SAP Customer Analysis Project

Royal Greenland

Intern, SAP Technology Consultant

Digital transformation context

Automate processes (catch registration, procurement, supply chain)
Reduce errors or waste (procurement data entry, optimize supply chain)
Business process improvement (optimize supply chain management, selling processes)
Meet compliance and regulatory reqts (catch registration, marine stewardship, quality control)
Improve customer engagement (sustainability cred)
Increase agility by shifting to mobile
Increase profits for fishers and company (simplify selling process)
Capture and analyze data to better inform business decisions and actions

Key Metrics

- # purchase orders shifted from paper to digital processing
- # fishers readily adopting mobile apps
- 0 training hours for fishers to use apps
- Time-to-market reduced by X%
- # hours saved in processing procurement transactions
- X% increase in supplier loyalty
- X% increase in market share/competitiveness
- X% decrease in data-entry errors

SAP BTP capabilities - open, flexible, extensible

Application Development

- Build cloud-native apps (mobile, web)
- Build user-friendly apps with high adoption rates (low training needs)
- Leverages no-code or code-first development tools

Integration

- Ease of integration between apps, third party and other systems e.g.,
  - SAP HANA® (analytics)
  - SAP ERP
  - SAP Supply Chain solution

Data & Analytics

- Capture and analyze data from catch registration, to processing, procurement
- Opportunities for further development e.g. utilize GPS data captured to track ships lost at sea

Artificial Intelligence (AI)

- Opportunities for further development (for example, training AI to recognize fish species through images or predicting best fishing locations?)

SAP end-to-end solution

SAP Business Technology Platform (SAP BTP)

- SAP Extension Suite used to develop both native mobile and web apps
- SAP BTP SDK iOS provides offline capabilities (apps can be used at sea without wifi), authentication, device registration, logging

Native mobile and web apps

- **Mobile** app – fishers use to submit catch registration, sign documents, validate sustainability certs)
- **iPad** app (procurement use to register more catch data e.g. texture, quality, weight, temperature, etc.)
- **Web** app (procurement approvals)

Data from apps integrates with

- SAP HANA® (analytics)
- SAP Integrated Business Planning for Supply Chain solution
- SAP ERP application for data processing and storage (e.g. procurement and financial data)

Source: https://www.sap.com/about/customer-stories.html?search=royal+greenland&pdf-asset=cefd462d-f67d-0010-bca6-c68f7e60039b&page=4

Solution design and development considerations

Computing Models

- End user interaction via apps, back-office processing
- Requires cloud and mobile computing elements

Architecture

- SAP BTP deployment model – private, public, hybrid, multi-cloud?
- Cloud environment integration with mobile apps and on-prem systems (e.g. SAP ERP)?
- Data – offline/batch or real time connectivity?

Operating Systems & Platforms

- Compatibility – SAP BTP unified solution environment

Data Analytics

- Data type and volume (e.g. images, e-signatures)
- Data custody, processing and storage requirements

Application Development

- Must be consumer-grade, fit for purpose
- Ease of use, fast user adoption
- Integration (e.g. 3rd-party services like GPS)

