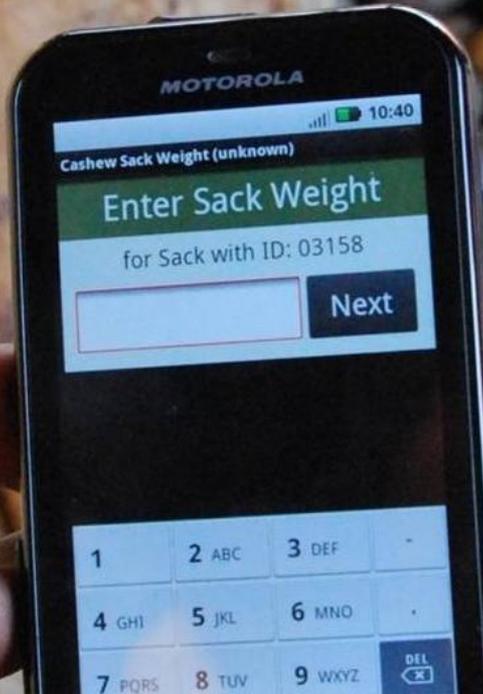


# Digital Processes for Smallholder Producers

## SAP's role in the African Cashew initiative

SAP AG  
May 2013



# Background: SAP and the African Cashew Initiative

- As partner to the African Cashew initiative (ACi) since 2010, SAP has developed **innovative mobile applications** for the digital inclusion of **small-scale producers**.
- High-volume transactions like **farmer registration**, **prepayment**, **input supply\***, **grading\***, **purchase**, **logistics** and **payments** are recorded and synchronized in the field in real time **via smartphone**.
- An intuitive **laptop application** supports **data analysis**, facilitates **operational field support** and ensures **traceability**.

\* under development

## Objectives of the African Cashew initiative:

- improvement of (African) cashew nut quality and production increases
- the expansion of improved cashew processing on medium and larger scales
- the improvement of market linkages along the value chain and the promotion of African cashew
- the improvement of framework conditions for investments and business activities in the selected cashew value chains

## Funding and Operations

- Funded by BMGF, BMZ and PPP contributions
- Executing coordinator: GIZ
- Budget 2009 – 2015: ~ 80 Mio. \$

## Target countries:

- Benin, Burkina Faso, Ghana, Côte d'Ivoire & Mozambique

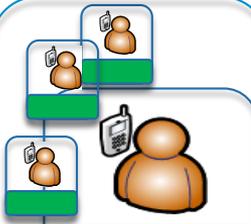
## Core Partners...



