Cargill's Design Lead Fiori Journey
Chris Hein, SAP Manager, Cargill
Lance Whittaker, Agile Lead, Cargill
Naveen Rokkam, Director of Innovations, Mindset
SID # 83468

SAP SAPPHIRE**NOW** | **asUG**ANNUAL CONFERENCE

May 7 – 9, 2019

Key Outcomes/Objectives

1. Share our experience in Design Thinking

2. Show Application portfolios

3. Promote the discovery based User Experience

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About the Speakers

Christopher Hein

- Application Manager, Cargill
- SAP professional with 20 years experience across Operational and Information Technology Management. I work in the areas of logistics execution, Process Management, Plant Maintenance, and User Experience.
- I enjoy time with my family and every once in a while my family will have exciting Mario Cart tournaments.

Lance Whittaker

- Agile Lead & Senior Solution Analyst, Cargill
- Working with SAP as user and functional analyst for 18 years. Managed a warehouse facility and production operation for 8 years
- I was on a television trivia contest and won against 25 other contestant

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Agenda

- Introduction to Cargill's business
- Introduction to Mindset
- Cargill & Mindset Journey
- Digital Discovery – Approach & Outcome
- Onsite vs Remote Design Thinking Workshops
- Business areas ripe for transformation
- SAFe
- Word of caution
- Application portfolio

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Meet Cargill

We live in a world of…

| Changing consumer values | Advancing technologies | Geopolitical uncertainties | Information everywhere | Connected all the time |

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And expectations are headed one way: **UP**

In this rapidly changing world

we work with purpose

ASUG

Every day:

We serve customers in agriculture, food, financial and industrial, combining years of experience with fresh insights, new technologies and integrated solutions.

Customers in more than 125 countries

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Every day:

We connect farmers with markets, customers with ingredients, and people and animals with the food they need to *thrive*.

155,000 employees in 70 countries

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Every day:

We team up with diverse partners to solve some of the most significant challenges in food and agriculture.
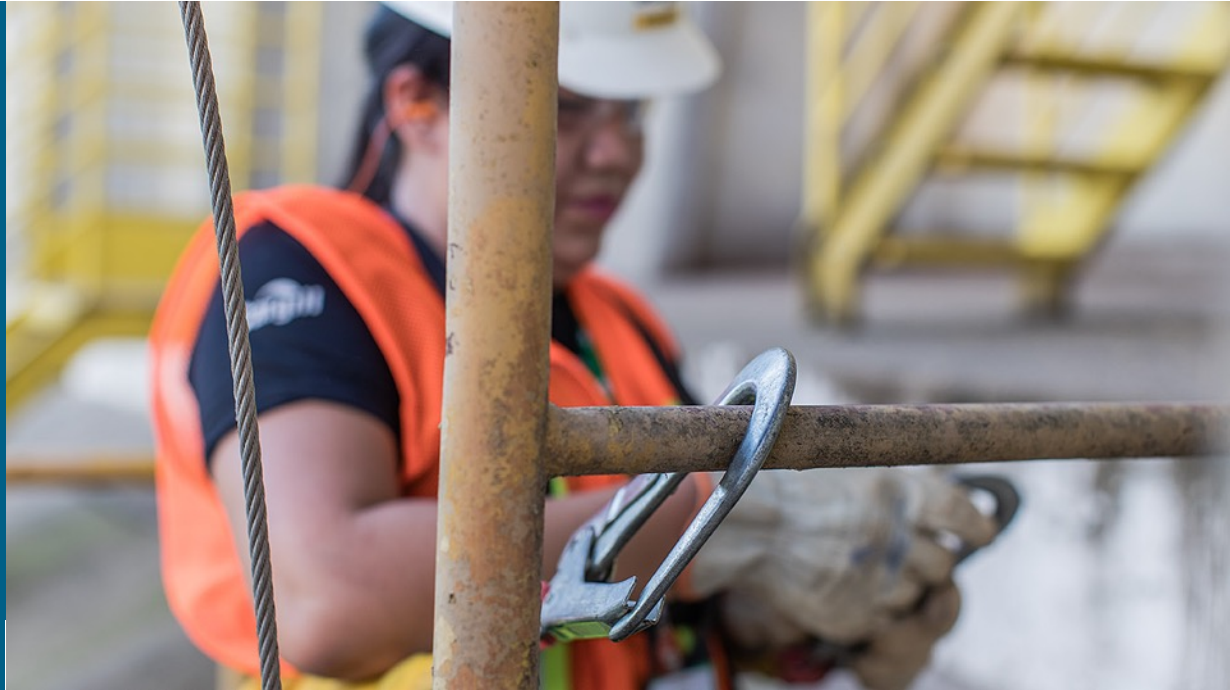
150+ years of experience

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OUR PURPOSE

Nourishing the world in a safe, responsible and sustainable way.

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OUR PURPOSE

Nourishing the world in a **safe**, responsible and sustainable way.

Safe: We have a long-standing commitment to safety – for our employees, and for the people and animals who consume our food and feed.

ASUG

Nourishing the world in a safe, **responsible** and sustainable way.

Responsible: We are united by a strong set of ethical beliefs – our Guiding Principles. In a world that changes every day, they are the foundation for all that we do.

ASUG

OUR PURPOSE

Nourishing the world in a safe, responsible and **sustainable** way.

Sustainable: Today's generation and tomorrow's both need a food system that works. We are building solutions to make that a reality.

