

Capgemini

syngenta

Transformed Order Management Enhances the Speed and Agility of Syngenta's Supply Chain

Capgemini supports the world-leading agribusiness to deliver on its promise of 'good growth'





Supply chain logistics is a key enabler for a business like ours, and we saw an opportunity to streamline our order management processes operating across multiple hubs dotted around the world. We needed a partner that understood not just our business model, but our business ethics, values and commitment. Capgemini, our partner of ten years, was a strong choice for this partnership. The collaboration between Syngenta and Capgemini teams are already demonstrating benefits, and we are beginning to see positive outcomes."

Marion Matthewman
Head of Global Logistics

Empowering farmers the Syngenta way

Did you know that 450 million smallholder farmers spread across low- and middle-income countries make up the largest farming group in the world and produce 35% of the world's grain?

With its "good growth" plan, Syngenta is on a mission to make crops more efficient, empower smallholder farmers and help reduce poverty. The company empowers farmers around the world with improved farming techniques, protection measures against droughts and floods, and seed and crop-protection products at the right price and at the right time.

Production and supply chain excellence are critical for Syngenta to live up to its "good growth" promise.



Ensuring supplies at the right time, right place and right cost

1 in 7 tomatoes in the world come from Syngenta, 20 billion liters of Europe's beer is made from Syngenta's barley, and the company introduces 100 new ornamental plant varieties every year. In the first year of its "good growth" plan implementation,

Overview

Client: Syngenta

Region:

Switzerland, and present in over 90 countries

Sector: Agribusiness

Client challenge/Business need:

Syngenta needed to transform order management at its Singapore hub

Solution:

Transformation of Syngenta's supply chain through a combination of Capgemini's Global Enterprise Model®, Rightshore® approach and innovative BPOpen® platform

Benefits:

- Improved speed and agility of Syngenta's supply chain
- Increased cost efficiencies
- Enhanced order control



the company improved the fertility of 800,000 hectares of soil, reaching 15 million smallholder farms globally and enhancing biodiversity of 700,000 hectares of farmland.

The movement of products from factories to country units is managed by an internal network, enabled through Syngenta's global hubs. The company works towards applying an end-to-end integrated approach to build and operate a supply chain that functions with clockwork precision to ensure supplies to farmers at the right time and at the right cost.

Clockwork precision in the supply chain— a function of enhanced order management

Building a supply chain that works with clockwork precision is easier said than done. Complexity is endemic in supply chains, as most lack end-to-end visibility, with little or no process integration.

Order management is a vital link in the supply chain mechanism. It requires close collaboration between a multitude of stakeholders and processes including inventory management, procurement, supplier management, credit management, payment management and shipment operations. Syngenta's hubs have local teams that manage orders through global operations.

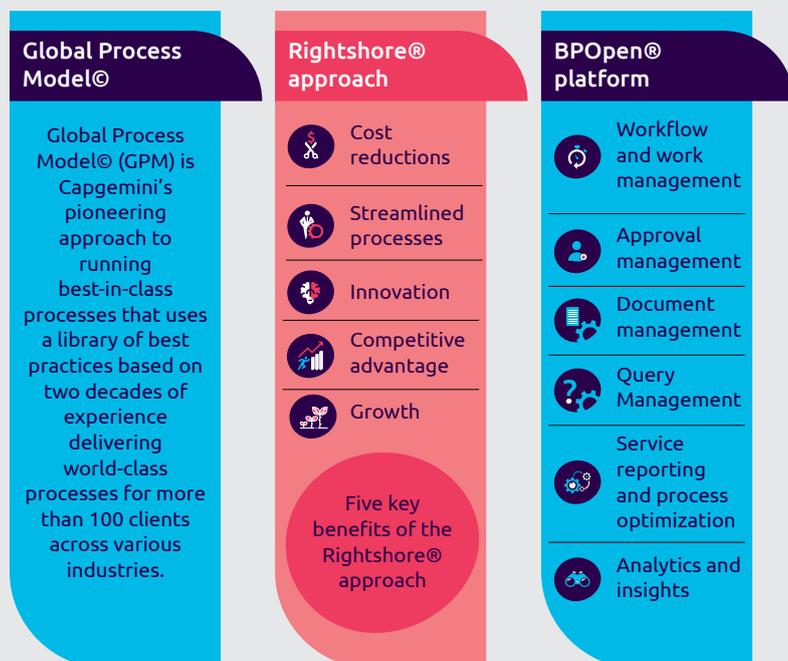
The business of seeds and crop protection products is seasonal and is characterized by spikes of activities that are not just critical for Syngenta, but also for the end consumer. Farmers can't wait for the seeds or crop protection products they need, and any delay in processing orders by the hubs results in lost sales for both the company and the farmers.

To circumvent such problems, Syngenta needed to industrialize the operations of its order management hubs, leveraging a global process model supported by the relevant tools that could help make real-time data-driven improvements to the sourcing planning-processing cycle, while keeping costs low.

Capgemini's collaborative approach:

The Collaborative Business Experience™ is central to Capgemini's philosophy and a pillar of our service delivery:

- Transforming Syngenta's order management required close collaboration between the Capgemini and Syngenta teams, not just from a business process perspective, but also from an overall business model, ethics and values perspective.
- A complex transition was involved to transfer order management processes to Capgemini's Rightshore® center in Chennai, India. Effective knowledge transfer and technology changes required close collaboration and seamless communication between Capgemini's centers and Syngenta's hubs.
- Syngenta leverages this collaboration and shared expertise, as it embarks on the transformation of its supply chain operations in the European Crop Protection business.





Transforming Syngenta's order management

As Syngenta's partner of ten years and well-versed in order management for large global customers such as Nokia Networks, Capgemini built a world-class solution combining Capgemini's Global Enterprise Model© (based on its Global Process Model©), its Rightshore® approach and its innovative BPOpen® platform, which includes the OMEGA workflow engine, to consolidate and harmonize Syngenta's operations.

The Global Process Model© (GPM) is Capgemini's pioneering approach to running best-in-class processes. GPM is a library of best practices based on two decades of experience delivering world-class processes for more than 100 clients across various industries. As one of the most important levers of Capgemini's Global Enterprise Model© (GEM), GPM is a key enabler of transformation, driving standardization and harmonization of business processes across global operations. GEM is an industrialized methodology for engineering and rapidly implementing powerful business operations or optimization solutions that drive business transformation.

Results count—enhancing the lives of farmers

A transformed order management process at its first hub of choice has translated into benefits for the company and the thousands of farmers who use Syngenta's products.

- **Increased cost efficiencies:** Syngenta is expected to achieve cost efficiencies of over 40% through the implementation of Capgemini's GPM and the Rightshore® approach for the Singapore hub.
- **Improved order control:** Improved visibility on the end-to-end process and data has augmented order performance and fulfillment.
- **Enhanced speed and agility:** Transforming the Syngenta's order management process has resulted in enhanced speed and agility of the Syngenta supply chain, which has had a positive impact on farmers.

About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion.

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About Syngenta

Syngenta is one of the world's leading companies with more than 29,000 employees in over 90 countries dedicated to our purpose: Bringing plant potential to life. Through world-class science, global reach and commitment to our customers we help to increase crop productivity, protect the environment and improve health and quality of life.

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People matter, results count.