Value Creation in the Digital Agribusiness Network

Executive Overview
March 2020
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Agenda

Global trends
SAP strategy – announcing the Intelligent Enterprise
SAP’s approach to the Agribusiness
SAP Agribusiness solutions
Customer Success
S/4HANA for Agribusinesses – a step towards the Intelligent Enterprise
Solution Innovations
Summary
Global trends
By 2050 the world population will **approach 10 billion people**. By 2022, the **population of India will surpass that of China**, and both countries will have over 2.7 billion people.

*Source: United Nations, World Population Prospects*
Until 2050 **worldwide agricultural output needs to double** to feed the growing population and to meet the demand for higher-value foods.

Source: Food and Agriculture Organization (FAO) of the United Nations
Global meat production has doubled between 1977 and 2001 and increased 5x over the last half-century. Moreover, until 2030 it is expected to grow to a level 10x higher than 1950.

Food and Agriculture Organization (FAO) of the United Nations; UNwater.org
Agricultural Production depends on natural resources: It uses 55% of non-forest land, 80% of total freshwater, 30% of fossil fuels. With growing population calling for a steep increase of global food production, to address food security, existing agricultural practices need to become more sustainable.

Sources: The Worldbank; Food and Agriculture Organization (FAO) of the United Nations
The food supply chain’s banquet of risks: Product recalls, quality issues, tougher regulations, new industry standards, rising costs: The industry must adopt a “culture of quality”.

Source: The Supply Chain Brain
New Opportunities from Changing Demand: Consumer are increasingly willing to pay a premium for ensured food traceability, and certified food quality and safety

Source: European Federation of Food Science and Technology
By 2025 grocery e-commerce will grow to 9% of the market and be worth $150 billion worldwide. “With new entrants such as Amazon expanding rapidly, the industry is facing a shake-up.”

Source: digitalcommerce360, Kantar Worldpanel
To meet these challenges, farmers, agribusinesses and food companies are turning to Digitization to enable the next agribusiness and food supply chain revolution.
SAP strategy – announcing the Intelligent Enterprise
The Digital Era is evolving into The Intelligence Era

**Mainframe & PCs**  
1960s – 1980s

**Client Server & Internet**  
1990s - 2000s

**Cloud, Mobile & Big Data**  
2000s - 2010s

**Intelligent Technologies**  
2010s - 2020s

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**ENABLING TECHNOLOGIES**

- Transistors & silicon revolution
- Large scale Mainframe Computing adoption
- Emergence of PC’s
- Plant floor automation

- Widespread PC adoption
- Broadband Internet
- ERP and business process technologies

- Mobile & Smartphone ubiquity
- Cloud Computing
- Social Networks
- Big Data

- Machine learning (ML) and artificial intelligence (AI)
- Internet of things (IoT) and distributed computing
- Blockchain

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**CUSTOMER VALUE CREATION**

**Industrial Automation**  
**Business Process Automation**  
**Digital Transformation**  
**Intelligent Enterprise**
Intelligent enterprises elevate employees to focus on higher-value tasks
THE INTELLIGENT ENTERPRISE features 3 KEY COMPONENTS:
Intelligent Suite: Deliver intelligence across value chains

Integration | Business Objects | Master Data | Orchestration

25 Industries | 200+ Countries
Applications that deliver **intelligence within core business processes** (such as intelligent ERP, intelligent HR)

A **toolbox of intelligent technologies** (IoT, AI/ML, and analytics), microservices, and data management tools that will be available over SAP Cloud Platform to deliver intelligence out of the box as well as through co-innovation

Universal analytics and SAP Digital Boardroom solution connecting the enterprise for the CXO

Innovation services combining **design-thinking and industry accelerators** to help ensure customers derive value from innovative new technologies quickly and with reduced risk
Digital Platform unlocks data-driven intelligence and innovation

Unified data management to capture real-time value from different types of data

Next generation data management expands SAP HANA in-memory database to address structured and unstructured data use cases and external data

SAP HANA powers SAP Applications as the foundation of high performance data warehousing and analytics

Data Hub provides data orchestration and meta data management across heterogeneous data sources

Platform for extending the business processes of the integrated applications and enable new innovations

