Stara: Increasing Agricultural Yield in Brazil with the SAP® Enterprise Support Advisory Council

Farmers today know: take care of the soil and it will grow crops in abundance season after season. The Aquarius Project wants the farmers of Não-Me-Toque, a tiny city in the countryside of Brazil, to plow that understanding into higher farming yields. Stara S/A Indústria de Implementos Agrícolas, a supplier of agricultural machinery to over 35 countries worldwide, has positioned itself as an important partner for its customers’ projects. Yet, to maintain a pivotal role in this scenario and take a lead in Brazil’s agro-industry, it had to gear up for a digital transformation.

A big step toward Stara’s digital transformation was implementing SAP® SuccessFactors® solutions running on the SAP HANA® Cloud Platform. This considerably improved data consistency, transparency, and collaboration among its 2,000 employees. To ensure maximum value realization of its SAP SuccessFactors solutions, Stara engaged the SAP Enterprise Support Advisory Council. By piloting performance-check and proactive application-check services as part of the program, Stara accelerated performance evaluation by 50%. The agricultural community in Brazil now gets world-class support from Stara faster with greater efficiency.
Primary partnership guarantees stability

**Company**
Stara S/A Indústria de Implementos Agrícolas

**Headquarters**
Não-Me-Toque, Brazil

**Industry**
Industrial machinery and components

**Products and Services**
Agricultural machinery

**Employees**
2,000

**Revenue**
US$205.56 million (2016)

**Web Site**
www.stara.com.br/en

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**Objectives**
- Establish technically robust operations for SAP® SuccessFactors® solutions
- Increase technical stability
- Improve performance and business throughput
- Introduce efficient maintenance of software after the going-live event

**Why SAP Enterprise Support**
- SAP Enterprise Support Advisory Council to ensure innovation readiness and value realization
- Access to SAP experts, ensuring technical stability, maintainability, and performance optimization of the SAP SuccessFactors solutions, with the aim of improving employee collaboration
- Trusted partner for Stara’s digital transformation

**Resolution**
- Established a basis for consistent information to support managerial decision making
- Developed a tailor-made engagement plan, including project content, that met Stara’s needs
- Piloted performance-check and proactive application-check services in collaboration with the SAP Enterprise Support Advisory Council

**Benefits**
- Enabled collaboration to realize the full value of SAP SuccessFactors solutions, with guidance from the SAP Enterprise Support Advisory Council
- Reduced the total response time of the evaluation process as a result of pilot services conducted by the SAP Enterprise Support Advisory Council
- Gained in-house experience and IT know-how

"Thanks to SAP Enterprise Support we were able to improve our IT governance significantly. We are now using the functionalities of our cloud solutions much more effectively. SAP Enterprise Support is an essential element of our digital transformation strategy."

Rafael Eduardo Costa, IT Manager, Stara S/A Indústria de Implementos Agrícolas