

BEST RUN AWARDS FOR SEA

MAKING THE WORLD RUN BETTER
2021

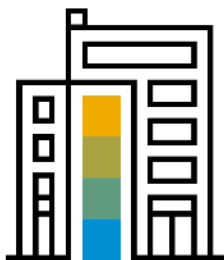
Grove Group

Grove Digital Transformation – GAME CHANGER*

**Game changer is the name of the project, not the award category.*

Grove
DISTRIBUTION

THE BEST RUN 



Company Information



Headquarter Grove Group - Ho Chi Minh

Industry FMCG & Fresh

Website <https://grovegroup.net/>

Grove is an ancient English word, with records of its use dating back about 1,000 years. The main meaning of “Grove” is a group of trees that grow close together, it also means a small land with many kinds of fruit trees.

Based on that fundamental principle, Grove wants to build a strong and sustainable community where people can collaborate and grow together. Our primary objective is to provide convenient access to markets and products for customers as well as contribute to sustainable development of markets and communities.

Vision: to become the leading specialized distributor in Vietnam.

Mission: providing excellent experiences and solutions to customer as well as building strong development relationships with partners.

Our core values: Giving – Reliability – Ownership – Vigor – Engagement

Grove inspires employees to serve, work and live by our core values. We engage with the community to spread these values as a good way of life.

Grove Digital Transformation: Game Changer



Grove Group

“Quote”

“SAP S/4HANA is a strong foundation to help Grove strictly manage the distribution process, provide services and products widely in a timely manner and reach consumers quickly... thereby creating a competitive advantage in the market”

Ho Mai Ho,
Deputy CEO

Challenge

- The unavailability of a centralized management system for company processes, operations and its subsidiaries
- The intensive timeline to build the system for business scale up in rush
- The sophisticated nature of business models ranging from Distribution, Retail to Logistics and both product lines of FMCG & Fresh
- The requirement to build a not only sustainable but also flexible system for a start-up company as the market is changing day by day
- The first and strongest wave of Covid 19, forcing the team to deliver results from strict quarantine areas with limited working resources LINK

Solution

- The key factors are people and technology
- The core ERP in the eco-system being S/4HANA, together with SAP best practices to optimize the operation and improve resource planning
- The implementation of SAP S/4HANA being the key milestone in digital transformation journey to maximize working performance

Outcome

- Fully implemented SAP S/4HANA in **77** days
- Successful digitalization and standardization for most business processes resulting in more effective business operations.
- A strong technology foundation to be ready for upcoming business challenges and opportunities

More than **80 processes** were defined and optimized in S/4HANA

Month-end closing process reduces from **20 days** (old ERP) to **3 days** (S/4HANA)

Real-time inventory visibility for planning: **more precise** and **time saving** planning for MRP controller

Most Adaptable Award - Pivot



Business Challenge and Objectives

Business challenges:

- A very first company to have all three business models: Distribution, Logistic & Retail and to make it work well is a real challenge.
 - We are the new player of the big game, there are well-known, strong competitors that are leading in the current market.
 - As a new player, to change that game, we must play it differently with the right people and weapon.
 - We aim for talented and energetic members that can adapt to the fast moving of the business
 - We invested early on advance technology as a weapon that can helps us catch up with the market and win this big game. S/4HANA was one of the critical decision that we believe will make an impact.
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Business objectives:

- Through our national wide distribution channel, deliver high quality FMCG & fresh products to every corner of Vietnam.
- Complete the domestic supply chains for Vietnam fresh products and help **the farmer closer to consumer**.
- Add more value to farmer with output guaranteed while improving end consumer's health with high quality products.

This digital transformation project, helps Grove achieve the business objectives faster



Benefits & Outcomes

BUSINESS / SOCIAL

- Business processes become smoother, revenue increases and operating cost reduces
- Many scale up activities can be executed after project completion.
- Nation wide distribution network can be effectively managed by SAP system.
- Collaborated with the government to distribute food and necessities to the people in need during Covid 19 pandemic
- Impact on domestic fruits: bring farmers closer to consumers, local products are distributed to every corner of Vietnam in a timely manner.
- Impact on imported fruits: as our supply chain spreads throughout Vietnam, imported products reach customer faster than ever with quality remained.

IT

- Change the mindset of business operation, technology helps speed up business more than people used to think.
- Core IT infrastructure has been built, there are plenty of rooms for development and expansion.
- By centralizing and standardizing business processes into Hana, operation cost is reduced by 30%.
- Bring more insight to business with many visualized reports.
- Opportunity to approach the latest management technology by implementing SAP

HUMAN EMPOWERMENT

- Employees are updated with new technology that make them work more efficiently.
- Manual works are reduced, employees spend more time on higher value tasks
- Opportunity to unleash the power of employee to their maximum potential with the support of high-end technology systems



Project / Use Case Details

- **Project scope:** implementing industry leading best practice for solutions across Procurement, Sales & distribution and Financial Accounting/Controlling as well as 3rd party system integration
- **Modules:** FICO, SD, MM
- **Processes:** Procure to pay, Order to cash, Book to report, Invest to disposal...
- **Outcome:** project went live successfully as planned within a very short time frame and under the pressure of Covid 19 pandemic that more than half of the time we had to work online. It was a big “wow” for everyone.
- **Duration:** 77 days
- **Project members:**
 - Partner: Deloitte Consulting
 - Grove:
 - Steering Committee/Project Director: Deputy CEO
 - Project Manager: Commercial Operation Manager
 - In-house SAP team: FICO, SD, MM, ABAP
 - Business process owners
 - Key users

Additional Information

A brand new start: <https://bit.ly/31APoRO>

Amazon Web Service Case Study: <https://go.aws/3opYQAc>

Bring the farmer closer with consumer: <https://bit.ly/31wvNCz>

Corporate Social Responsibility:

- Mini mobile market during Covid lock down: <https://bit.ly/3GmTBaV>
- Support farmers in lychee consuming: <https://bit.ly/302DVKo>