Delivering deep data and process integrations through APIs and microservices

Best-in-class digital platform for new app development, extensions, and integration

Marketplace for ecosystem to build new innovations leveraging APIs and Business Services
SAP’s approach to the Agribusiness
# Farm to Consumer Agribusiness Value Chain

<table>
<thead>
<tr>
<th>Provision of Input</th>
<th>Agricultural Production and Farming</th>
<th>Origination and Trading</th>
<th>Commodity Processing</th>
<th>Food Manufacturing and Packaging</th>
<th>Retail</th>
<th>Consumer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seed, fertilizer, and crop protection</td>
<td>Farm equipment</td>
<td>Soft commodities: Grain, coffee, cocoa, sugarcane, oilseeds</td>
<td>Agri trading companies (soft commodities) and cooperatives</td>
<td>Grain mills, oil mills, sugar refineries, ethanol processing plants</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Breeding, medicine, nutritional supplements, farm equipment</td>
<td>Meat (pigs, cattle, poultry), fish and dairy products</td>
<td>Livestock trading companies and cooperatives</td>
<td>Slaughtering, milk processing</td>
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</tbody>
</table>
SAP industry specific Solutions and Innovations for Agribusinesses span across the agribusiness value chain. They are supporting five key themes.

- Efficient and sustainable farming
- Commodity origination and trading
- Efficient and sustainable meat and fish management
- Efficient and sustainable dairy management
- Transparent and sustainable food supply chain
SAP Advisory Council for Agribusiness
Driving thought leadership and co-innovation with industry leaders

Member Companies

- Invitation-only, select group of strategic SAP Agribusiness customers
- Fostering open sharing and collaboration
- 2 in-person meetings per year

Current chair: Gary Speer, Cargill
SAP Agribusiness solutions
SAP Farm Management by Vistex

An application for grower companies to plan and manage farm operations for multiple crop types. It is fully integrated into SAP logistics and financial processes.

**Field planning:**
Planning of farm field operations based on budget, resources and production goals.

**Crop lifecycle management:**
Provide sequence of activities across the crop lifecycle for different crop types. This includes tasks for chemical application, irrigation and other field activities.

**Harvest management:**
Plan and execute harvest activities, with precise measurements of crop yields and qualities.

**Mobile access:**
Provide mobile access to field operator for key functions like quality measurements and task recording.

**Management analytics and reporting:**
Provide business insight and decision support to farm managers.
SAP Agricultural Contract Management

An application for origination and trading companies to efficiently create and manage contracts and track their frequent contract changes and their impacts to the companies overall risk position, mark-to-market and profit-and-loss. Comingled stocks business processes are supported as well.

Contract management
Capturing and managing contracts through the entire lifecycle, with flexible market-based pricing, contract terms and conditions, quality and quantity schedules, optionalities and expense management. Contract application of loads and complex settlement are supported as well as expense management and recovery.

Native integration into risk management
Through writing and updating exposures at every relevant event during the lifecycle of a contract real-time position reporting, mark-to-market reporting and profit-and-loss reporting is accomplished.

Comingled stocks handling
The solution also allows to manage 3rd party stock (e.g. from farmers or other industry partners) at the companies location as well as managing own stock at 3rd party locations. This includes storage agreements and storage fees, inventory management, storage settlements including accrual of storage fees and reversals.
SAP Grower Management for Perishables by Vistex

An application helping agribusinesses to manage their grower relationships - fully integrated into SAP logistics and financials processes.

**Contract management:**
Manage grower contracts with details on terms, conditions, contracted yields and qualities.

**Outgrower support:**
Manage outgrower relationships such as services, farm input materials, and payments and cash advances to farmers.

**Settlements and financial processes:**
Manage settlement of grower contracts including loans, advances, and deductions, allowing for documented statements to farmers.

**Mobile access:**
Provide mobile access to operator for key functions such as crop receipts and quality measurements.

**Management analytics and reporting:**
Provide management and operations reporting, which are prerequisites for documenting good agricultural practices and compliance.
SAP Rural Sourcing Management

A mobile solution on SAP Cloud Platform, connecting smallholder farmers in developing countries with the supply chain of global agribusiness and consumer products companies. Supporting United Nations Sustainable Development Goals #1 (fight against poverty) and #2 (end hunger).

