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Supply chain logistics is a key enabler for a business like ours. With our 'good growth' plan reaching thousands of farmers worldwide, Syngenta saw an opportunity to streamline our Order Management processes which operate 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, and Capgemini, our partner of ten years, was a strong choice for this partnership. The collaboration between Syngenta and Capgemini teams are already demonstrating benefits, following the success of the pilot, we are beginning to see positive outcomes.”

Marion Matthewman
Head of Global Logistics



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

Capgemini supports the world-leading agribusiness to deliver on its promise of 'Good Growth'

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?

Overview

Customer Name: Syngenta

Industry: Agribusiness

Location: Headquartered in Basel, Switzerland and present in over 90 countries

Client Challenges/Business Need: Need to transform Order Management at its Singapore hub

Solution-at-a-glance:

The solution combines the “Global Enterprise Model” (GEM), the Rightshore® approach, and the innovative BPOpen® platform

Benefits:

For Syngenta, this transformation has resulted in increased cost efficiencies and better control over orders. It has enhanced speed and agility of the Syngenta supply chain and impacted farmers positively

The Collaborative Approach:

The Collaborative Business Experience™ is central to the Capgemini philosophy and a pillar of our service delivery.

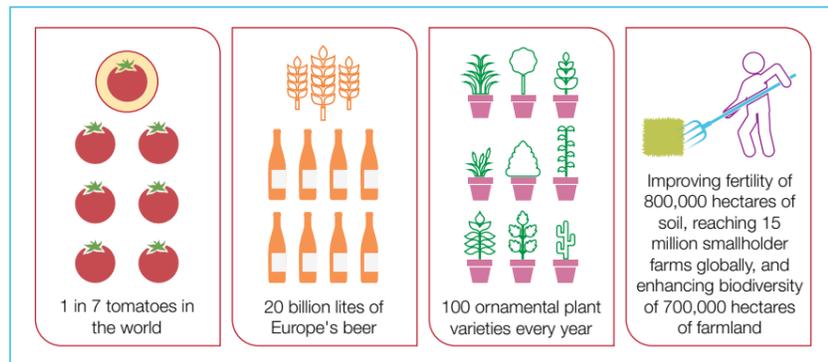
- Achieving the ambitious goals of transforming Order Management meant close collaboration between the Capgemini and Syngenta teams, not just from a business process perspective, but also from an overall business model, ethics, and values perspective
- A complex transition is involved, to transfer Order Management processes to the Capgemini Rightshore® center in Chennai, India. Effective knowledge transfer and technology changes need to be enabled by close collaboration and seamless communication between Capgemini's centers and Syngenta's hubs.
- This collaboration and shared expertise is now being used, as Syngenta embarks on the transformation of supply chain operations in the European Crop Protection business.

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

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

Ensuring supplies at the right time, at the right place, and at the 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. The company introduces 100 new ornamental plant varieties every year. In the first year of its 'good growth plan' implementation, the



company has achieved the feat of improving 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 the country units is managed by an internal network, enabled through Syngenta's global hubs. The company works toward 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

