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Capgemini delivers new business platform for Bayer's Crop Science division to enable more efficient business operations

Unified system post-merger enables better customer experience and improved operational processes

Paris, April 19, 2024 - [Capgemini](https://www.capgemini.com) has developed an integrated new business platform for Bayer's Crop Science business that improves efficiencies across the organizations' complex commercial processes. This was implemented in Brazil which is Bayer's second-largest market for seeds and crop protection products. Following the integration of Monsanto, the Crop Science business units in Brazil are now working on one unified system for the entire customer lifecycle, resulting in an enhanced customer experience, reporting and operational processes.

The new business platform, based on SAP S/4HANA®, has delivered greater automation and provides Bayer with greater transparency across its business processes. The platform has helped the organization manage the complexities of the extensive Brazilian tax legislation, which applies from order calculation to invoicing. The new system has also introduced leaner processes and new functions for the sales management of seeds and crop protection products. For example, order management, regulatory requirements and discount agreements can now be fully mapped, and new business models easily applied.

Florian Reiche, Bayer vice president and project manager says, *"The success of such a critical project required a great deal of collaboration by the central partners to ensure the best experience for our customers. Together, the Capgemini, SAP, and Bayer teams showed great will to go the extra mile to reach this goal."*

Capgemini has been a strategic partner for the transformation of Bayer's technology landscape for years and has extensive knowledge of the existing systems because of its successful collaboration since 2012. Following the development and implementation of the new business platform for Bayer's Crop Science division, Capgemini is now also responsible for its application management and development.

"This collaboration with Bayer illustrates Capgemini's business processes and technology expertise in leading large-scale transformation projects. Our long-standing collaboration with Bayer and deep understanding of the organization's processes make us the trusted partner of choice to support Bayer in realizing new value creation through the strategic application of key technologies such as SAP S/4HANA," says Martin Arnoldy, Group Client Partner for Bayer at Capgemini.

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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