

||CUSTOMER JOURNEY ROADMAP

i 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.

Projects may be complex and involve several stakeholders, each of whom has different roles and responsibilities.

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.

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.

The project team must be brought on board, trained, and begin transition preparation and planning.

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)

i Briefly describe the goals and scope of the project.

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 CropCo has been using a relatively outdated system for many years.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.

Business and Technical Requirements (Complete Task 1 Activities.)

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

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.

Technical requirements:

Integration of data management systems across CropCo, TransCrop, and EnvoData.

Implementation of modern data management systems across all three businesses.

Integration of logistics network to support employee interconnectedness.

Implementation of data analytics tools to support decision-making.

Implementation of collaboration and communication tools to support employee collaboration.

As-Is state questions:

What are the current data management systems being used by CropCo, TransCrop, and EnvoData?

How is data currently being managed and shared between the three businesses?

What are the current logistics processes being used by TransCrop, and how are they supporting employee interconnectedness?

What data analytics tools are currently being used by the three businesses?

What collaboration and communication tools are currently being used by the employees across the three businesses?

To-Be state questions:

What data management systems will be implemented across CropCo, TransCrop, and EnvoData?

How will data be managed and shared between the three businesses after the implementation of new systems?

How will the logistics network be integrated to support employee interconnectedness?

What data analytics tools will be implemented to support decision-making?

What collaboration and communication tools will be implemented to support employee collaboration?

By addressing these business and technical requirements, RenewAgra can improve its interconnectedness and modernization of its three businesses, leading to better efficiency, cost reduction, and improved decision-making capabilities.

Stakeholders and Partners (Complete Task 2 Activities.)

i 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.

Activity 1:

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

Activity 2:

Activity 2:			
Stakeholder	Interest	Influence	Level of Participation
RenewAgra executives	High	High	High
Business unit managers	High	Medium-High	High
IT department representatives	Medium-High	Medium-High	High
End-users	Medium	Low-Medium	Medium-Low

Activity 3:

Accenture partner is selected

Activity 4:

They could be a good choice due to their extensive experience in SAP implementation and project management. Accenture has a track record of successful implementations of SAP solutions across various industries and has a team of experts with in-depth knowledge of SAP products and services. They also have a global presence, which can be beneficial if your project involves multiple locations. Additionally, Accenture offers various services, including advisory, implementation, and support services, which can be tailored to meet your specific project requirements.

Business Environment (Complete Task 3 Activities.)

i 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 US Federal Drug Administration (FDA) exert significant control over the products? Do they operate in an environment with little oversight? You might also focus on legal compliance in a highly regulated environment.

Activity 1: Briefly describe two of the business analysis tools mentioned

SWOT Analysis: SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. This tool is used to identify the internal and external factors that can impact a business or project. The analysis involves identifying the organization's strengths and weaknesses and the opportunities and threats present in its external environment.

PESTLE Analysis: PESTLE stands for Political, Economic, Sociocultural, Technological, Legal, and Environmental factors. This tool is used to analyze the external factors that can impact a business. PESTLE analysis helps businesses to understand the macro-environmental factors that can impact their operations and strategies. By evaluating these factors, businesses can develop a better understanding of their opportunities and threats in the market.

Activity 2: PESTLE Analysis of CropCo

PESTLE analysis is a tool used to analyze the external factors that can impact a business. Here is an analysis of CropCo using the PESTLE framework:

Political: 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.

Economic: The agricultural sector is sensitive to changes in the economic environment. CropCo is vulnerable to fluctuations in commodity prices and currency exchange rates, which can impact its revenue and profitability.

Social: CropCo's operations impact the social environment in which it operates. The company must ensure that its farming practices are sustainable and environmentally friendly. CropCo may also need to respond to changing consumer preferences, such as a growing demand for organic and locally produced food.

Technological: Advances in technology can significantly impact CropCo's operations, such as the use of precision farming techniques, drones for crop monitoring, and automated harvesting machines. CropCo may need to invest in new technology to remain competitive and improve efficiency.

Legal: CropCo must comply with various legal requirements related to land use, farming practices, food safety, and labor regulations. Non-compliance can result in fines, legal action, and damage to the company's reputation.

Environmental: Climate change and environmental issues such as soil erosion, water scarcity, and pesticide use can impact CropCo's operations. CropCo must adopt sustainable farming practices and manage its environmental impact to maintain its social license to operate.

Activity 3: PESTLE Analysis of TransCrop

PESTLE analysis is a tool used to analyze the external factors that can impact a business. Here is an analysis of TransCrop using the PESTLE framework:

Political: 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.

Economic: TransCrop's operations are sensitive to changes in the economic environment. The company is vulnerable to fluctuations in exchange rates, fuel prices, and trade tariffs, which can impact its revenue and profitability.

Social: TransCrop's operations impact the social environment in which it operates. The company must ensure that it provides a safe and healthy work environment for its employees. TransCrop must also respond to changing consumer preferences and demands for sustainable and ethical transportation practices.

Technological: Advances in technology can significantly impact TransCrop's operations, such as the use of logistics management software, real-time tracking, and autonomous vehicles. TransCrop may need to invest in new technology to remain competitive and improve efficiency.

Legal: TransCrop must comply with various legal requirements related to transportation, customs, and labor regulations. Non-compliance can result in fines, legal action, and damage to the company's reputation.

Environmental: Climate change and environmental issues such as air and water pollution can impact TransCrop's operations. The company must adopt sustainable transportation practices and manage its environmental impact to maintain its social license to operate.

Activity 4: PESTLE Analysis of Envodata

PESTLE analysis is a tool used to analyze the external factors that can impact a business. Here is an analysis of EnvoData using the PESTLE framework:

Political: 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.

Economic: EnvoData's operations are sensitive to changes in the economic environment. The company is vulnerable to fluctuations in exchange rates, interest rates, and global economic conditions, which can impact its revenue and profitability.

Social: EnvoData's operations impact the social environment in which it operates. The company must ensure that its products and services are socially responsible and ethical. EnvoData may also need to respond to changing consumer preferences and demands for data privacy and security.

Technological: EnvoData operates in a rapidly evolving technological environment, and advances in technology significantly impact its operations. The company must stay up to date with the latest technology trends to remain competitive and improve efficiency.

Legal: EnvoData must comply with various legal requirements related to data privacy, cybersecurity, and intellectual property rights. Non-compliance can result in fines, legal action, and damage to the company's reputation.

Environmental: EnvoData's operations do not have a significant impact on the environment, but the company may need to adopt sustainable business practices and manage its environmental impact to maintain its social license to operate.

SAP Products and Solutions (Complete Task 4 Activities.)



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.

Activity 1:

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 (Complete Task 5 Activities.)

i 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.

Activity 1:

- **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.