SAP case study scenario: RenewAgra

CUSTOMER JOURNEY ROADMAP

# 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).

RenewAgra consists of three businesses operating in the US, Brazil, Mexico, Germany, and India.

Its first business, **CropCo**, is a crop services business that services farmers. Services include planting, processing, and distribution of foodstuffs. CropCo’s operations are labor-intensive and seasonal. CropCo owns several large processing plants which process grains and sugars. CropCo operates in the US, Brazil, Mexico, and India.

Its second business, **TransCrop**, provides transportation and commodities trading for farmers. TransCrop transports and exports cereals, grains, sugar, and rice. The company owns trucks, ships, and railcars for this purpose. For commodities trading, they own a specialized trading system. The system enables them to make sophisticated calculations of transportation costs and monitor world commodity prices. TransCrop also operates in the US, Mexico, Brazil, and India.

The third business, **EnvoData**, focuses on selling data. EnvoData provides data to farmers using advanced monitoring technology. The retrieved data is used for predicting conditions that affect crop management. Data includes satellite imagery, field and crop rotation conditions, and real-time meteorology. EnvoData also has a research and development (R&D) division specializing in new ways of protecting crops. They also patent new technologies and sell them to partners who, in turn, produce the latest technologies under license. EnvoData is headquartered in Germany and has labs in Germany and the US.

**Business and Technical Requirements Summary for RenewAgra Project**

**Services provided by three businesses:**

**CropCo:**

Services: CropCo is involved in crop cultivation and management. It focuses on providing expertise in genetics, breeding, and growing conditions for various crops, with an emphasis on corn. CropCo is keen on optimizing the planting environment for healthy crop growth.

**TransCrop:**

Services: TransCrop operates an extensive logistical network that facilitates connectivity among remote employees. Its primary role is to manage and streamline the transportation and distribution processes within the agricultural supply chain.

**EnvoData:**

Services: EnvoData is the most technologically advanced among RenewAgra's businesses. It utilizes a full suite of SAP solutions, including SAP S/4Hana, SAP Analytics, and SAP Fiori UX. EnvoData focuses on data management, analytics, and the exploration of innovative technologies, such as drones and IoT, to enhance agricultural processes.

**Area of improvement by SAP for each business:**

**CropCo:**

Area for Improvement: Data Management and Integration

Reasoning: CropCo, currently relying on an outdated Excel-based system, could benefit significantly from an SAP Solution for data management and integration. Implementing SAP technology would provide a modern platform that enables efficient data tracking, analysis, and sharing among stakeholders. This would align with CropCo's immediate goal of replacing its Excel data management system.

**TransCrop:**

Area for Improvement: Logistics Optimization

Reasoning: TransCrop, managing an extensive logistical network, could improve its operations with SAP solutions tailored for logistics and supply chain management. Utilizing SAP's advanced tools, TransCrop can enhance route optimization, real-time tracking, and overall efficiency in transportation and distribution processes. This aligns with the goal of achieving interconnectedness and modernization.

**EnvoData:**

Area for Improvement: Mobile Data Access and Analytics

Reasoning: EnvoData, already equipped with advanced SAP solutions, could focus on improving mobile data access and analytics capabilities. This aligns with the long-term goal of providing a fully mobile data access and analytics platform for internal services and external customers. Enhancing mobility features would support real-time data access, contributing to sustainability and efficient decision-making.

**Two types of regulations that could differ from country to country or affect these businesses.**

**Trade Regulations:**

**Variability Across Countries:** Trade regulations, including tariffs, import/export restrictions, and customs procedures, can vary significantly from one country to another. RenewAgra's businesses, involved in the agricultural sector, would need to navigate and comply with diverse trade regulations when conducting cross-border operations. This includes adhering to specific rules governing the import and export of agricultural products in different countries.

**Environmental and Agricultural Standards:**

**Differences in Regulatory Requirements:** Agricultural practices and environmental standards often differ between countries due to variations in climate, soil conditions, and regulatory frameworks. RenewAgra's businesses, engaged in farming and related services, must adhere to diverse sets of regulations governing agricultural practices, pesticide use, and environmental sustainability. Compliance with these standards may require adjustments in operational processes based on the specific regulatory environment in each country of operation.

**Business Requirements:**

1. Unified Data Management:
   * Immediate Goal: Replace CropCo's outdated Excel data management system with a modern solution accessible to all three businesses.
   * Long-term Goal: Integrate data management across the entire company, establishing a "single source of truth" for consistent information.
2. Secure Collaboration for CropCo Engineers:
   * Immediate Goal: Provide a secure means for CropCo engineers to share data.
   * Long-term Goal: Maintain high-quality global data with secure access for internal services and external customers.
3. Mobile Data Access and Analytics Platform:
   * Long-term Goal: Enable fully mobile data access and analytics, facilitating real-time tracking for the company and its customers.
4. Exploration of Advanced Technologies:
   * Long-term Goal: Explore the use of drones for land analysis, local IoT connection, predictive analytics, and real-time condition monitoring.