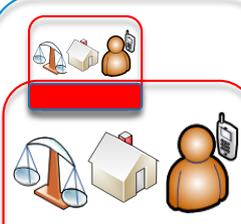
Intersnack



# Project focus: Digital inclusion of smallholder producers



Farmer



Cooperative



Processor



Exporter



Retailer



 Focus of SAP Project\* 

**Smallholder  
Crop  
Production**

**Farmgate  
Sales &  
Logistics**

**SAP** Business  
**One**  
**Crop  
Processing**

**SAP** Business  
**Suite**  
**Export**

**SAP** Business  
**Suite**  
**Wholesale &  
Retail**

\* Including data and process integration to systems higher up the value chain

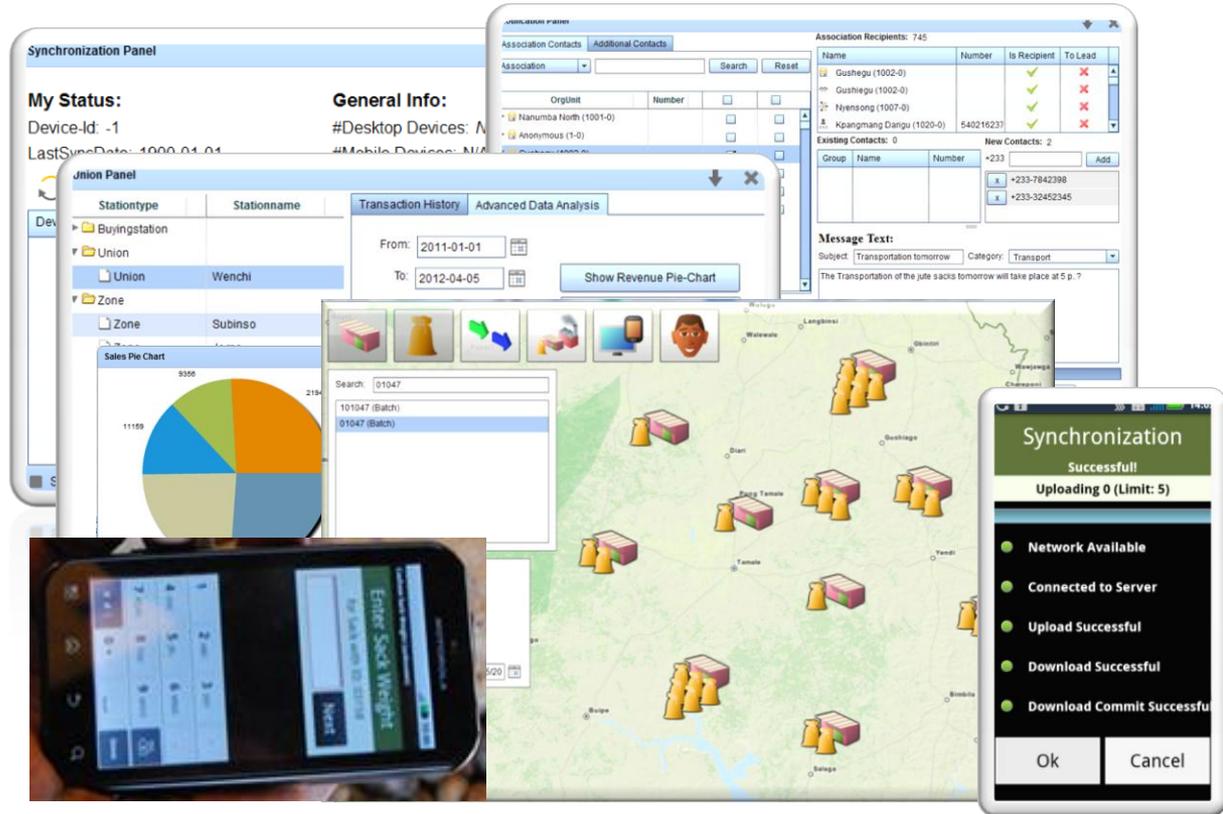
# Technological achievements

## Functionalities:

- Farmer registration
- Price broadcast to phones
- Buying and loading via phone
- Device synchronization monitor
- Transactional analytics
- GIS-Backdrop

## Under development:

- Input and service supply
- Quality indicators
- Communication panel
- Pre-finance and (m-)payment
- More transactional analytics
- GIS crop business views



# Field achievements and upcoming



## Results in a nut shell

(April 2013)

- 6 pilot sites (12 pilot seasons)
- 2 countries (GH, BF)
- 2 language versions (EN, FR)
- 2 crops (cashew, shea)
- 8000 small scale producers
- 20 000 jute sack transactions

## Planned for 2013

- 12 pilot sites (3 outside ACi mandate)
- 8 countries
- 3 language versions
- 5 crops (coffee, cocoa, other)
- 20 000 small scale producers

# Way Forward

---

Within the next 2 years, SAP / ACi aim to:

- Increase the number of **beneficiaries with access to the system** to at least **30 000 small-scale producers**.
- Increase the **geographical reach of the system**
- Deploy **multiple language versions**
- Support **data integration to third party systems higher up the value chain**
- Adapt and enhance the system for **multiple crops**
- Achieve **system maturity and market readiness** for a platform and service offering
- Develop a **business model** and acquire a first group of **pilot customers**

# Join us and share in the benefit!

- The tools are not commercially available yet. However, **our partners are invited to deploy the applications** now already in their specific sectors.
- SAP / ACi offer several types of pre-commercial partnerships at attractive conditions. In **field pilots** partners can now **benefit from existing tools** or **co-innovate with SAP** to develop sector-specific enhancements.
- Join us through one of the following **collaboration types**:

	<i>Tester</i>	<i>Co-innovator</i>	<i>Early Customer</i>
Collaboration time span:	6 months or more	12 months or more	18 months or more
Number of installations:	20 or less	20 or less	more than 20
System functionality:	„as-is“	custom adjustments	custom development

# Next steps

---

1. Schedule a meeting with us to see a **system demo** (physical or internet meeting)
2. Discuss with us your **specific setting** and **piloting requirements**
3. Together, decide on a **suitable type** of **piloting partnership**
4. Together, **scope a pilot** and take it **to the field**

## For more information, please contact:

Carsten Friedland  
SAP AG  
Vincenz-Prießnitz-Str. 1  
76131 Karlsruhe, Germany  
[carsten.friedland@sap.com](mailto:carsten.friedland@sap.com)