

# Ballance: Delivering Value for Farmers Through Innovation and Technology

---

Embracing advances in agriscience and technology, Ballance Agri-Nutrients Limited is a New Zealand-based farmer-owned co-operative. It is committed to helping farmers farm more productively, profitably, and sustainably through its range of science-based nutrient products, services, and advice.

To unlock more value for its customers, Ballance needed to **refresh its customer experience and increase engagement**. Shifting its focus from volume to value, Ballance wanted to help farmers make informed management decisions with the right product, at the right time, in the right place, and in the right quantity. To get there, Ballance embarked on a multiyear cloud program of work to improve productivity, digital agility, and speed to market for its company and other organizations in its ecosystem, including fertilizer applicators and logistics providers.



# Enhancing Availability, Performance, and Scalability with SAP S/4HANA® Cloud and the SAP® Commerce Cloud Solution



## Before: Challenges and Opportunities

- Time-consuming maintenance and management of existing software environment, taking away focus from creating value for customers and shifting away from just-in-time management
- Existing solutions that limit its ability to access modern tools and technology, impacting organic growth and development
- Limited engagement and suboptimal customer experience offered through its MyBallance platform, which was created four years ago
- Integrations to third-party software and external systems becoming increasingly complex and risky

## Why SAP and Amazon Web Services Inc. (AWS)

- Optimal transition path offered by the Cloud Success Services team, alleviating significant cost and the potential difficulty of internally managing the move from its on-premise deployment to RISE with SAP S/4HANA® Cloud and the SAP® Commerce Cloud solution
- AWS' proven history and reputation for managing cloud-based SAP software landscapes

## After: Value-Driven Results

- Enabled employees to be more focused on driving value for the organization and for customers, rather than keeping the system running
- Improved system performance and reliability, even during peak times
- Enhanced monitoring services and maintenance of the SAP software environment, enabling future strategy

“The big benefit for us is having access to a **dedicated team** who look after the environment and the ability to expand the environment when we need it during large seasonal peaks, which we didn't have previously. Our teams can now be more focused on driving value rather than simply keeping the system running.”

David Healy, Chief Digital Office, Ballance Agri-Nutrients Limited

20%

Reduction in SAP technology landscape operating costs

70%

Reduction in workload for managing hardware and resource upgrades for SAP

Featured Partner



**Ballance Agri-Nutrients Limited**  
Tauranga, New Zealand  
[www.ballance.co.nz](http://www.ballance.co.nz)

**Industry**  
Chemicals

**Products and Services**  
Fertilizer products

**Employees**  
805

**Revenue**  
NZ\$1.2 billion  
(US\$683 million)

**Featured Solutions and Services**  
SAP S/4HANA Cloud, SAP Commerce Cloud, and Cloud Success Services

THE BEST RUN



# Deploying **Modern Technology** to Deliver on the Vision and Maintain Focus on Customer Value

In partnership with SAP, Ballance Agri-Nutrients Limited set an ambitious target of just five months to implement new technology, helping deliver more value to customers by going live before the peak season and preventing delays over another financial year.

The successful completion of the first phase of its multiyear cloud program gave Ballance a modern foundation to build on. The company now has access to advanced tools and technology from both SAP and partner Amazon Web Services Inc. (AWS) with a pathway to further enhancements that were previously out of reach.

To meet customer needs, Ballance will move to the SAP® Commerce Cloud solution to leverage modern technology and simplify customer journeys on its MyBallance platform. In shifting focus from volume to value, Ballance has the potential to deliver increased innovation, such as geospatial services to farmers through its customer application.

By partnering with SAP and AWS, Ballance has successfully extended the trust-based relationship it has with its farmers and the people it works with, keeping customers at the core of its organization.

“This first phase of our cloud transformation has enabled us to deliver value for our customers, allowing them to farm more sustainably and drive more from less. The next phase of the project is solely focused on ensuring we drive **engaging customer experiences**.”

David Healy, Chief Digital Office, Ballance Agri-Nutrients Limited

**10%**

Reduction in resourcing to support and maintain the SAP software environment

**99.9%**

Availability of core SAP environment on nonproduction