



Project Charter

Crop Protection Canada Connectivity Project (CPCC)
(Crop Protection Council)

Prepared by:	CPCC Task Force
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Last Revision date:	2012-12 Dec
Council Approval Date:	2011-09 Nov
Anticipated start date:	2013-30 Jan
Anticipated completion date:	2014-31 Mar

Project Description

Overview

The CPCC Project's purpose is to streamline the Crop Protection supply chain in Canada by implementing industry defined business processes, functions and electronically connecting using an industry standard set of messaging tools and possibly web services with companies. Project participants will utilize and leverage the implementation tools and standards developed by AgGateway. CPCC participants will increase efficiencies and reduce the cost of doing business by using a proven approach already in use in the Crop Protection industry within the US.

The project will be conducted in two distinct phase. The primary activity in the first part of the project is standards alignment (design review). The purpose of this activity is to ensure understanding of current established standards, determine business requirements and guidelines for implementation. During standards alignment, all companies involved will review the AgGateway standards, business use cases and business rules established by the Accelerated Electronic Connectivity (AEC) Project, to evaluate them against their business application systems and the current version of the standards. During this phase of the project, participating companies will agree to make the appropriate business and/or technical representative available for one or more conference calls on a weekly basis for roughly 10-12 weeks to complete the design portion.

The second phase is the transaction implementation process. The purpose of the implementation process is to initiate electronic data exchange among all the companies that trade with one another. Companies will implement the capability to securely connect with their respective trading partners, will create or have created the appropriate programs to export and import data in their business application systems, will work with the entire project group to resolve any issues or conflicts that arise during implementation, and will migrate the standards into their production systems. The duration of this project phase is dependent on the implementation schedules agreed upon by each individual company participating. During this phase, participating companies will agree to make the appropriate business and/or technical representative available for one or more conference calls on an 'as needed' basis should an issue arise that requires a change to the AgGateway standards or business rules.

The companies that commit to the CPCC project have the option to committing to participate in either phase 1 or both project phases.. Each phase will have a separate funding commitment depending on how many participating companies commit to each phase of the project.

Background

In recent years the Crop Protection industry in Canada has experienced many issues in regard to the order-to-invoice process. The value of electronic connectivity has been demonstrated in the U.S. Crop Protection industry by the AEC project referenced above. The tools and techniques used by the AEC Project, some of which are listed below, will be adopted and/or adapted during this project to meet the Canadian Crop Protection industry's specific needs.

The US Crop Protection industry, through AgGateway, is using XML message standards (Ag eStandards), a business messaging engine (AgGateway XML Engine) and the Agriculture Industry Identification System (AGIIS) to support and enhance effective eBusiness. Many of the companies that have implemented eBusiness in the US are also doing business in Canada. These companies want to obtain additional value and efficiencies by expanding the use of these eBusiness tools in their Canadian business operations.

CPCC Interested Parties:

Companies:
BASF
Bayer
CPS/UAP
Dow AgroSciences
E.I. DuPont Canada Company
FMC
GROWMARK
Monsanto
Nufarm Agriculture, Inc.
Richardson International
Syngenta Crop Protection
UFA
Viterra

Project Manager

CPCC has selected AgGateway Corporation to provide project management and coordination.

Project Sponsor

Pierre Petelle – CropLife Canada.

Project Mission/Purpose

The mission is to enable and expand the use of eBusiness in the Crop Protection industry segment within Canada.

Goals & Objectives

The Crop Protection Connectivity (CPCC) project's objectives are to:

- Improve the supply chain by implementing the exchange of selected XML-based messages that support the order-to-invoice business process. This goal will be achieved by 1Q2014 as

evidenced by the exchange of selected messages between 2 major distributors (~10-20% of the Canadian crop protection (CP) sales) and 4 manufacturers (at least 3 with ~10-20% each of the CP business) in a production environment.

- ❑ 50% of all participants will have connectivity with at least one trading partner by 4Q2013.
- ❑ Leverage Ag eStandards, implementation business rules, AgGateway implementation tools, the AGIIS directory, and business use cases from the AEC Project to complete the design phase by end of 2Q2013.
- ❑ Improve customer service and achieve response-time improvements for all participants.

