CASE STUDY

A bumper crop of new processes make product development grow

How SAPEC Agro and Genpact Cora SeQuence are feeding innovation

WHO WE WORKED WITH
SAPEC Agro Business, a chemical company with revenues of €223 million and operations in 70 countries.

WHAT THE COMPANY NEEDED
• Digital transformation of its new product development process
• Fewer phone calls, emails, and spreadsheet exchanges dealing with new product development

HOW WE HELPED
• Genpact Cora SeQuence introduced digital to SAPEC’s product development
• SeQuence easily integrates with Microsoft, so designing forms was simple.
• All users had easy access to new process control dashboards and centralized data

WHAT THE COMPANY GOT
• Automation of six processes in four weeks, coupled with a reduction in manual tasks and spreadsheet exchanges
• Decreased process downtime when relevant personnel were out of office
• Increased productivity by releasing 500 hours each month which had previously been dedicated to managing emails
SETTING THE SCENE

SAPEC Agro Business is an international player in crop protection and crop nutrition, with a strong focus on sustainable agriculture. The firm researches, develops, manufactures, and markets products to combat crop disease, as well as micronutrients and fertilizers for crop nutrition. SAPEC’s team works in 20 nationalities and sells products in more than 70 countries.

THE CHALLENGE

Harvest scattered information

SAPEC had a manual, time-consuming process for managing new product development—one that required numerous emails and phone calls and extensive exchanges between different users and departments. Too many spreadsheets held too much scattered information. There was no central location for data that all users could access. Worse, if one user was out of the office or unable to complete a task, the entire process came to a halt because other users didn’t know how to proceed.

OUR SOLUTION

Getting things in the right SeQuence

Luis Cassaca, SAPEC’s IT manager, was a key stakeholder in the digital transformation of the product development process. He attended a Leadership Business Consulting workshop where he experienced SeQuence first hand and could quickly see its potential. He knew it could help SAPEC—and he was right.

“The bottom line: Genpact Cora SeQuence fulfilled SAPEC’s demanding criteria for a platform that would support and promote its well-defined strategic vision for true digital transformation.

A lightning-fast transformation

The very first week that SeQuence went into action for the SAPEC team, it cut back on all email and spreadsheet exchanges dealing with new product development. And SeQuence easily integrated with Microsoft for rapid document management and development times. The result: less time spent on manual tasks and more time saved when key people were out of office. That made the company more efficient, effective, and able to focus on other business-critical tasks.

SeQuence also allowed users to see the status of each process through the SharePoint Intranet. Now the company has a holistic view and users who are empowered to complete tasks in the event that someone is out of the office.

The first automation was such a success that SAPEC went farther, automating five additional processes: accounting checklists, new synthesis requests, sample requests, application permission requests, and services requests. Each automation took only three day to set up. In a total of four week, six processes were up and running smoothly.

“We needed a platform to transform our new product development process. We found that in SeQuence. It’s a simple, yet sophisticated, easy-to-use tool that helps us automate processes quickly.”

Luis Cassaca
IT manager, SAPEC

THE IMPACT

A company primed for new crop care discoveries

• SAPEC cut back on manual tasks and multiple spreadsheet exchanges
• Work continued when key people were out of office
• Process control dashboards gave everyone more visibility
• Centralized data in one place allows access to all users
• Eliminated 500 hours spent on emails per month

The SAPEC team has already identified other key processes to be automated and plans to continue growing their SeQuence user base by tenfold. The organization is also looking at other SeQuence modules to maximize work allocation and optimization.
Genpact (NYSE: G) is a global professional services firm that makes business transformation real. We drive digital-led innovation and digitally-enabled intelligent operations for our clients, guided by our experience running thousands of processes for hundreds of Global Fortune 500 companies. We think with design, dream in digital, and solve problems with data and analytics. We obsess over operations and focus on the details - all 78,000+ of us. From New York to New Delhi and more than 20 countries in between, Genpact has the end-to-end expertise to connect every dot, reimagine every process, and reinvent companies’ ways of working. We know that rethinking each step from start to finish will create better business outcomes. Whatever it is, we’ll be there with you - putting data and digital to work to create bold, lasting results - because transformation happens here, at Genpact.com.

For additional information, contact, cora@genpact.com and visit, http://www.genpact.com/what-we-do/digital/digital-products-services/cora-sequence

Follow Genpact on Twitter, Facebook, LinkedIn, and YouTube.
© 2017 Copyright Genpact. All Rights Reserved.