Smartphone app for field agents
Field agents collect data on farmer registration, purchasing and processing of produce, and transportation records helping to keep the value chain transparent and sustainable.

Desktop web access for management and operations
Desktop users such as analysts in central processing locations take advantage of more efficient operations, direct exchange of information with market participants, and the ability to respond quickly to quality and distribution issues.

Deep analytics increase the value of the mobile input enabling transactional analysis, forecasting and planning.
Integrated business planning
Balance supply and demand profitably, considering strategic, financial, sales, and operational goals.

Supply-chain planning
Increase the overall transparency of the supply chain, shape demand and plan and optimize commodity sourcing, production, and distribution decisions.

Logistics and order fulfilment
Manage sales orders and all inbound and outbound domestic and international freight to lower operational and administrative costs and overall transportation spend.

Bulk supply-chain operations
Streamline bulk shipment planning, automate execution, and calculate lay-time and demurrage fees.
SAP Manufacturing Integration and Intelligence

Our solutions for efficient food ingredient and commodity processing – real-time visibility into production operations accelerates the supply chain.

Real-time visibility into storage and processing locations
Optimize processing and production operations with real-time visibility into converting systems, conveyors, packaging lines, and weigh scales. Lower risk, improve safety and quality, and boost the return on assets.

Responsive processing and production
Digitize confirmations, postings, movements, and labeling through system integration and bar coding and through speedy handling of incoming materials and outbound loading for shipment.

Management of in-line quality
Capture quality data from incoming loads, storage locations, and outbound loadings; associate visual and laboratory data to any lot.

Real-time integration in the supply chain
Automate updates of process steps in enterprise resource planning to enable full supply-chain visibility.
SAP Meat and Fish Management by msg

A holistic solution for the meat industry that lends efficiency and transparency to complex planning, production and distribution processes by integrating all aspects of the meat business.

Planning across the meat value chain including disassembly planning

Livestock procurement and slaughtering functionality
Collection of all data on farming production and quality of arriving animals, and automatic slaughter data collection helps to speed up settlement, ensures transparency, and improves product safety.

Manage disassembly efficiently
Manage cuts and cut lists, enabling easier handling of all animal types and the resulting main products and by-products.

Integrated with SAP Catch Weight Management
Handle weight that changes over time or is unique by individual – allowing carrying of two units of measure that are independent of each other (pieces and pounds, for example) throughout the entire supply chain.
SAP Dairy Management by msg

A solution for dairy producers covering the entire production process used in the dairy industry, from raw milk procurement and processing to delivery to wholesalers and retailers. It also includes planning and controlling tools.

**Dairy planning**
Use flexible production and raw-material planning in all manufacturing areas to increase efficiency and prevent material losses.

**Dairy operations**
Benefit from daily department controlling of (raw) materials, ingredients, and services to make losses and disruptions immediately transparent.

**Dairy costing**
Analyze dairy processing costs, contribution margin, and raw-material utilization to obtain transparent costs, results, potentials, and targets.
SAP Global Track and Trace

A cloud solution providing supply chain visibility to support sustainability goals, increase food safety, improve customer satisfaction and ultimately protect your company’s brand.

Capture and share Track & Trace data across global sourcing, production and fulfillment networks:

Captures, processes, and stores business process tracking information
Supports modelling of new business processes and the milestones to be monitored.

Facilitates data sharing and visibility across multiple business partners and relevant stakeholders in a supply network to support business network applications.

Supports integration into the Internet of Things and business backend applications.

Onboarding of new and existing business partners using business partner application.
SAP Global Track and Trace
Enabling innovative business processes

Automated legal compliance

Better supply chain management (i.e. inventory reduction, waste control)

Innovative customer value, i.e. consumer traceability app (QR code showing video)

Recall processes
SAP Logistics Business Network, material traceability option

The blockchain-augmented solution is a cross-company supply-chain product traceability and recall management SaaS offering. The initial release focuses on the food industry.

Improve transparency, visibility, and sustainability by connecting the entire supply chain in permissioned blockchain networks:

Leverages Blockchain technology as the key technology.

Enables companies to initiate own, permissioned networks or join a network of a supply chain partner.

