SAP Data Intelligence Cloud to automate the process
- A **domain expert** with supply chain management experience who would suggest improvement on the prediction algorithm and communicate with the client team on SMART (Specific, Measurable, Achievable, Relevant, and Time-Bound) specifications
- A few **technical consultants** to implement the system with the architect with SAP Analytics Cloud, SAP Business Technology Platform and evaluate the further improvement integrating SAP HANA

Activity 4: How the team will collaborate

The team will collaborate to deliver the ASR SAP implementation by:

- Planning the project including setting goals, scope, standards, roles and responsibilities within the project group
- Holding a kickoff meeting to align with the client team on the plan
- Identifying customer stakeholders and building effective relationships with them
- Working with customer stakeholders to explain possible solutions and approaches clearly and simply
- Providing functional or domain insights relevant to CPG industry to help the customer understand the proposed solutions or approaches
- The technical consultants will work closely with the functional consultant to translate functional specifications to technical specifications, and with the architect to implement the digital solution

Task 4: Develop an executive summary deck to present to the customer

Course 1_Project Submission Deck_VC.pdf

Task 5: Record your presentation to the customer