Rainbow: Adopting Value Management Tools from SAP to Get Maximum Business Benefits from IT Investments

At Rainbow Chicken Limited, IT plays a fundamental role in supporting the company's vision and strategy. Selecting an integrated **IT platform is all about ensuring that IT investments deliver maximum business benefit.** Rainbow leveraged value management tools to identify benefits and best-practice processes, helping ensure that the company achieves its improvement targets.

RAINBOW

Executive overview

Company
Rainbow Chicken Limited

Headquarters
KwaZulu-Natal, South Africa

Industry
Consumer products

Products and Services
Processor and marketer of chicken

Employees
8,000

Revenue
€768 million (2011)

Web Site
www.rainbowchicken.co.za

VALUE MANAGEMENT

Objectives:
- Find opportunities to reengineer Rainbow´s supporting business processes
- Identify key performance indicators (KPIs) and best practices as a baseline for improvements
- Develop a business case to secure program investment, based on tangible KPI improvements

Approach:
- Conducted a value management workshop with key Rainbow stakeholders
- Established a business case framework underpinned by SAP performance benchmarking process and tools

Achievements:
- Established a set of key KPIs and tangible benefits to drive the focus and scope of IT initiatives
- Recommended actionable plans that Rainbow can use to achieve the targeted benefits
- Instituted a baseline to measure performance improvement after implementation of IT projects

"The business acumen of the SAP value engineering team was exceptional, supported by world-class benchmarking tools. I recommend this process to any company serious about changing their business."

Trevor Harding, Group IT Director, Rainbow Chicken Limited

TOP BENEFITS ACHIEVED

3
Processes benchmarked against peers

4
Weeks to build IT investment business case

15
Value drivers identified and quantified

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