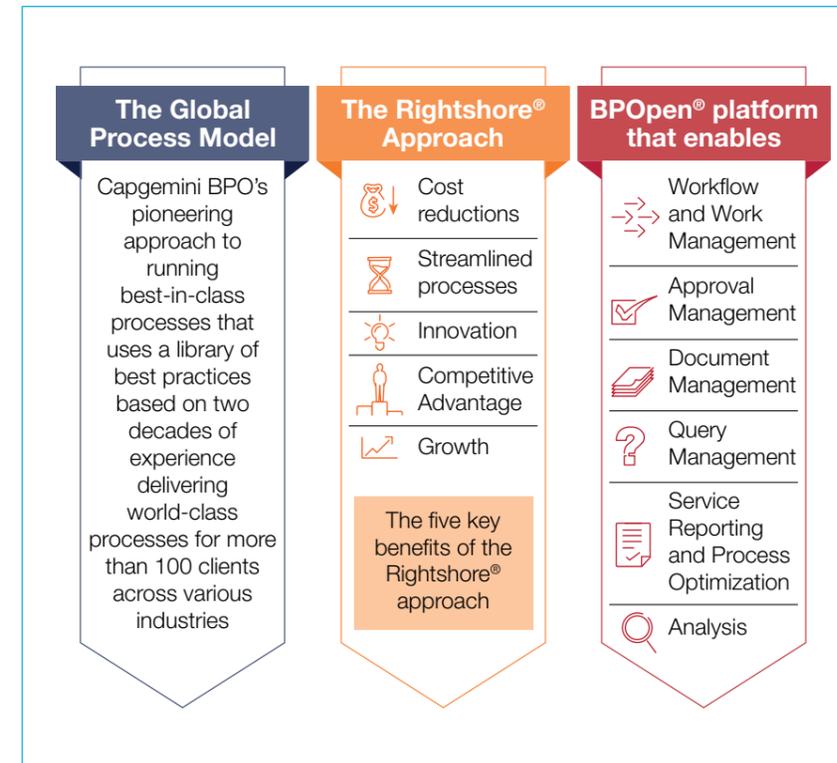
Building a supply chain that works with clockwork precision is easier said than done. Complexity is endemic in supply chains, as most lack end-to-end visibility, with little or no process integration.

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 cannot wait for the seeds or crop protection products they need, and any delay in processing orders by the hubs results in lost sales for the company and the farmers.

To circumvent such problems even before they crop up, Syngenta wanted to industrialize the operations of its Order Management hubs. The agribusiness leader needed 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.

Transforming Order Management

Syngenta engaged Capgemini, its partner of ten years — and well-versed in Order Management for large global customers such as Nokia Networks — to build a world-class solution.



Capgemini's solution for Syngenta combines a "Global Enterprise Model" based on its Global Process Model (GPM)*, the Rightshore® approach, and the innovative BPOpen® platform that includes the OMEGA workflow engine, to consolidate and harmonize Syngenta's operations.

** The Global Process Model® is Capgemini BPO'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. It is a key enabler of transformation within the Global Enterprise Model, driving standardization and harmonization of business processes across global operations. GPM is one of the most important levers of Capgemini's Global Enterprise Model (GEM) — an industrialized methodology for engineering and rapidly implementing powerful BPO and Shared Services solutions that drive business transformation.*

Results Count — Syngenta transforming supply chain to enhance 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.

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. For more information about us please go to www.syngenta.com.

Learn more about client at:

<http://www.syngenta.com>

Impact on Syngenta's business:

- Increased cost efficiencies: Syngenta is expected to achieve cost efficiencies of over 40% with the implementation of GPM and the Rightshore® approach for the Singapore hub.
- Better control over orders: Improved visibility on the end-to-end process and data is augmenting order performance and fulfillment.

Impact on farmers:

Transforming the Order Management process has resulted in enhanced speed and agility of the Syngenta supply chain, impacting farmers positively.

About Capgemini

Now with 180,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2014 global revenues of EUR 10.573 billion. Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Capgemini is a recognized global leader in the provision of Business Process Outsourcing (BPO) solutions and services. We collaborate with some of the world's largest multinational companies, helping them transform their business processes and accelerate business outcomes in the areas of Finance & Accounting, Supply Chain Management & Procurement, Customer Operations Management, and Human Resources. Capgemini leverages the strength of its proprietary Global Enterprise Model (GEM) to deliver powerful analytics-driven BPO solutions tailored to each client's individual needs. As part of Capgemini's Rightshore® delivery network, a team of over 16,700 BPO professionals provides services to more than 100 globally diverse clients in 38 languages, 24 hours a day, seven days a week. This is done from an integrated global network of delivery centers in Australia, Brazil, Canada, Chile, China, France, Germany, Guatemala, India, the Netherlands, Poland, Sweden and the United States.

Learn more about us at
www.capgemini.com

For more information on this project, please contact:

success.story@capgemini.com