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OUR VISION

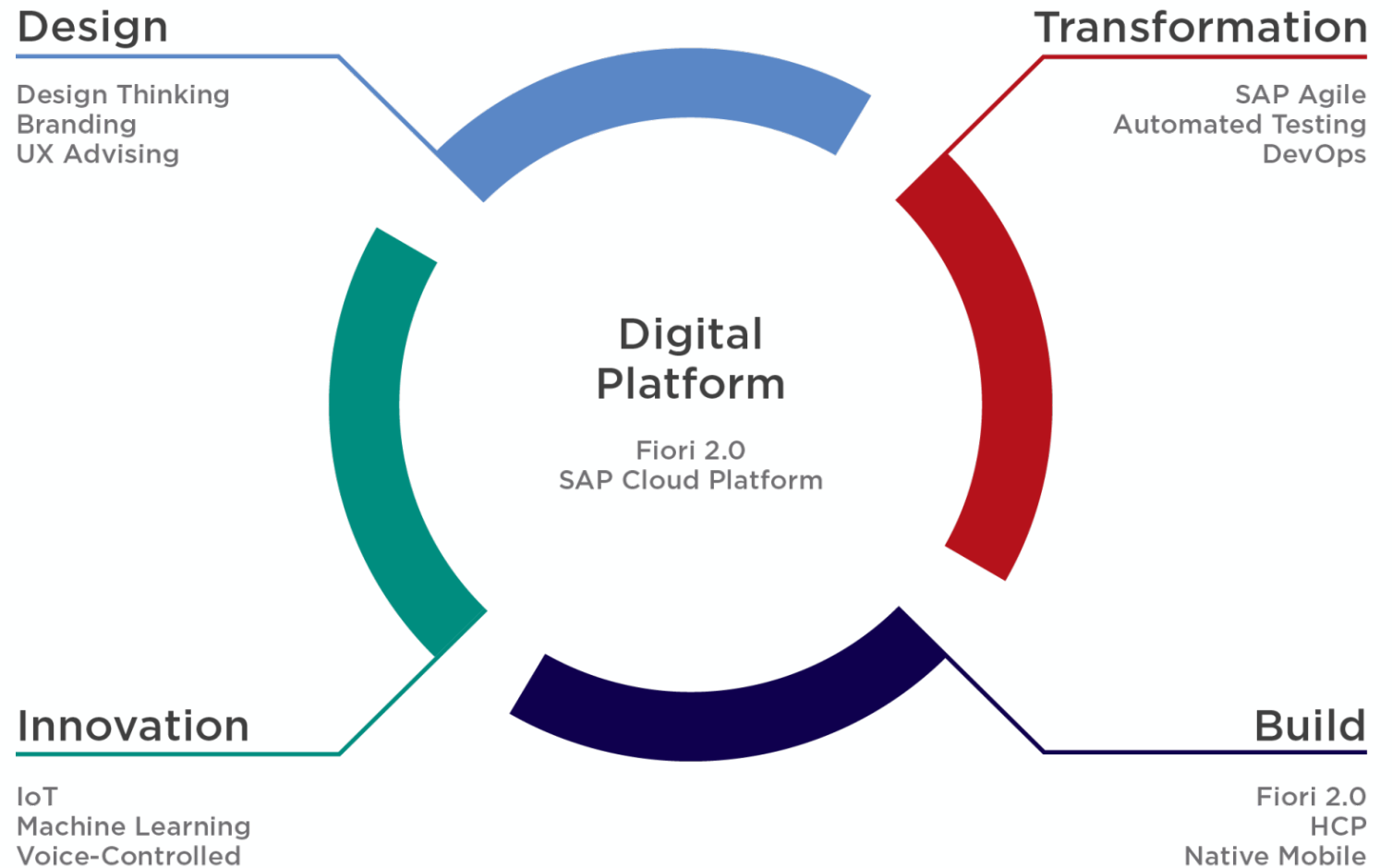Be the most trusted partner in food, agriculture and nutrition.

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OUR MISSION

At Mindset, our mission is to make employees lives measurably better at work. This is achieved by building remarkable new digital experiences and also by supplying the talent required for the digital enterprise on SAP.

UX / Design Thinking Focus
SAP Experts
Agile Approach
Fiori Delivery
Intelligent Enterprise

Mindset's Deep SAP Skills help Manage & Innovate the Enterprise

Design

Design Thinking
Branding
UX Advising

Transformation

SAP Agile
Automated Testing
DevOps

Digital Platform

Fiori 2.0
SAP Cloud Platform

Innovation

IoT
Machine Learning
Voice-Controlled

Build

Fiori 2.0
HCP
Native Mobile

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CARGILL & MINDSET JOURNEY

Beginning of Fiori Journey

Generalist Approach:
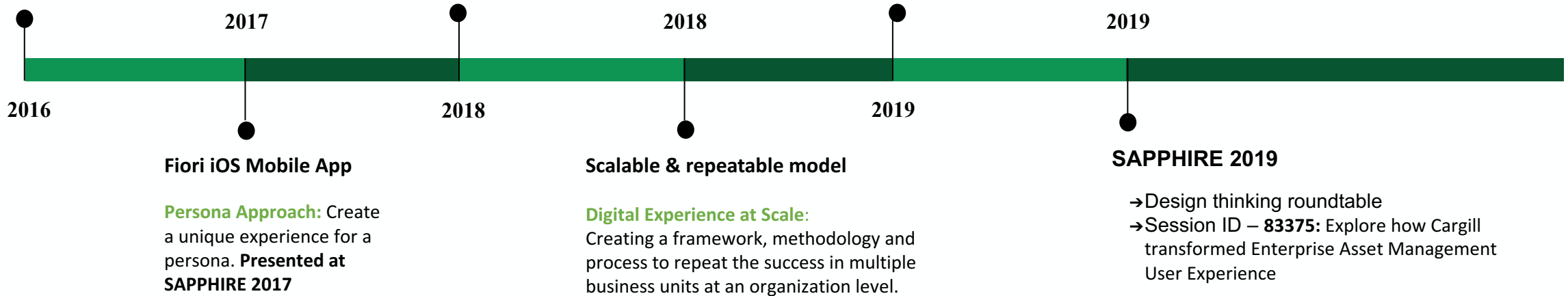Activate standard SAP Apps in Gateway and start figuring out if they work

Digital Discovery as a Process

A **new experiment** for rapid innovation and digitization. Creating personalized experiences in a single business unit

Creating Digital Experiences for the workforce of the future

ASUG – Minnesota:
20+ Fiori Apps across multiple business units, catering users in different geographic locations.