Traces material provenance from raw material origin to finished product achieving end-to-end multi-ingredient food traceability.

Allows companies to connect with the entire upstream and downstream supply chain by sharing product provenance information in a trusted, shared data ledger.

Enables detailed upstream and downstream provenance analyses and cross-company alerting in case of product issues, helping to streamline recalls.
The Vision: From trusted source to consumer transparency and assurance.

“Farm to Consumer” track and trace or a trusted chain of provenance for consumer products

From Farm Input to Harvest/ Raw Material Origin
Unbroken and trusted chain of trading and pre-processing genealogy across n-tiered upstream
Processing into finished product
Fulfillment & Condition Monitoring (incl. temperature)
Shelf & Smart vending machine condition monitoring
Consumer Choice

Trusted material provenance to assure quality “Keep the brand promise”
Promote assured quality brands
Customer Success
Cargill: Improving Visibility and Bargaining Power with SAP® Transportation Management

Objectives
• Leverage consolidation opportunities across business units
• Provide clear visibility into freight spend
• Harmonize carrier experiences across the enterprise
• Strategically consolidate, manage, and reduce over US$1 billion in yearly transportation spend

Why SAP
• Tight integration, from sales orders through freight payment and allocation, of the SAP® Transportation Management application (SAP TM) with existing SAP solutions
• Ability to support multiple shipping modes, such as less than truckload (LTL), truckload (TL), and rail
• Powerful optimization capabilities
• Very little customization required

Benefits
• Aligned rate structure across 72 business units
• Centralized rate data and management of freight exceptions
• Integrated both ordering and financial processes
• Improved performance and speed of transportation management
• Enhanced data access, reporting, and analytics

"We wanted a system that would improve visibility across the organization and allow us to leverage relationships, to negotiate rates, volume, and contracts. SAP Transportation Management is helping Cargill optimize opportunities across all of the business units."

SriRaj Kantamneni, Tartan Operations Lead, Cargill Incorporated
Florida Crystals: Sweetening Business Processes with SAP® Business Suite powered by SAP HANA®

Company
Florida Crystals Corporation

Headquarters
West Palm Beach, Florida

Industry
Consumer products

Products and Services
Cane and agave sugar grown and produced in the United States

Employees
2,200

Revenue
US$462 million

Web Site
www.floridacrystals.com

Partner
Virtustream
SAP® Consulting organization

Business challenges
• Consolidate data from heterogeneous systems at geographically dispersed sugar companies acquired by Florida Crystals
• Use technology to support ordinary business requirements and manage the challenges related to a growth-by-acquisition strategy
• Gain value from the migration to a cloud-based IT infrastructure

Technical implementation
• Implemented the SAP ERP and SAP NetWeaver® Business Warehouse applications powered by the SAP HANA® platform
• Leveraged the SAP HANA Enterprise Cloud service with help from technology partner Virtustream

Key benefits
• Reduced costs and improved efficiency throughout the supply chain
• Allowed the workforce to devote more time to data analysis and less time to running data transactions
• Enabled real-time access to petabyte-scale data for accelerated business decisions

“SAP HANA isn’t just in-memory technology, it’s a new frontier. How long has it been since IT allowed you to go as fast as you can go? That’s what SAP HANA brings to the table.”

Don Wittigton, Vice President and CIO, Florida Crystals Corporation

1st
Live customer with SAP ERP powered by SAP HANA and SAP HANA Enterprise Cloud

Up to 97%
Performance improvement for key business processes

3 days
To migrate data to the cloud environment using the SAP HANA Enterprise Cloud service
Ernst Sutter AG Harnesses SAP® ERP for Leaner, Faster IT Processes

Company
Ernst Sutter AG

Headquarters
Freienbach, Switzerland

Industry
Consumer products – food companies

Products and Services
Meat and meat products

Employees
1,100

Web Site
www.ernstsutterag.com

Partners
Softproviding AG, Plaut AG

Objectives
- Adapt IT to new structures of parent conglomerate
- Upgrade operations to latest technologies
- Expand market position in Switzerland and boost exports to neighboring European countries

Why SAP
- Software support for crucial industry-specific regulatory functions, such as automatic batch tracking
- Foundation to support standards for consistent, streamlined processes enterprise-wide
- Standardized software for profit-center accounting with improved reporting at the group level

Benefits
- Central control of intercompany processes
- Ability to deal with stiffer regulatory requirements in the future
- Safe investment due to regular provision of software enhancements

“We have integrated our processes end to end, from the SAP software to the production equipment. This gives us more and better operational data and has improved transparency in all the organizational units.”