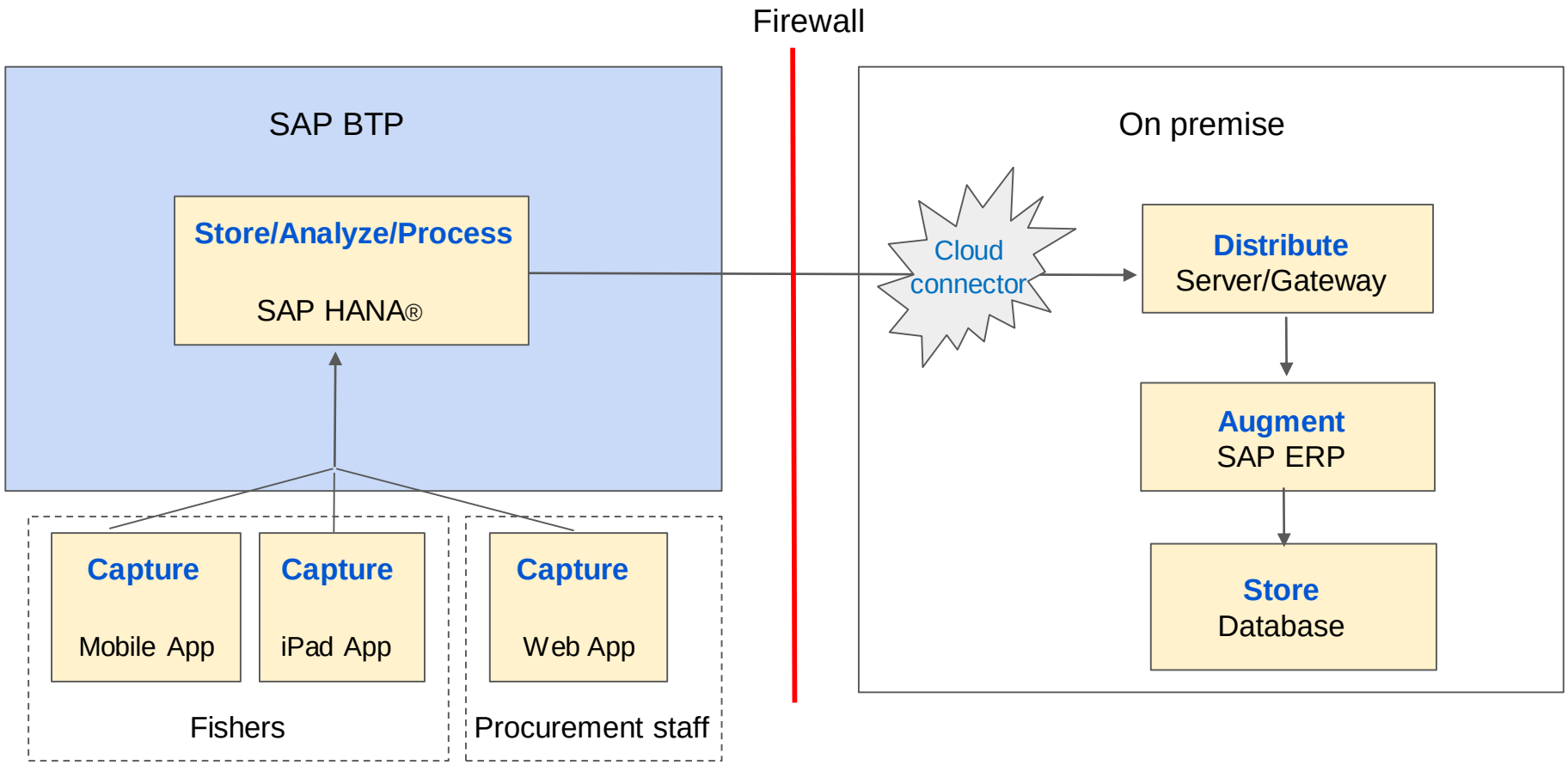
Programming Languages

- 'No-code' or code-first approach
- Development for web vs mobile vs cloud services

Security

- User access, authentication and authorisation
- Data custody and integrity across solution
- Data privacy and compliance

SAP solution data flow



SAP intelligent and sustainable enterprise

Implementing SAP BTP helps Royal Greenland demonstrate the quadruple bottom line:

People	Planet	Profit	Purpose
Ease of use of mobile and web apps no training requirements Better resource planning for procurement centers Increased supplier loyalty (easy-to-use apps, higher catch prices)	Support sustainable business model that helps protect sensitive marine environments Capture data to comply with national quotas and sustainability requirements, ensuring fish are ethically sourced	Improve profits to fishing communities (higher catch prices) Process savings, efficiencies (e.g. timely procurement resourcing, reduce data entry errors) Reduce time to market Increase competitiveness	Product tracing from sea to table (consumer choice for ethically sourced products) Support and invest in local fishing communities Promote sustainable fishing practices

Next Steps

- Agree final configuration and deployment approach
- Configure solution
- Prepare and execute solution testing
- Deploy and monitor solution
- Support operations and handover