2017

2018

2019

2016

2018

2019

Fiori iOS Mobile App

Persona Approach: Create a unique experience for a persona. **Presented at SAPPHIRE 2017**

Scalable & repeatable model

Digital Experience at Scale:
Creating a framework, methodology and process to repeat the success in multiple business units at an organization level.

SAPPHIRE 2019

➔Design thinking roundtable
➔Session ID – **83375:** Explore how Cargill transformed Enterprise Asset Management User Experience

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DIGITAL SOLUTIONS FOR INTELLIGENT ENTERPRISE

Problem Statement

Today's organizations find it challenging to define their future state of intelligent enterprise with the technology of today. Adding to the complexity is the need to accelerate innovation cycles and strengthen the core business.

Discovery Services

A new approach based on the principles of design thinking to discover the use cases which are ripe for innovation and enable organizations re-imagine their business processes. Transform the activities in the business process into a **journey map**. Identify the personas with highest ROI leveraging innovation technologies like - Machine Learning, Chatbots, Conversational AI, Co-Pilot, IoT, Analytics.

Innovation Services

Define, develop and deliver MVP for Innovation use cases identified in the discovery phase. Lower the barriers for entry in the space for innovation with rapid innovation cycles and reduce the time between idea and realization phase.
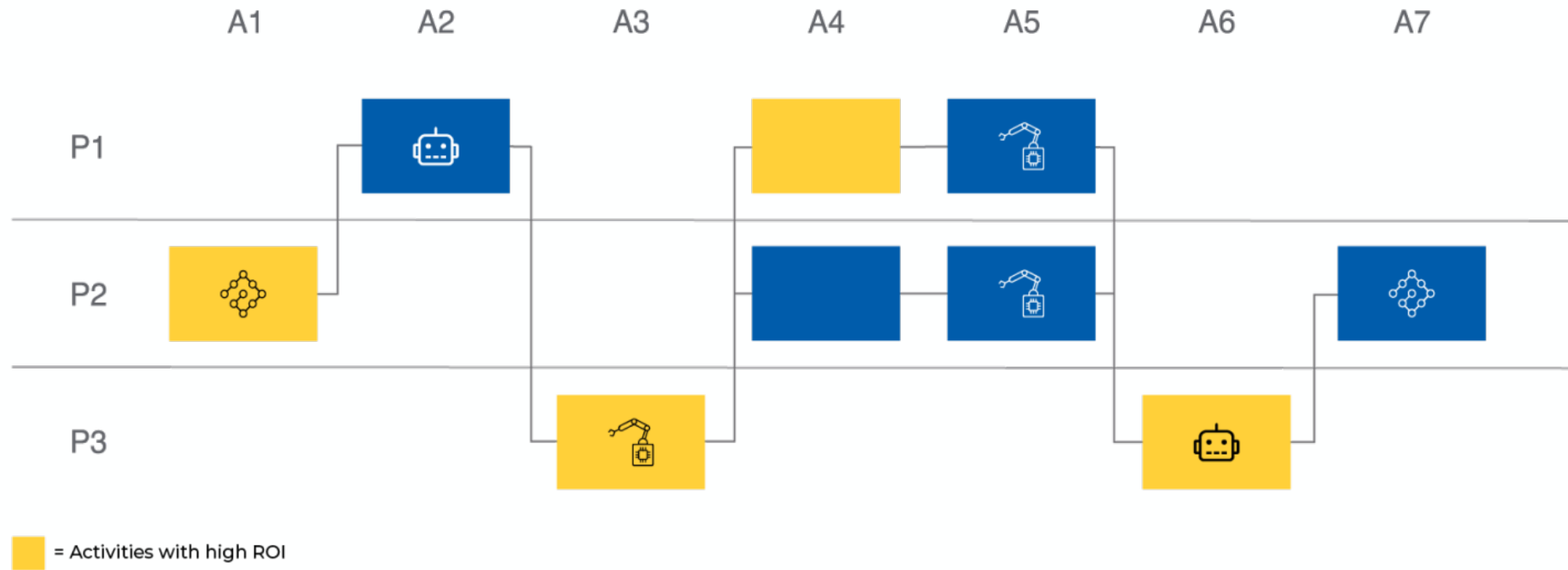
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THE APPROACH
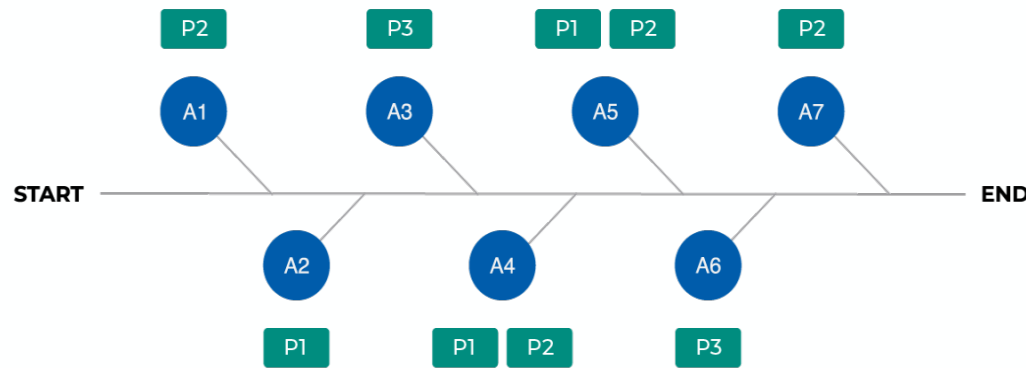
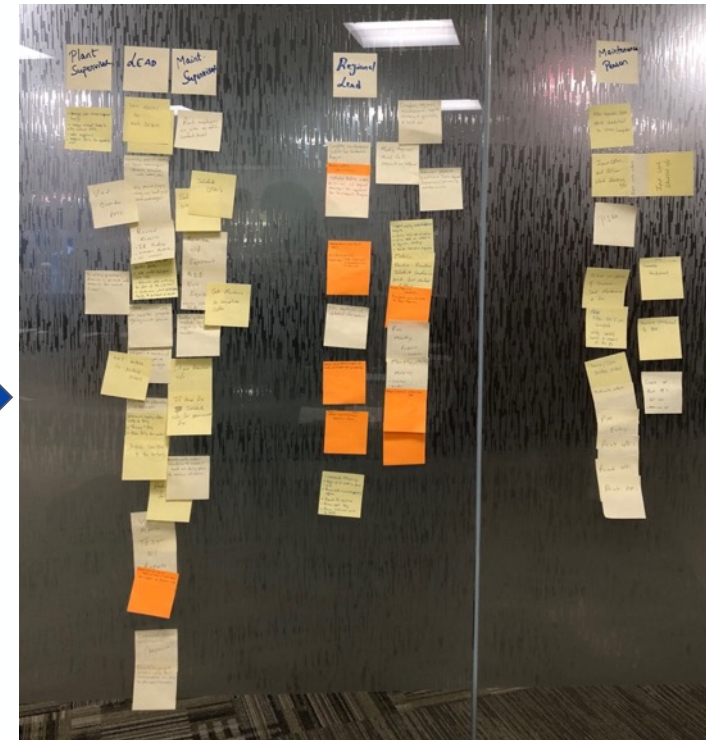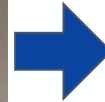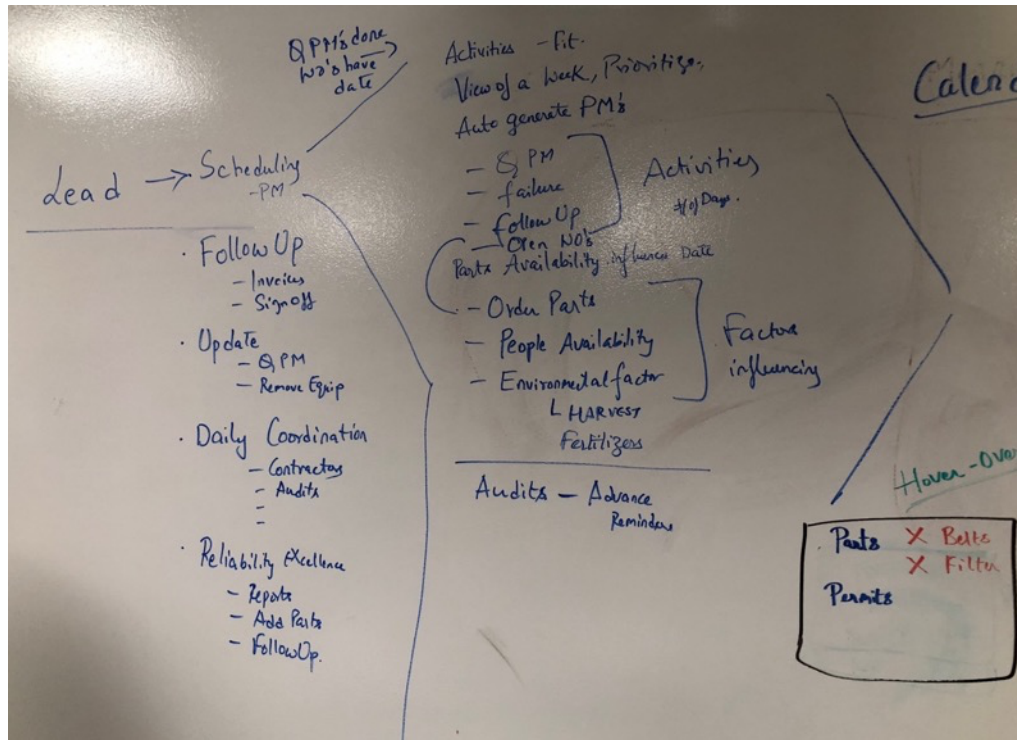Observe the activities accounting toward an End to End Business Process in an Organization