Thomas Aeschlimann, Head of Information and Communication Technology, Ernst Sutter AG

Shorter
Lead times

Higher
Capacity

Better
Stock inspections
Fertimig: Laying Foundations for Continuous Growth and Innovating Management Processes with SAP S/4HANA®

Company
Fertimig Fertilizantes Ltda

Headquarters
Rondonópolis, Mato Grosso, Brazil

Industry
Consumer products – agribusiness

Products and Services
Trade and import of fertilizers for crops and pasture; animal farming; eucalyptus plantation; research and development of grains; soybean exports

Employees
69

Web Site
www.fertimig.com.br

Partner
Agile Solutions
www.agilesolutions.com

Objectives
• Optimize management processes to support growth strategy
• Deploy a solution that would incorporate the long-term growth of the company
• Ensure information security
• Count on reliable data for making major decisions
• Meet the demands of corporate governance

Why SAP
Offered a solution that met the company’s demands for innovative management and its cost requirements

Resolution
• Implemented the SAP S/4HANA® Finance solution and totally integrated it with the Agro solution, developed by Agile Solutions on an SAP® platform
• Completed the project in 8 months, led by Agile Solutions
• Redesigned business processes
• Used baseline methodology to speed deployment

Benefits
• Optimization of processes
• Removal of data inconsistency for faster accounting and financial closing
• More time for strategic tasks
• Reliable information, in real time, for decision making
• Support for corporate governance

“With SAP S/4HANA Finance, Fertimig started counting on optimized processes and integrated management to support its audacious growth target set for 2020.”

Diogo Gonçalves Nunes, Controller, Fertimig Fertilizantes Ltda

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Benefit</th>
</tr>
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<tbody>
<tr>
<td>50%</td>
<td>Faster financial closing process</td>
</tr>
<tr>
<td></td>
<td>Real-time Reports for decision making</td>
</tr>
<tr>
<td>50%</td>
<td>More time for strategic tasks</td>
</tr>
<tr>
<td>100%</td>
<td>Reliability of information</td>
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Keeping the Milk Flowing with the SAP®
Innovative Business Solutions organization

Global dairy co-operative Fonterra worked with the SAP Innovative Business Solutions organization to simplify process order management at its Cobden milk processing plant in Australia. As a result, Fonterra workers there now use a consumer-like interface that helps improve data quality and reduce errors.

Before: Challenges and Opportunities
• Need to ensure product quality
• Capture and document accurate production details consistently
• Keep production running on schedule

Why SAP
• Availability of design thinking workshops to gather input and ideas from employees on the plant floor
• Support of the SAP Innovative Business Solutions organization to help ensure on-schedule deployment
• Customized SAP Fiori® app that helps simplify underlying process-order management functionality

After: Value-Driven Results
• Instant visibility into process order progress
• Faster data capture and reduced processing times
• Lower business risk due to error reduction and easier correction
• Improved operator and supervisor productivity
• Reduced training costs
• An extensible app to be rolled out at Fonterra’s other facilities

>99%
Reduction in time to correct overproduction errors

>200
Operator and supervisor processes streamlined

62%
Reduction in time to enter inspection identification

Watch this video to see Fonterra’s Cobden processing plant in action.

“Our mantra in manufacturing is more floor time, less terminal time.”
Rob Howell, General Manager of Manufacturing Operations Australia, Fonterra Co-Operative Group Limited
Johnsonville Sausage: Bringing Big Taste to Cooking Enthusiasts Worldwide with SAP® Global Trade Services

Objectives
- Support international business growth without increasing full-time staff
- Replace inefficient, manual export processes
- Integrate with freight forwarders and customs-certified systems

Why SAP
Selected the SAP® Global Trade Services (SAP GTS®) application for functionality and reduced longer-term total cost of ownership after blueprinting with a competitive cloud-based provider

