

Customer Journey Roadmap Presentation

SAP Intern, July 2023

Overview

RenewAgra is a large multi-national crop company focusing on growing cereals (primarily corn and wheat) and sugar (both sugar cane and sugar beets).

Business and Technical Requirements

Business requirements:

- Improved interconnectedness between the three businesses of CropCo, TransCrop, and EnvoData.
- Modernization of data management systems across all three businesses.
- Streamlined business processes to improve efficiency and reduce costs.
- Improved data analytics capabilities to support better decision-making.
- Better collaboration and communication between employees across the three businesses.

Stakeholders and Partners

- RenewAgra executives
- CropCo, TransCrop, and EnvoData business unit managers
- IT department representatives
- End-users of the systems

Business Environment

- **CropCo** operates in a highly regulated industry, and government policies and regulations significantly impact its operations. The government policies related to land use, farming practices, and subsidies affect CropCo's profitability.
- **TransCrop** operates in a highly regulated industry, and government policies and regulations significantly impact its operations. The government policies related to transportation, customs, and trade agreements can impact TransCrop's business operations.
- **EnvoData** operates in a highly regulated industry, and government policies and regulations significantly impact its operations. The government policies related to data privacy, cybersecurity, and intellectual property rights can impact EnvoData's business operations.

Products and Solutions

- **Poor Data Management:** Companies often struggle with data silos and scattered data, leading to inefficiencies and inaccurate reporting. An SAP solution such as SAP Master Data Governance can help centralize data and ensure consistency across different systems, improving data quality, and reducing errors.
- **Inefficient Supply Chain:** Businesses with complex supply chains may struggle with inventory management, procurement, and logistics. SAP Ariba provides a solution that can help streamline these processes, enabling businesses to optimize their supply chains, improve supplier relationships, and reduce costs.
- **Inability to Keep Up with Regulatory Changes:** Companies must comply with various regulations and standards, which can be time-consuming and challenging to keep up with. SAP Governance, Risk, and Compliance solutions can help businesses stay up to date with regulatory changes, automate compliance processes, and mitigate risks.
- **Lack of Visibility and Analytics:** Businesses need real-time visibility into their operations to make informed decisions. SAP Analytics Cloud provides a comprehensive analytics solution that can consolidate data from different systems, enabling businesses to gain insights and make data-driven decisions.

SAP Team Training Strategies

- **Technical Training:** Given the different data management systems used by the three businesses, technical training on SAP solutions and tools that will be used in the project will be essential. This training will ensure that the team is knowledgeable about the technology, which will enhance their confidence and trustworthiness for the customer.
- **Communication and Collaboration Training:** Effective communication and collaboration are critical for the success of any project. The team should receive training on tools and techniques that promote collaboration and improve communication, such as SAP Jam and SAP Project and Portfolio Management.
- **Project Management Training:** To ensure the project is delivered on time and within budget, the team should receive training on project management tools and methodologies. SAP Solution Manager can provide a comprehensive platform to manage project deliverables, quality, risks, and schedules. This training will help improve the team's knowledge of team standards, which will be essential for the success of the project.

Conclusion

SAP is able to help RenewAgra in these issues:

- A growing need for sustainable farm and land management.
- The risk and variability in global commodity prices caused by global environmental and political changes.
- A preference for sugar alternatives in food preparation and finding other markets for sugar.