Transforming into a Journey Map with Users. Identify the Persona with biggest Impact

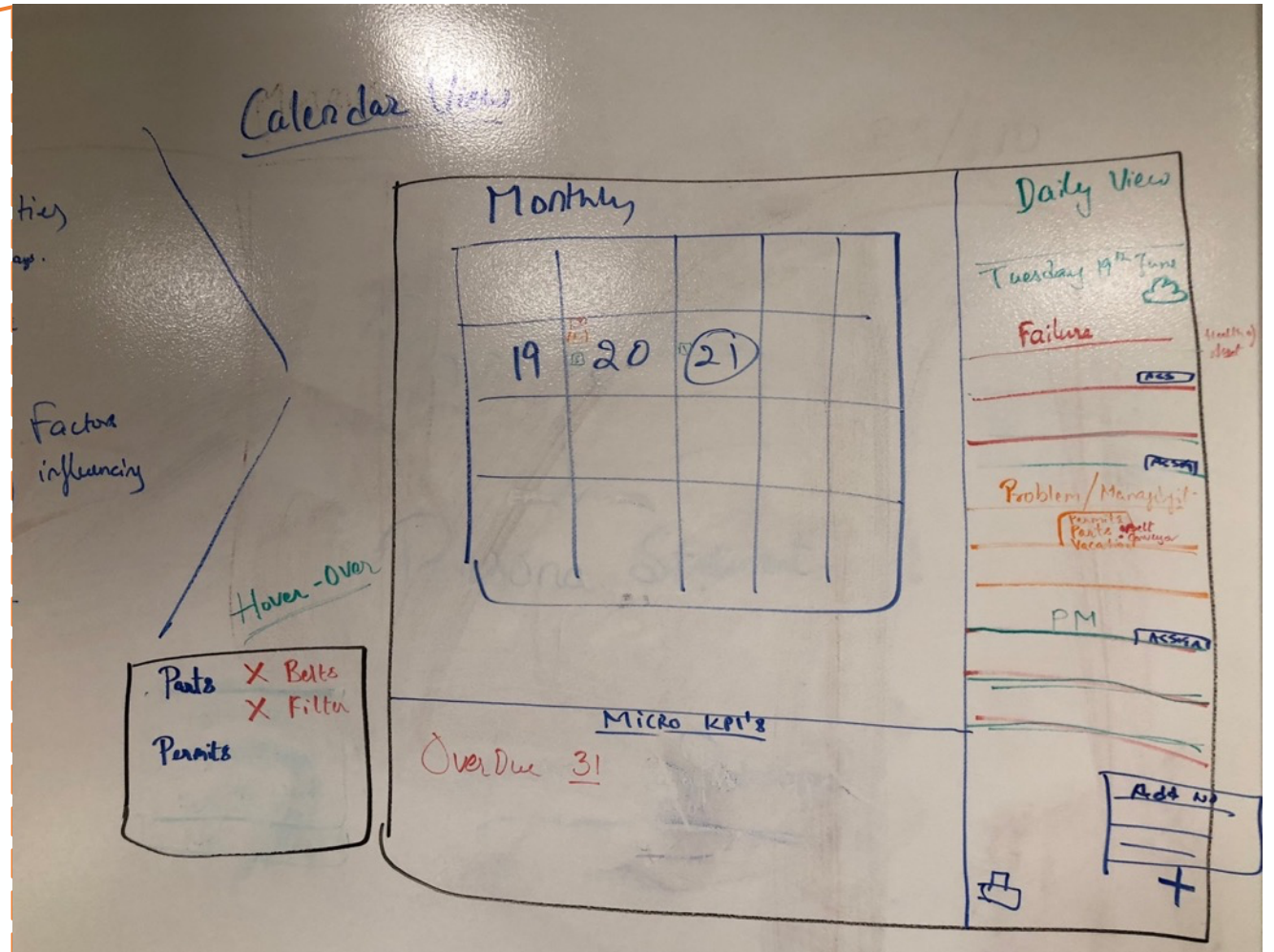■ = Activities with high ROI

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THE OUTCOME

= Activities with high ROI

Discovery Process

Ideation on MVP

