Case Study Assignment TEMPLATE  
SAP Customer Analysis: Royal Greenland

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* Give your template copy a unique file name so that you can easily find it and upload it for submission later, for example, “Course 2\_Case Study Assignment\_SAP Customer Analysis\_YourInitials”.
* You can use this template as a shell to develop your case study assignment submission, or, if you prefer, as a working document.
* Completed examples are shown for each step to get you started and provide a guide for the expected response.
* If this template copy will become your final assignment document, don’t forget to delete the instruction sections in gray text and the highlighted starting point examples.
* Be sure to proofread your work so that it is ready to submit to the customer.]

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# Part 1: Review Royal Greenland customer story materials

[In this part of the assignment task you’ll prepare to join the Royal Greenland project. You’ll research the customer’s organization and technology landscape, using the customer story materials and other collateral provided to uncover the customer’s digital transformation goals. There are four activities to complete:

* Activity 1: Identify the key stakeholders and parties collaborating to deliver the Royal Greenland project and explain the role played by each.
* Activity 2: Identify the digital transformation goals that Royal Greenland wants to achieve by doing the project.
* Activity 3: Explain which digital transformation component (business model, business process, or organizational and cultural transformation) is most impacted in the Royal Greenland case. Give examples.
* Activity 4: Identify key metrics that could help demonstrate the value or success of the SAP implementation at Royal Greenland (for example, saving time, saving cost, reducing errors etc.)]

**Activity 1: Identify key stakeholders and explain their roles**

[Identify the key stakeholders and parties collaborating to deliver the Royal Greenland project and explain the role played by each. Starting point examples are given below. Use the example to help you determine and complete your response.]

My work:

**Key Stakeholders:**

1. [Stakeholder 1] (who …)]
2. [Stakeholder 2] (who …)]
3. [Stakeholder 3] (who …)]
4. [Stakeholder 4] (who …)]
5. [Stakeholder 5] (who …)]

**Prompts to help you think through and develop a complete response [Delete this section before assignment submission]**

1. SAP project team – can you name the key roles here?
2. SAP ecosystem partner – can you name the key areas of expertise and roles here?
3. Royal Greenland stakeholders – can you name which areas of the business must be involved?
4. Review the customer story materials to identify all remaining stakeholders – who else will be impacted by the proposed changes? Who has a stake in any decisions that will be made about designing and implementing the SAP solution and process changes?

**Activity 2: Identify digital transformation goals**

[In this activity you will identify the digital transformation goals or business outcomes that Royal Greenland wants to achieve by doing the project. A starting point example is given below. Use the example to help you determine and complete your response.]

My work:

Royal Greenland’s digital transformation goals are:

* [XXX]
* [XXX]
* [XXX]
* [XXX]
* [XXX]

**Prompts to help you think through and develop a complete response [Delete this section before assignment submission]**

Royal Greenland’s digital transformation goals are:

* **Automate processes** (catch registration, procurement, supply chain management processes)
* **Reduce errors or waste** (procurement data entry, optimize supply chain, etc.)
* [Digital transformation goal]
* [Digital transformation goal]
* [Digital transformation goal]
* [Digital transformation goal]

**Activity 3: Explain which digital transformation component is impacted**

[In this activity you will explain which digital transformation component is most impacted in the Royal Greenland case: business model transformation, business process transformation, or organizational and cultural transformation. Once you have identified the component, give an example of this impact in the Royal Greenland case. A starting point example is given below. Use the example to help you determine and complete your response.]

My work:

The following digital transformation component is impacted: [ ]. An example of this is…

**Prompts to help you think through and develop a complete response [Delete this section before assignment submission]**

Business process transformation is one of the digital transformation components impacted. An example is ?

Hint: To identify other digital transformation components that you believe are impacted, or choose an example, start from the project outcomes described in the customer story and then consider whether the business model, business processes, or organization was affected.

**Activity 4: Identify key metrics to demonstrate SAP solution value**

[In this activity you will identify key metrics that could help demonstrate the value or success of the SAP implementation at Royal Greenland (for example, saving time, saving cost, reducing errors, etc.). A starting point example is given below. Use the example to help you determine your response]

My work:

Key metrics that could demonstrate the value or success of the SAP implementation are:

* [XXX]
* [XXX]
* [XXX]

**Prompts to help you think through and develop a complete response [Delete this section before assignment submission]**

A key metric that could demonstrate the value or success of the SAP implementation is:

* 70,000 purchase orders processed digitally instead of on paper.
* Hint: To identify more key metrics, review the resources provided, particularly:
  + [Royal Greenland case study](https://www.sap.com/about/customer-stories.html?search=royal+greenland&pdf-asset=cefd462d-f67d-0010-bca6-c68f7e60039b&page=1) (pdf)
  + [Royal Greenland customer interviews](https://www.sap.com/about/customer-stories.html?search=sustainability&video=78e0da11-327e-0010-bca6-c68f7e60039b) (video)
  + [Royal Greenland customer story](https://www.sap.com/asset/dynamic/2022/8/4a0754fa-1ae0-4cc9-b198-c324f430465e.html) (web page article)