**Technical Requirements:**

1. Replacement of CropCo Excel System:
   * Immediate Goal: Implement a solution to replace CropCo's outdated Excel system.
   * **Questions:** What are the specific functionalities required to replace CropCo's Excel system effectively?
2. Integration of Data Management:
   * Immediate Goal: Establish a unified data management system across the entire company.
   * Long-term Goal: Ensure seamless integration with SAP S/4Hana suite, SAP Analytics, and SAP Fiori UX.
   * **Questions:** How can the existing data management systems be effectively integrated into a cohesive system?
3. Security Measures:
   * Immediate Goal: Implement secure means for CropCo engineers to share data.
   * Long-term Goal: Ensure robust security measures for maintaining high-quality global data.
   * **Questions:** What security protocols are currently in place, and what enhancements are needed?
4. Mobile Access and Analytics:
   * Long-term Goal: Provide a fully mobile data access and analytics platform.
   * **Questions:** What are the specific requirements for mobile access, and how can analytics be optimized for mobile devices?
5. Advanced Technologies Implementation:
   * Long-term Goal: Explore the integration of drones, IoT, and predictive analytics.
   * **Questions:** What are the technical prerequisites and challenges in implementing advanced technologies?
6. Integration with SAP Solutions:
   * Long-term Goal: Ensure seamless integration with SAP Intelligent Agriculture and SAP Agricultural Contract Management.
   * **Questions:** How can the new system integrate with existing SAP solutions effectively?

## Stakeholders and Partners

## **key stakeholders include in the meetings and workshops with their interests, influence and level of participation in the project.**

1. **Executive Leadership Team:**
   * Interest: High
   * Influence: High
   * Participation: Strategic Decision-Making
   * Analysis: The executive leadership team has a high interest in the project's success as it aligns with the overall business strategy. They wield significant influence in making strategic decisions and allocating resources. Their participation is at a strategic level, focusing on the project's alignment with organizational goals.
2. **IT Department Representatives:**
   * Interest: High
   * Influence: Moderate to High
   * Participation: Technical Assessment and Implementation
   * Analysis: The IT department has a high interest in ensuring that the project aligns with IT strategy and is technically feasible. Their influence is crucial in assessing the compatibility with existing systems and infrastructure. They actively participate in technical assessments, implementation planning, and ensuring IT governance.
3. **Operations and Logistics Managers:**
   * Interest: High
   * Influence: Moderate
   * Participation: Operational Insights and Implementation
   * Analysis: Operations and logistics managers are highly interested in solutions that improve daily operations. While they may not have executive-level influence, their insights are valuable in identifying operational challenges. Their participation is vital during the implementation phase to ensure solutions meet operational needs.
4. **Regulatory Compliance Experts:**
   * Interest: High
   * Influence: Moderate
   * Participation: Regulatory Compliance Guidance
   * Analysis: Regulatory compliance experts are deeply interested in ensuring that the project adheres to international and local regulations. While they may not have direct influence on strategic decisions, their guidance is crucial for avoiding legal issues. They participate in providing insights into compliance requirements.

I’ll choose **PricewaterhouseCoopers (PwC) (www.pwc.com)** as the business partner to provide expert advice on managing various project issues. The reason I chose PWC is that

PwC is a global professional services firm known for its extensive expertise in various business domains, including project management. They often have a broad range of professionals with experience in diverse industries and can provide valuable insights into managing project issues effectively.

## Business Environment

* Two businesses analysis described in this course are SWOT and PESTLE analysis.

SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is a strategic planning tool that evaluates the internal factors (strengths and weaknesses) and external factors (opportunities and threats) affecting an organization.

PESTLE (Political, Economic, Social, Technological, Legal, Environmental) analysis is another strategic tool that focuses on the external macro-environmental factors influencing a business.