Quality Management - Discovery
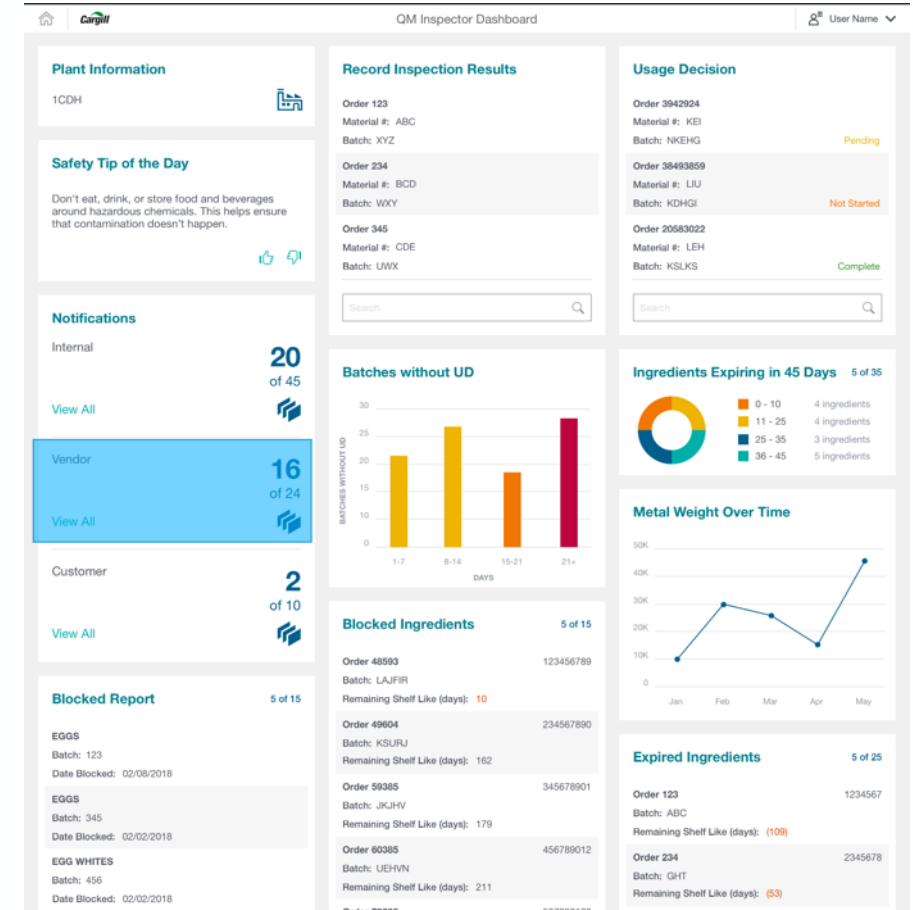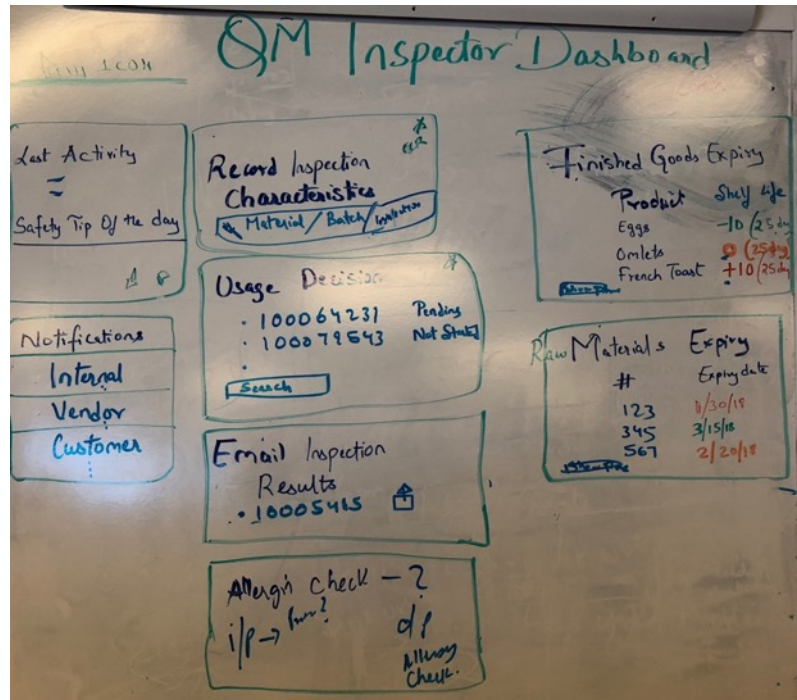
Plant Activities - Discovery
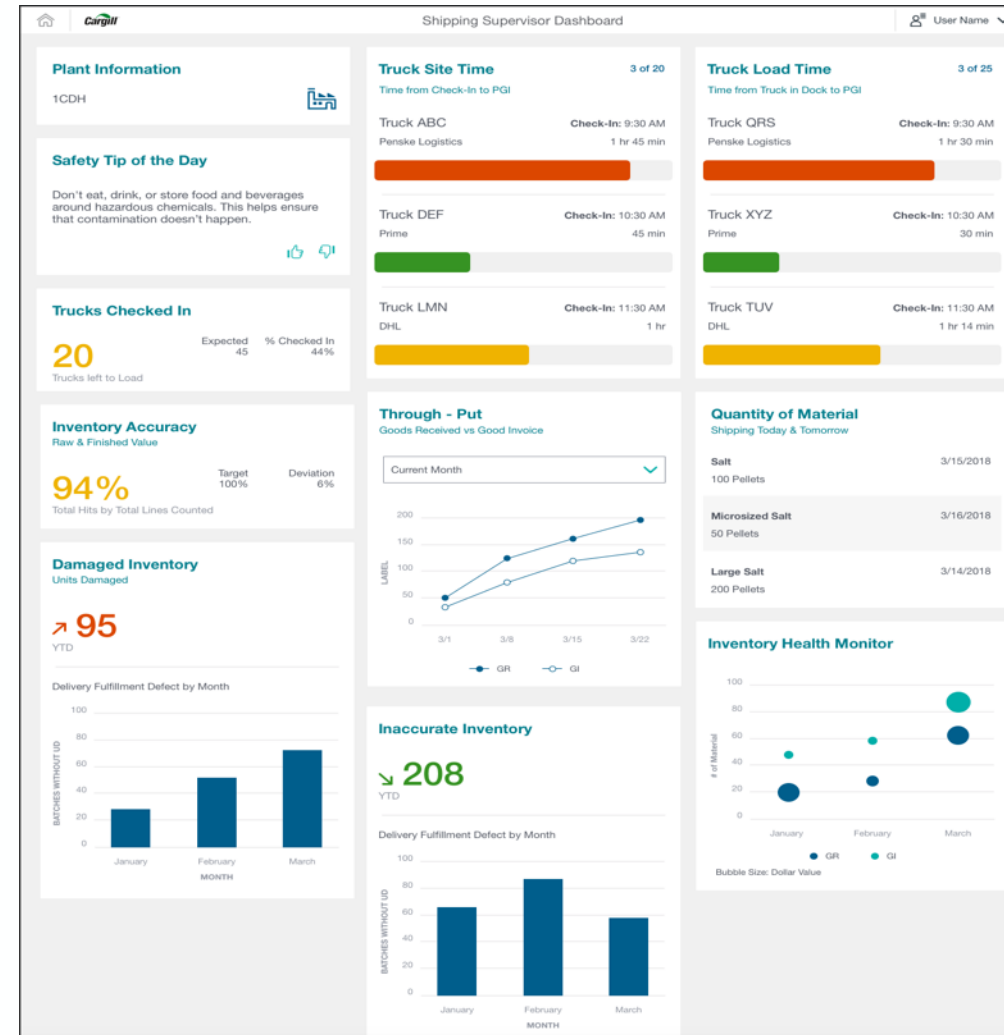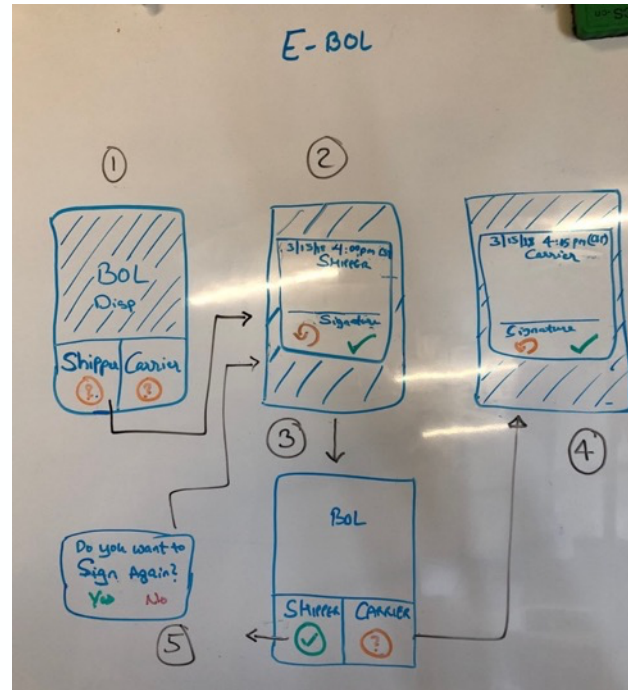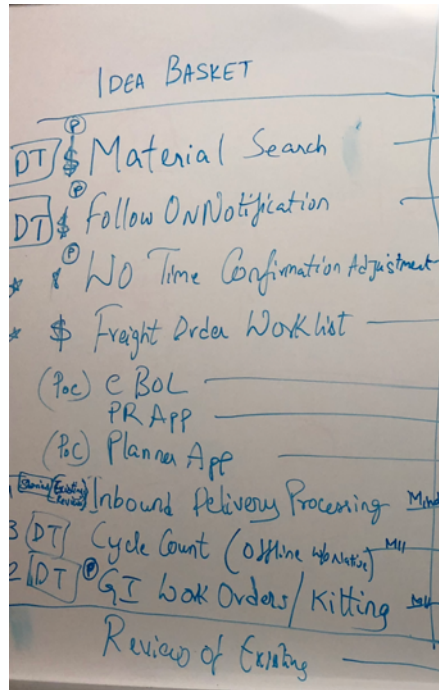
Onsite Design Thinking Workshops