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# Part 2: Understand SAP BTP capabilities

[During the course, we introduced the SAP Business Technology Platform (SAP BTP) as an example of a Platform as a Solution or ‘PaaS’ product. We explained that BTP is designed to accelerate digital transformation by helping companies quickly, easily, and economically develop the exact application they need without investing in on-premises infrastructure (see Module 3 Lesson 2, Operating Systems and Platforms video). In this part of the assignment, you’ll refresh your understanding of SAP BTP capabilities using the provided resources, then complete these activities:

* Activity 1: What are the four (4) main technology capabilities or components of SAP BTP?
* Activity 2: Identify the SAP BTP capabilities Royal Greenland needs to achieve their digital transformation goals. How they are used in the solution described in the customer story?]

**Activity 1: Identify SAP BTP technology capabilities**

[What are the four (4) main technology capabilities or components of SAP BTP? A starting point example is given below. Use the example to help you determine and complete your response:]

My work:

**SAP BTP technology capabilities:**

* [...]
* [...]
* [...]
* [...]

**Example [Delete this section before assignment submission]**

**SAP BTP technology capabilities**

1. Application Development
2. Integration
3. Capability 3 – Review resources provided, particularly [SAP Learning – SAP BTP: Introduction](https://sapvideoa35699dc5.hana.ondemand.com/?entry_id=1_0aie7pm1)
4. Capability 4 – Review resources provided, particularly [SAP Learning – SAP BTP: Introduction](https://sapvideoa35699dc5.hana.ondemand.com/?entry_id=1_0aie7pm1)

**Activity 2: Identify the SAP BTP capabilities needed to achieve customer goals**

[In this activity you will name which of the SAP BTP capabilities you think Royal Greenland needs to achieve their digital transformation goals and how these capabilities will be used in the solution described in the customer story. Use the example to help you determine and complete your response]

My work:

Royal Greenland will utilize the following SAP BTP capabilities to achieve their digital transformation goals:

* [Capability 1], as this will….
* [Capability 2], as this will….
* [Capability 3], as this will….
* [Capability 4], as this will….

**Prompts to help you think through and develop a complete response [Delete this section before assignment submission]**

Royal Greenland will utilize the following SAP BTP capabilities to achieve their digital transformation goals:

* **Integration**, as this will provide the capability to integrate data from the apps with SAP HANA®, the supply chain solution (SAP Integrated Business Planning) and the SAP ERP application for further processing and storage of data.
* [Capability 2], as this will…
* [Capability 3], as this will…
* [Capability 4], as this will…

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# Part 3: Review the end-to-end SAP Solution

[In this part of the assignment, you’ll explore the SAP solution in more depth. Before you begin, refresh your understanding of the Royal Greenland landscape by reviewing the case study materials again. There are four activities to complete:

* Activity 1: Describe the end-to-end SAP solution
* Activity 2: Describe the key considerations for system design and development
* Activity 3: Draw a diagram to show how data flows through the solution
* Activity 4: Describe technology areas impacted by further development.]

**Activity 1: Describe the end-to-end SAP solution**

[Write a paragraph describing the key elements of the end-to-end SAP solution. Hint: Which parts of the solution are the ‘front-end’ or end-user facing? Which parts of the solution are the ‘back-end’ – the parts that manage systems, storage, and data? How does SAP BTP connect or integrate the front-end applications and the back-end systems to create the end-to-end solution? What kind of architecture is being used (for example, Private, Public, Hybrid, Multi-Cloud)? For a refresher on the elements of System Design and Development, see Course 2 Module 3. Use the example to help you determine and complete your response.]

My work:

The end solution has the following components:

* [... ]
* [... ]
* [... ]

**Prompts to help you think through and develop a complete response [Delete this section before assignment submission]**

The end-to-end solution has the following components:

* SAP Business Technology Platform (SAP BTP)
* SAP ….?... (for data analytics and processing)
* SAP……?……..Supply Chain solution
* Apps
  + App 1.…?
  + App 2.…?
  + App 3.…?
* SAP ERP application (which is used for…?)

**Activity 2: Describe considerations for system design and development**

[Describe the key system and design considerations for the project team as they build the end-to-end solution represented in the App Architecture diagram.Use the example to help you determine and complete your response. Hint: What do you think the project team will have to consider with respect to:

* Computing Models – for example, Compute Network Storage, OnPrem, Cloud?
* Architecture – for example, Private, Public, Hybrid, Multi-Cloud?
* Operating Systems and Platforms – for example, SAP BTP?
* Application Development – for example, Mobile, Web)?
* Programming languages – for example, what languages might be used to develop the different apps?
* Data analytics – for example, what kind of data will need to be captured and analyzed?
* Security – for example, consider which of the five information security layers will be impacted most by the proposed solution (environment, system, application, process, and organization)?]