Resolution
- Simplified landscape with the integration of SAP GTS to the SAP ERP application
- Utilized existing reporting tools from SAP
- Automated forms coming from SAP GTS and SAP ERP including USDA certificates and Shipper’s Letter of Instruction
- Used flexible and easy-to-maintain Adobe forms available with SAP GTS
- Minimized reconciliation and data validation activities with trusted data and automated information flows

Future plans
- Expand solution usage to include import functionality, sanctioned-party screening, and export self-filing with U.S. Customs
- Deploy SAP GTS with the SAP S/4HANA suite

“When evaluating global trade solutions, consider all costs, as some costs are buried in integration requirements and are affected greatly with an increase in volume and document counts, as well as change fees. With SAP GTS, we did not have these additional costs.”

Jason Beyersdorf, IT Business Partner, Johnsonville Sausage LLC
S/4HANA for Agribusinesses - a step towards the Intelligent Enterprise
The intelligent enterprise: Analytics / Digital Boardroom

Strengthen executive decision-making with real-time, accessible insights

Change the way you run your meetings:

- Use real-time analytics & simulation capabilities jointly
- No need to gather data and prepare reports upfront to the meeting
- Quicker decision making

![Map with data visualization](image)
The intelligent enterprise: Machine Learning will reinvent businesses
S/4HANA in conjunction with Machine Learning will ease a multitude of business tasks

Example: SAP Cash Application

- Automate labor-intensive invoice matching processes and free finance professionals to focus on strategy and service quality
- Use machine learning to match criteria from your history and automatically clear payments
The intelligent enterprise: Farm-to-Consumer solution leveraging Blockchain

Example: Traceability of multi-ingredient food production across an n-tiered supply chain

Improve transparency, visibility, sustainability, and efficiency by connecting the entire supply chain

- Proof of concept with a group of customers to enable transparency of food genealogy across the entire supply chain by leveraging blockchain and SAP traceability solutions
- Business goals were to reduce food waste, streamline recalls and reduce the amount of products to be recalled
- After a successful POC, SAP is now planning to productize a Farm-to-Consumer solution
The intelligent enterprise: SAP HANA Data Management Suite
Enabling next generation business processes through data driven decision support

Example: Orange Yield Prediction powered by the SAP Data Hub, SAP Cloud Platform and the SAP Spatial Suite

- Collect big data from geospatial engines, sensors, weather services, commodity market data and connect it through the SAP Data Hub with companies owned business data
- Provide timely and reliable insights for decision making including trading relevant information
By 2020, the average person will have more conversations with bots than with their spouse.

Source: Gartner, Top Strategic Predictions for 2017 and Beyond: Surviving the Storm Winds of Digital Disruption
SAP CoPilot – the digital assistant for the intelligent enterprise
Enabling a humanized user experience for your SAP applications

Taking business system interaction to the next level

- SAP CoPilot processes natural language and will therefore ease the interaction with system and business data even more, similar to interaction with modern devices
Summary
Summary

- SAP is focusing on agribusiness.
- A broad portfolio of solutions is available today to add value to our customer’s businesses.
- Digitization is a major opportunity for the agribusiness industry.
- SAP is co-innovating with customers to develop industry leading digital agribusiness solutions – the councils are a key driver for this.
- We are ready to engage with our agribusiness customers on their digital journey.
Whitepaper for digital agribusiness

https://www.sap.com/industries/agribusiness.html?source=social-atw-malito#pdf-asset=2242eae2-6a7c-0010-82c7-eda71af511fa&page=1

Value Creation in the Digital Agribusiness Network
Transform and Grow
to sustainably feed the world

Digital Transformation in Agribusiness:
Transform and grow an agribusiness network to sustainably feed the world

In the agricultural industry, strong business transformation drivers coupled with major technology trends are leading to new business models. Digitalization and new technologies, such as drones, connected machines, and field sensors, are becoming affordable and have the potential to drive more efficiency in the agriculture world through innovation. Read this white paper to learn more about:
Learn more about SAP in agribusiness industry
SAP sources of information

Sources of information:

► Explore our solutions on www.sap.com
► Explore our solutions on SAP Solution Explorer

Or send an e-mail to agribusiness@sap.com
Thank you

Contact information:
agribusiness@sap.com