- Establishing **Empathy** with the users
- Direct **In person** contact
- **First hand experience** of their environments

- **Cost**
- Scheduling alignment challenges

Total Apps: 15 - 20
Sites: 5 - 10
Team Sizes: 5 - 20

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Remote Design Thinking Workshops

- **$ Cost $**
- **Flexibility** of Scheduling

- **No Empathy**
- **Hard** to visualize the end process
- **No dedicated** end-user engagement

Total Apps: 1- 5
Sessions: 2-5
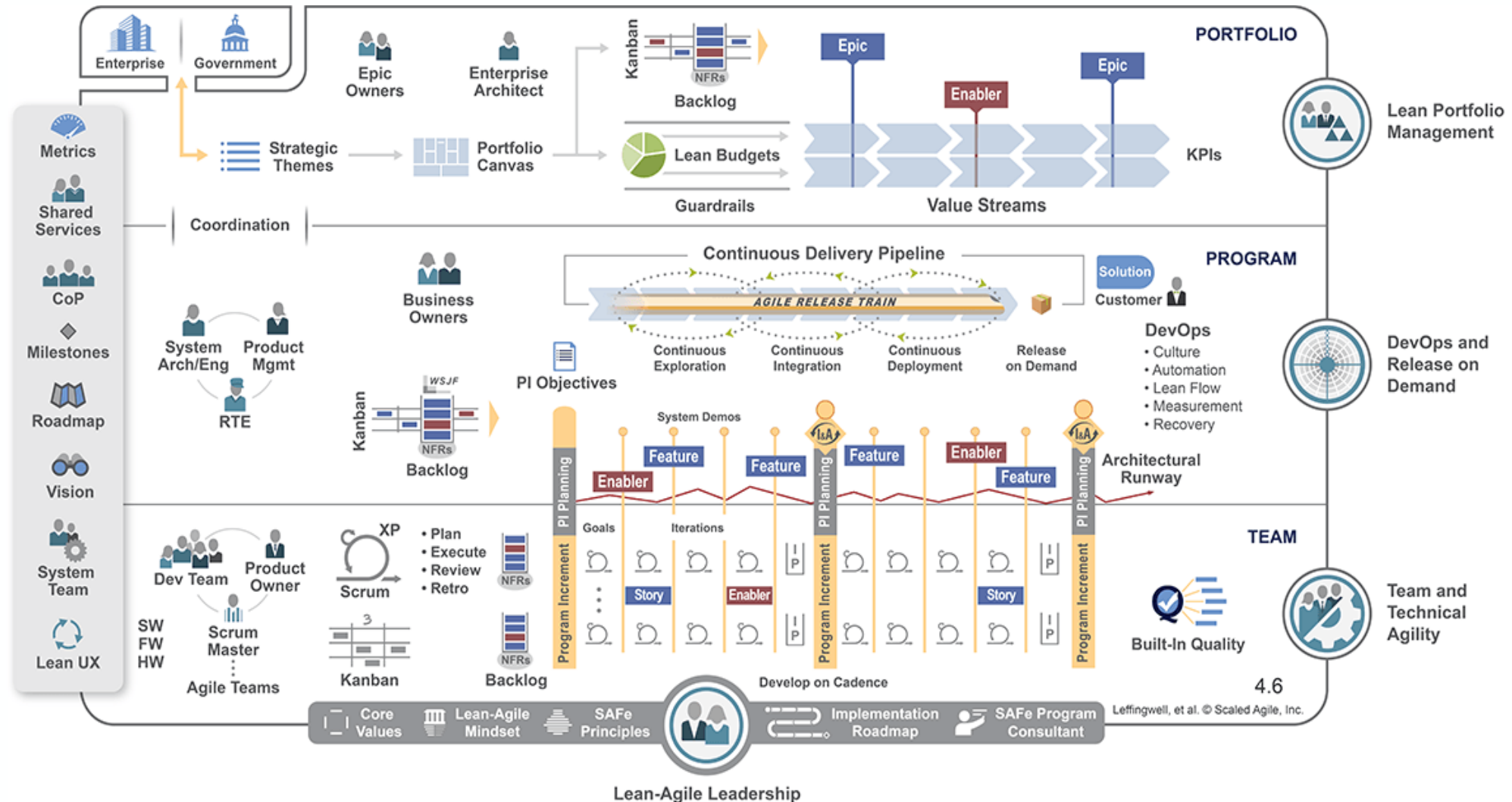**Team Sizes: 5 - 10**