My work:

The project team will need to consider the following when building the end-to-end solution:

* [System Design Development Element] – consider….
* [System Design Development Element] – consider….
* [System Design Development Element] – consider….
* [System Design Development Element] – consider….

**Prompts to help you think through and develop a complete response [Delete this section before assignment submission]**

The project team will need to consider the following when building the end-to-end solution:

* Computing Models – how do end user interaction and the data flow through the solution influence the computing model?
* Architecture – how will systems like SAP BTP be deployed?
* Operating Systems and Platforms – compatability across the solution?
* Application Development – data? end-user conditions?
* Programming languages – ?
* Data analytics – ?
* Security – users, data?

**Activity 3: Draw a diagram to show how data flows through solution**

[A simple flow diagram with descriptive labels is sufficient here; it does not need to be a full logical design. To develop your diagram, you can either:

* Use the Data Flow Diagram Template (follow the link provided on the course page to open a Google Slides document) as a starting point. In the template, you can match the data labels to the correct box and then identify the tool represented; or
* Draw the diagram free hand on paper; or
* Develop the diagram in a drawing app (e.g. MS Procreate).

Select, copy and paste your diagram slide, picture, or screenshot below so that it is included in your final Case Study Assignment document. In your diagram, show the linkages between how and where data is:

* Captured or Sourced (for example, through application(s)?)
* Analyzed (for example, analytics or business intelligence software?)
* Distributed (that is, where is data sent to – for example, other systems?)
* Augmented (that is, where more information or data is added to existing records)
* Stored (for example, database(s)?

Tip: to save time when completing Part 5, copy your diagram slide into your final Executive Summary deck to cover this activity in your findings summary.]

My work:

**Data flow through the solution**

[Insert your completed diagram here]

**Activity 4:** **Describe technology areas impacted by further solution development**

The Future Plans paragraph in the [Royal Greenland customer story](https://www.sap.com/asset/dynamic/2022/8/4a0754fa-1ae0-4cc9-b198-c324f430465e.html) (web page article) describes the scenarios Royal Greenland has for future development, including “building an e-commerce platform for buying fishing equipment and using apps to help authorities find boats that are lost at sea” and “innovating in the area of financial literacy, providing fishers with an overview of their finances as well as tools to help them set budgets and build savings”. Imagine that these potential projects are moving forward. As a technology consultant, part of your role is to help advise Royal Greenland on the use of information technology to meet the business objectives described in these scenarios.

My work:

The technology areas impacted by further development include:

* [XXX] – because….
* [XXX] – because….
* [XXX] – because….
* [XXX] – because….

**Prompts to help you think through and develop a complete response [Delete this section before assignment submission]**

Think about the data Royal Greenland is currently capturing through the applications described in the customer story. How else could that data be used? What other data could be captured? What other technology considerations might there be (security, integration, ……...?)

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# Part 4: Assess how the SAP solution supports digital transformation

[In this part of the assignment, we’ll look at the big picture – how does implementing the end-to-end SAP solution help Royal Greenland meet its digital transformation goals and become an intelligent and sustainable enterprise? Review the resources provided to refresh your understanding of what is meant by the term “intelligent, sustainable enterprise”. Then complete the activities:

* Activity 1: Describe how SAP BTP supports Royal Greenland’s digital transformation goals and its journey toward becoming an intelligent and sustainable enterprise.
* Activity 2: Identify the elements of the SAP project and solution that contribute to Royal Greenland’s Quadruple bottom line (People, Planet, Profit, and Purpose)]

**Activity 1: Describe how SAP BTP supports customer digital transformation goals**

[Write a short paragraph describing how implementing SAP BTP supports Royal Greenland’s digital transformation goals and its journey toward becoming an intelligent and sustainable enterprise. Use the example to help you determine and complete your response]

My work:

SAP BTP supports Royal Greenland’s digital transformation goals by:

* [...]
* [...]
* [...]

**Prompts to help you think through and develop a complete response [Delete this section before assignment submission]**

SAP BTP supports Royal Greenland’s digital transformation goals by:

* Providing a unified environment that simplifies app development….
* Hint: Go back to the digital transformation goals you identified in Part 1 and think about how SAP BTP enables each goal.

**Activity 2: Identify how the SAP solution contributes to the Quadruple bottom line**

[Identify the elements of the SAP project and solution that contribute to Royal Greenland’s Quadruple bottom line (People, Planet, Profit, and Purpose). Use the example to help you determine and complete your response]

My work:

| **People** | **Planet** | **Profit** | **Purpose** |
| --- | --- | --- | --- |
|  |  |  |  |

**Prompts to help you think through and develop a complete response [Delete this section before assignment submission]**

| **People** | **Planet** | **Profit** | **Purpose** |
| --- | --- | --- | --- |
| How are people impacted? What is easier or simpler for them? | Sustainable business model in sensitive marine environment  What else? | Think about savings along with other profits? | Support and invest in local fishing communities  What else? |

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