CUSTOMER JOURNEY ROADMAP

> ℹ️ High-level planning and preparation are done at the outset of a project. As a consultant, you may gather a client's business and technical input information. Gathering information doesn't have to be complicated; however, the information you collect must be accurate and precise. Using the provided scenario, you can find the pertinent information.
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> Projects may be complex and involve several stakeholders, each of whom has different roles and responsibilities.
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> Businesses exist in a dynamic environment that directly influences how they operate and whether they will achieve their objectives. Business environments are composed of numerous organizations and forces that affect operations. For example, the environment includes political, legal, economic, and technological factors.
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> Implementation has different starting points for each individual client. For example, client A may be new to SAP, while client B may still use a legacy SAP system, and client C may have a mature SAP landscape that you need to prepare to simplify and transform.
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> The project team must be brought on board, trained, and begin transition preparation and planning.
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> Use this template to outline your Customer Journey Roadmap Plan. We have completed the OVERVIEW section for you as an example. You will use elements of this plan in your customer presentation slide deck.

OVERVIEW (Example)

> ℹ️ *Briefly describe the goals and scope of the project.*

Since their establishment in 1932, East Canada Paper (ECP) has followed a traditional business model. They've experienced a decline in their news and magazine paper milling business. However, they've seen growth in heavy-duty paper industrial products. They expanded into recycling services in 1990 and invested in recycling technology in 2017 to capitalize on the demand for recycling. ECP maintains five international offices where print paper is still widely used. To capitalize on growth areas, ECP is moving away from traditional manufacturing and toward providing additional services in recycling and thermal capture energy production.
Immediate goals
- Address the following strategic challenges:
    - Respond to shifting product demands
    - Increase recycling while reducing its cost
    - Reduce oil and gas consumption

Long-term goals
- Five-year strategic plan:
    - Become a data-driven services firm
    - Reduce waste and increase recycling services
    - Develop a thermal capture energy production business

Business and Technical Requirements

> ℹ️ *Summarize business and technical requirements. Consider business processes, technology tools and applications, as-is and to-be states, and the questions you will ask.*

- Implementing SAP BTP with SAP S/4HANA for ECP.

Stakeholders and Partners

Stakeholder analysis can help gain the knowledge and support of key organizational players, achieve alignment among stakeholders on goals and plans, and address potential problem issues early in the project. You may categorize stakeholders in terms of their influence, interest, and level of participation in your project. Look for the needs and potential problem areas of different stakeholders. An SAP Partner can help by sharing expert advice on managing various project issues. You can locate partners using the SAP Partner Finder.

- Director, International Sales
- Director, Local Sales and Recycling
- Director, Paper and Industrial Products Manager, ECP Milling
- Manager, ECP Recycling
- Manager, ECP Waste Management

Business Environment

Early in the customer engagement process, you will consider the environment in which the business operates. For example, is the business environment highly regulated, or does the Canadian Environmental Protection Act (CEPA) exert significant control over environmental matters such as air and water pollution, waste management and toxic substances? Do they operate in an environment with little oversight? You might also focus on legal compliance in a highly regulated environment.

- Request info on ECA binding to existing Canadian laws.

SAP Products and Solutions

A customer will typically have one or more requirements. Some of the most common requirements are related to the client's need to buy, sell, ship, hire and pay. During customer engagement, the consultant's task is determining the main requirements and the capabilities needed for solutions. It is important that these solutions provide business value for the client. You may be able to find an existing solution in the SAP Cloud Appliance Library. The SAP Cloud Appliance Library allows you to set up a demo environment for an SAP product.

- New SAP and existing SAP for migrated products

SAP Team Training Strategies

Team members will need training, especially on new products. For example, team members may need to complete certifications for SAP products they will use on the project. The project training strategy provides team members with a learning path for acquiring the skills and knowledge needed to complete the project successfully.

- IT Team will be trained to use SAP.

Summary

Summarize your findings. Include action items, next steps and recommend activities to prepare for the design and analysis phase.

- Before the next Prepare phase, there is a need to have meetings with groups of stakeholders to get their viewpoints and concerns on this new change in the company