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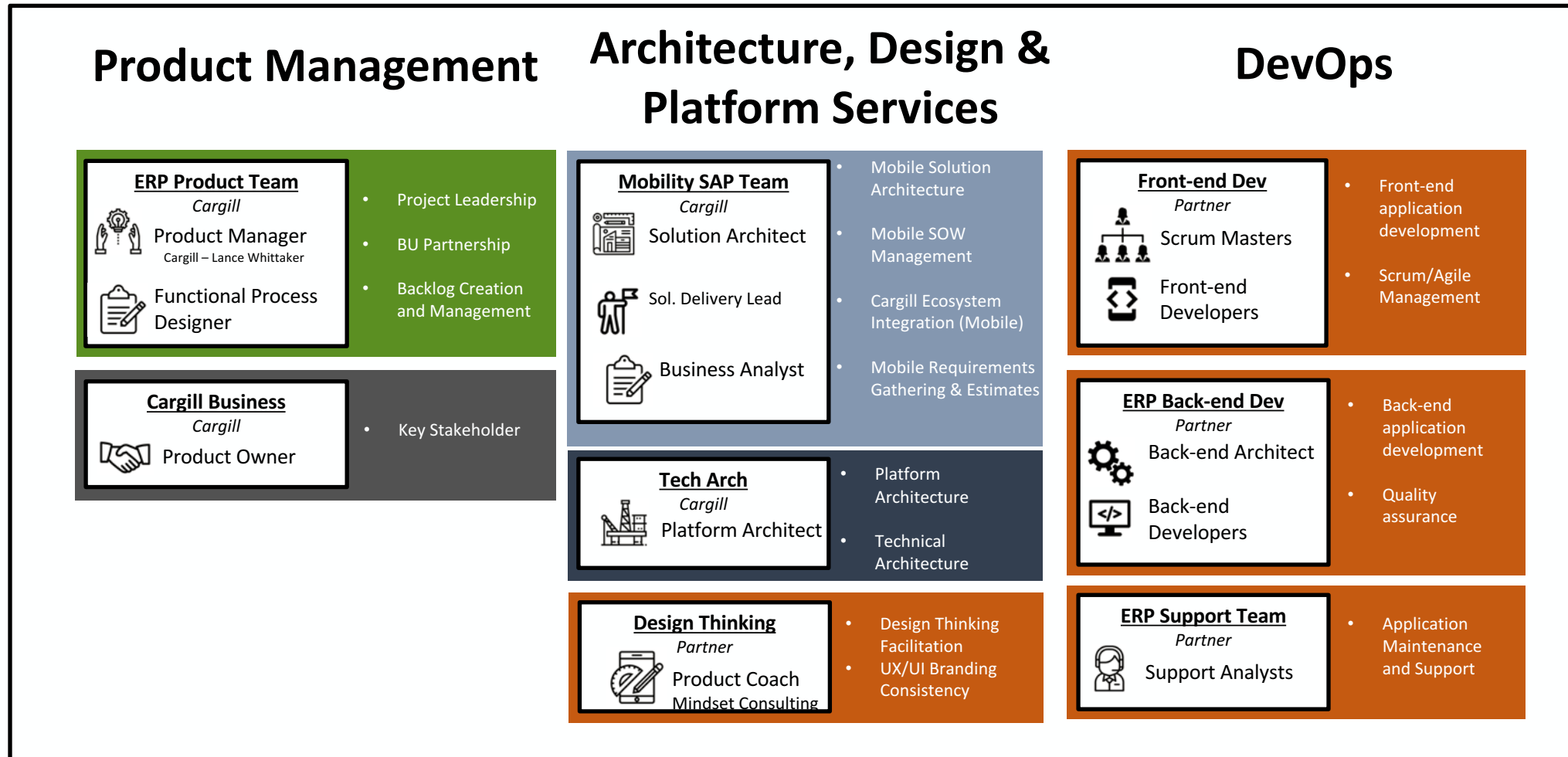# Business Areas Considered for Specific Transformation Work

- Plant Maintenance

- Quality Management

- Shipment Execution

- Sales Applications

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SAFe

Fiori App Factory Team

Product Management

ERP Product Team
Cargill

Product Manager
Cargill – Lance Whittaker

Functional Process Designer

- Project Leadership
- BU Partnership
- Backlog Creation and Management

Cargill Business
Cargill

Product Owner

- Key Stakeholder

Architecture, Design & Platform Services

Mobility SAP Team
Cargill

Solution Architect

Sol. Delivery Lead

Business Analyst

- Mobile Solution Architecture
- Mobile SOW Management
- Cargill Ecosystem Integration (Mobile)
- Mobile Requirements Gathering & Estimates

Tech Arch
Cargill

Platform Architect

- Platform Architecture
- Technical Architecture

Design Thinking
Partner

Product Coach Mindset Consulting

- Design Thinking Facilitation
- UX/UI Branding Consistency

DevOps

Front-end Dev
Partner

Scrum Masters

Front-end Developers

- Front-end application development
- Scrum/Agile Management

ERP Back-end Dev
Partner

Back-end Architect

Back-end Developers

- Back-end application development
- Quality assurance

ERP Support Team
Partner

Support Analysts

- Application Maintenance and Support

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WORD OF CAUTION

Digital Discovery

Build

Security

Basis

Charm

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APPLICATION PORTFOLIO - Demo

- Create Notification

- Worklist App - Custom experience

- Ebol - Interactive Experience

- AHM - AWS + Big Data + Modern Architecture & Web Platforms

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Contact Us

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MINDSET DESIGN LAB + member of the SAP AppHaus network

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Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:
http://info.asug.com/2019-ac-slides

Q&A

For questions after this session, contact us at Chris_Hein@cargill.com, Lance_Whittaker@cargill.com, and Naveen@mindsetconsulting.com.

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