**PESTLE Analysis for CropCo:**

Political:

* Government regulations on agriculture policies
* Trade regulations affecting crop exports and imports

Economic:

* Market demand and supply for crops
* Economic conditions impacting farmers' purchasing power

Social:

* Consumer preferences and awareness of sustainable farming
* Demographic trends affecting food consumption patterns

Technological:

* Adoption of precision farming technologies
* Innovations in crop cultivation and harvesting methods

Legal:

* Compliance with agricultural and environmental regulations
* Intellectual property rights for genetically modified crops

Environmental:

* Impact of climate change on crop yields
* Sustainability practices and environmental conservation efforts

**PESTLE Analysis for TransCrop:**

Political:

* Government policies on transportation and logistics
* International trade agreements affecting cross-border transport

Economic:

* Economic stability impacting transportation costs
* Currency exchange rates affecting global trade

Social:

* Consumer demands for eco-friendly and sustainable transport
* Workforce demographics and labor market conditions

Technological:

* Advances in transportation technology and automation
* Integration of tracking systems for supply chain visibility

Legal:

* Compliance with transportation safety regulations
* International laws governing cross-border logistics

Environmental:

* Carbon footprint and environmental impact of transportation
* Adoption of green and sustainable transport practices

**PESTLE Analysis for EnvoData:**

Political:

* Government regulations on data privacy and cybersecurity
* Legislation related to environmental data management

Economic:

* Economic conditions affecting investments in environmental technologies
* Market demand for data analytics and environmental insights

Social:

* Public awareness and concerns about environmental issues
* Social attitudes toward companies promoting sustainable practices

Technological:

* Advances in data analytics and machine learning for environmental monitoring
* Integration of IoT devices for real-time data collection

Legal:

* Compliance with data protection laws (GDPR, etc.)
* Legal implications of environmental data reporting

Environmental:

* Impact of environmental factors on data collection and analysis
* Contribution of EnvoData to sustainability and environmental conservation

## SAP Products and Solutions

1. **Inefficient Procurement Process:**
   * Customer Pain Point: The customer struggles with a manual and time-consuming procurement process, leading to delays, errors, and increased costs.
   * SAP Solution: Implementing SAP Ariba, an intelligent procurement solution, streamlines the procurement lifecycle. It automates processes, enhances collaboration with suppliers, and provides real-time insights, reducing procurement cycle times and improving cost efficiency.
2. **Complex Sales Processes:**
   * Customer Pain Point: The client faces challenges in managing complex sales processes, including order processing, inventory tracking, and customer relationship management.
   * SAP Solution: SAP Sales Cloud offers end-to-end sales automation, from lead management to order fulfillment. It provides a centralized platform for sales teams, optimizing processes, improving customer engagement, and ensuring accurate order fulfillment.
3. **Logistics and Supply Chain Visibility:**
   * Customer Pain Point: Lack of real-time visibility into the supply chain and logistics operations hampers the customer's ability to track shipments, manage inventory, and respond to changing market demands.
   * SAP Solution: SAP Integrated Business Planning (IBP) enables comprehensive supply chain management. It provides real-time visibility, demand planning, and inventory optimization, allowing businesses to enhance logistics efficiency, reduce lead times, and improve overall supply chain responsiveness.
4. **Complex Payroll and HR Processes:**
   * Customer Pain Point: Tedious and error-prone manual processes for payroll and human resources management lead to compliance issues, inaccuracies, and employee dissatisfaction.
   * SAP Solution: SAP SuccessFactors, an integrated human capital management (HCM) solution, simplifies payroll, recruitment, and HR processes. It ensures compliance, enhances employee experience, and provides analytics for better workforce management, resulting in streamlined HR operations and improved employee satisfaction.

## SAP Team Training Strategies

1. **SAP Project Management Training:**
   * Objective: Enhancing the team's project management skills is crucial for effective program planning and stakeholder analysis. SAP Project Management training can provide insights into best practices, methodologies, and tools for managing SAP projects. This training will inspire confidence and trust for the customer by showcasing the team's commitment to delivering the project on time, within scope, and meeting customer expectations. It will also establish a common understanding of project management standards within the team, fostering better collaboration and communication.
2. **Stakeholder Engagement and Communication Training:**
   * Objective: Effective communication and stakeholder engagement are vital components of successful program setup and kickoff. Training focused on stakeholder analysis, communication strategies, and relationship management will empower the team to understand and meet the needs of various project stakeholders. This training will inspire confidence in the customer by demonstrating the team's ability to manage relationships effectively, ensuring that expectations are well-managed. Improved communication skills within the team will foster collaboration, reducing the risk of misunderstandings and enhancing overall project efficiency.
3. **SAP Solution-Specific Training:**
   * Objective: Depending on the specific SAP solutions involved in the project, providing solution-specific training is essential for building expertise within the team. This could include training on SAP modules, technologies, or tools relevant to the project scope. Such training will inspire confidence for the customer by showcasing the team's in-depth knowledge of SAP solutions and their ability to implement these solutions effectively. It will also set clear standards for the team's technical capabilities, ensuring that everyone is on the same page regarding the project's technology stack, methodologies, and best practices.