Project Scope

In Scope – XML message identified below

- OrderCreate
- OrderResponse
- OrderChange (if desired)
- ShipNotice
- Invoice

Out of Scope

- Forecast
- Invoice payment (physical transfer of funds)
- Logistics (3rd party)
- Sales Reconciliation
- Price Sheets (possibly in another phase or project)

Project High-level Schedule

A summary of potential implementation milestones.

Milestones	Target Date*
Begin Communication and Industry Awareness Process	2012
Phase 1 Kick-off Meeting	2013-Jan
Commitment for Standards Alignment/Review Design Process Phase 1	2013-Feb
Complete Design Review	2013-May
Phase 2 Kick-off Meeting	2013-Jun
Begin Implementation – based on implementation schedule	2013-Jun
Complete Implementation no later than	2014-31 Mar

* Dates are subject to change.

Assumptions, Constraints, and Risks

Assumptions:

- Trading Partner Agreements are not a concern to this project

- There is a willingness to share technical expertise
- All participants will pay their own integration costs, both internal and project related. Project related integration costs will be determined with each participant based on the needs of each participant and may vary based on the number of trading partners and transactions implemented.
- The AgGateway project administrative costs for the design review/implementation parts of this project will be shared by the participants in agreed upon proportions, prior to the start of the project.

Constraints:

- Business seasonality may impact the ability of individual company’s implantation schedules.
- Some messages may not be possible for some trading partners to implement
- Some Ship-to and Ship-from locations may not be in AGIIS and may need to be added
- Some products may not be in the AGIIS directory and may need to be added
- Technology hardware or software may impact individual company’s implementation schedules.
- Some companies may have some international security issues – data transfers
- Financial obligation past the budgeting cycle – may not be able to find funding when needed

Risks:

- Trading Partners business priorities may inhibit the implementation timeline
- Some participants are not in the proper readiness state
- Some participants may lack adequate project management and may have a negative impact on implementation
- Inability to achieve consensus on standards, tools or processes
- Inability to achieve critical mass
- Stability of internal business systems – multiple projects going on at the same time
- Taking on a large implementation project
- Internal resourcing

Project Management and Administration

Describes how the project will be administered

1. Project Communication Overview

Project communications are intended to provide comprehensive information about project plans, status, activities, and results.

2. Communications Schedule

The following communications will be maintained and distributed on a regular schedule:

Communication	Distribution	Schedule
Project Update in the Newsletter	General Membership	Quarterly
Project Update	Council & Participants	Monthly
Participant’s Update	Project Manager	Bi-Weekly

3. Project Dashboard

The Project Manager will maintain a Project Dashboard. It will be maintained using MS Excel and will be made available to all appropriate individuals involved with the project. The Project Dashboard includes estimated production implementation schedule and current status (including percent complete). The Project Manager will review, monitor, and adjust the Project Dashboard as a regular responsibility throughout the project with input and updates from the participants.

4. Issues Management

The Project Manager will maintain an "issues and actions" log for the project. It will be accessible to all appropriate project participants for purposes of information, identifying new issues, and adding comments to issues. Anyone involved with the project can raise an issue, but the Project Manager has a regular responsibility to review issues, assign or elevate issues, and facilitate the resolution of issues.

5. Cost Estimates (providing estimated cost based on the scope and timeline of the charter)

Activity Description	Duration	Communication Method
Project Initiation		
Project commitment process period <ul style="list-style-type: none"> • Project Charter • Value Proposition • Charter Approval by Council • Communications Plan & documents • Targeted participants list • Commitment letter 	10 hours – 8 sessions (approx 8 weeks)	Email & phone
Send and receive commitment letters and follow up calls	3 hours	Email & phone
Initial Project formation meeting	4 hours - 2 sessions	Web meeting
Contract/Agreement Review (AgGateway & Project)	2 hours – 2 sessions	Web meeting
New Participant internal K-O Meetings		
New participant internal kickoff meetings	1.5 days per new participant	Onsite w/ PM
Standards Alignment/Design Review		
Background and agreements*	2 hour – 1 session	F2F meeting*
Requirements gathering*	4 hours – 2 sessions	F2F meeting*
Business Use Case(s) review*	2 hours – 1 sessions	F2F meeting*
Business Rules Reviewed*	1.5 hours – 1 sessions	F2F meeting*
Message(s) Reviewed (mapping)	18 hours – 12 sessions	Web meeting
Messaging Protocols Reviewed	2 hours – 2 sessions	Web meeting
Follow up on open issues meeting(s)	8 hours – 4-5 sessions	Web meeting
General administrative (prep for meetings, sending out agendas, responding to emails and calls)	50 – 60 hours	Email & phone
<i>*Recommend these items be a face-to-face meeting</i>		
Implementation:		
Weekly or bi-weekly conference calls	1.5-2 hours per week	
Follow up on issues	5-7 hours per month	

General administrative (prep for meetings, sending out agendas, responding to emails and calls)	2-3 hours per week	Email & phone
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Documentation		
Project documentation Creation Approval Dissemination	10-15 hours	Web site

Each participant's cost to participate in this collaborative project will be approximately \$22,000 - \$38,000 (depending on the number of companies – split over 2 payments) for this 15 month project. This cost includes the on-site internal kick-off meeting. Each individual company participant will also have internal costs for hardware, software, infrastructure, security, development, testing and on-going maintenance that will need to be factored in also.

In addition, if a new participant desires a readiness support/consulting visit to help with getting connected, that cost will be determined separately by AgGateway based on the company's eBusiness readiness.

6. Success Criteria

- Business use cases and standards reviewed and agreed upon for implementation use by the project participants by May 31, 2013.
- 20% (\$400m in sales) of the Canadian Crop Protection orders are being transacted electronically by 2Q2014.
- Updated implementation guide created and published for reuse by those not in the project.
- 80% of all the participants have implemented the messages defined by March 31, 2014.
- Participants in the project will articulate and measure their benefits to be able to communicate those benefits to the CLC members and industry.

7. Expectations from Participants

- Company will **Fully Participate** in the CPCC project (as described in this charter) by providing financial and human resources within the timeline specified in this letter for establishing crop protection industry standards, guidelines and implementation rules for the transactions listed below.
 - Order Create (Distributor sends, Manufacturer receives)
 - Order Response (Manufacturer sends, Distributor receives)
 - Ship Notice (Manufacturer sends, Distributor receives)
 - Invoice (Manufacturer sends, Distributor receives)
 - Order Change (Distributor sends, Manufacturer receives)- *if desired*
- Company will work with the CPCC project participants to accomplish the deliverables (as defined above) for the transactions listed above, on a mutually agreed upon schedule, with work commencing on the Standards Alignment no later than February 15, 2013 and concluding the Standards Alignment (Design Review) no later than May 31, 2013 . Company will share equitably the administrative costs of the Standards Alignment (Design Review) portion of the project with all other project participants.

- Company agrees to comply with Ag eStandards for activity and establish transactions that include common industry identifiers that are contained in AG Industry Identification System's (AGIIS) and AWSA (Ag Warehouse Standard Assoc) certification number.
- Company agrees to abide by CropLife Competition and AgGateway Anti-trust Guidelines in all its activities.
- Company understands that CPCC participants will establish a CPCC Project Board considering balance representation for Distributors and Manufacturers. The CPCC Board will determine the need for and select any additional members and leadership for the CPCC Project.
- Company will remain a member in good standing with CropLife Canada, AgGateway and a subscriber to AGIIS directory throughout the project

8. CPCC project deliverables include:

- Business use cases and standards that have may have been enhanced and expanded to support a broader sample of companies that trade in the Crop Protection industry segment within Canada.
- Consistent implementation of e-business transactions across Crop Protection trading partner companies.
- Enhanced and updated implementation guide for future use by the entire industry
- Project progress reports.