AgGateway
Collaboration for eConnectivity

CROP PROTECTION CANADA CONNECTIVITY (CPCC) PROJECT KICK-OFF MEETING

February 11-13, 2014
Winnipeg, MB

AgGateway

Kick-off meeting hosted by:

Monsanto Company

WELCOME!

Housekeeping

- Restrooms
- Food
  - Snacks & beverages
  - Lunch tomorrow
  - Dinner tonight
    - Need head count on those attending dinner
  - Dinner tomorrow – on your own
- Emergency Exits
- Phones on vibrate – if you need to take a call please step out
- Who to contact if there are any issues
- Any other items or questions?

Anti-Trust Guidelines

- **AgGateway Anti-trust Guidelines Summary**
  - Do not discuss with competitors your own, or a competitors' prices; do not discuss details that might affect prices, such as costs, discounts, terms of sale, profit margins or any other competitively sensitive information
  - Do not discuss capacity or output.
  - Do not stay at a meeting where any such talk occurs.
  - Do not make general announcements or statements at AgGateway meetings about your business secrets, such as sales strategies, new product development, capacity expansion or restrictions, or any such intended activity.
  - Do not talk about what your company plans to do in specific markets, or with certain classes of customers, or with regard to types of products.
  - Full set of guidelines can be found on AgGateway website: http://s3.amazonaws.com/aggateway_public/AgGatewayWeb/WorkingGroups/AdministrativeDocuments/AntiTrustGuidelines.pdf

Intellectual Property Rights Policy

This Intellectual Property Rights Policy states the AgGateway policy regarding ownership of Intellectual Property Rights in the Standards. This Policy applies to activities of AgGateway as well as to any joint activities that involve AgGateway with other entities, associations, an d the like. However, this policy does not apply to joint activities that involve one or more member of AgGateway through normal business channels. All Companies as , as a condition of membership to AgGateway, agree to comply with this Policy.

- Prior to any publication of the standards the membership will have 60 days to review and determine if there are any use of the Standards is likely to cause infringement of any patent, trademark, copyright, or other rights (collectively referred to as “IP Rights”) of a third party or that the Company controls

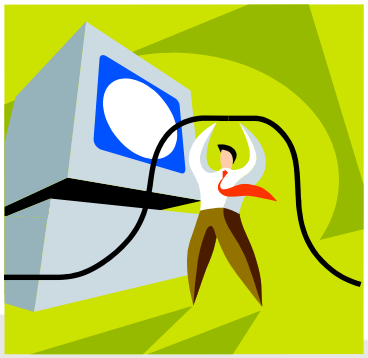
Intellectual Property

- "Intellectual Property Rights" shall mean:
  - The rights AgGateway, AgGateway's members, and intellectual property contributors have to intellectual property at various stages of AgGateway's publication - development process
- Within AgGateway Projects:
  - 1. AgGateway may use and incorporate into the Standards any and all elements, ideas, and information contributed, submitted, or disclosed by the Company, that is not presented as confidential, proprietary or trade secret material of the Company, and permission for the use and license of such elements, ideas, and information is granted to AgGateway.
  - 2 AgGateway owns the Standards and all proprietary rights in the Standards. The Company agrees that AgGateway may seek and obtain copyright, patent, or other intellectual property protection in such Standards and any parts of such Standards, including registration with applicable federal, state, or international bodies, and that AgGateway has the right to license the Standards or any part of the Standards ; provided, however, that each member Company shall have a perpetual, world-wide, paid-up license to the Standards. As owner of the Standards, AgGateway may reproduce, modify, display, perform, publicly disclose, sublicense, distribute, and otherwise use the Standards in any manner.
  - 3. The Company retains ownership of any individual elements, ideas, and information it contributed and is free to use those elements, ideas, or information independently of the Standards.

Intellectual Property Rights Policy

- The Company waives confidentiality in its contributions to the Standards, such that neither AgGateway nor any other participant assumes any confidentiality obligations, unless the document, remark or contribution is labeled “confidential”.
- The Company acknowledges that, in the event of the Company’s termination of its membership or participation in the AgGateway Standards setting process, this Policy shall survive and will continue in force and effect with respect to any contributions made up to the date of termination
- Full IP Rights Policy can be found on the AgGateway website: http://s3.amazonaws.com/aggateway_public/AgGatewayWeb/WorkingGroups/AdministrativeDocuments/2007-04-09_AgGateway_IPR_Policy.pdf

Introductions



- Name
- Company Name
- Length with Company
- Role within your company
- Role within this project (Business/Technical/Sponsor)
- Favorite beverage

TEAM BUILDING EXERCISE

Team Building Exercise

- Locating Your Team
  - You have a sticker under your name tent.
  - Find others with the same sticker “Letter”
  - Your task is to locate the other people
  - You have roughly 2-3 minutes to locate the others

Team Building Exercise

- Expectation Exercise
  - ~10 minutes to create your “list” on a flip chart what you as a group want to get out of this CPCC Project (Expectations 2-5 per team) – write the names of your team members on top
  - Select someone to share your expectations
  - Return to your original seats when asked
  - Share your expectations with the group

PURPOSE OF MEETING

Purpose of Meeting

- Members understand the project & what is expected (foundation)
- Members understand what is a collaborative team & how we'll operate
- Team members meet "in person" to get to know team members better
- Start the process for the Design Review

Agenda - Today

Tuesday, February 11, 2014 - 1:00 pm – 4:30 pm

- Welcome & housekeeping **(Sherk)**
- Anti-trust **(Hunter)**
- Introductions
- Team Building exercise(s) throughout the session
- Purpose of meeting
- Review agenda for the meeting
- Overview of AgGateway **(Conner)**
- Background/overview of the CPCC Project – **(Byrne)**
- Review of Benefits, Successes and Lessons Learned from Other Projects **(Hunter)**
- Review what your company committed to in CPCC

Agenda - Today

Tuesday, February 11, 2014 - 1:00 pm – 4:30 pm (cont.)

- Review what is a collaborative project
- Process Success Criteria
- Roles & Responsibilities – B/T, BOD, PC, AGW
- Validate Scope of CPCC Project
- Determine Version to use
- Communication & Updates
- Tools used
- Issues Process
- Discussion on the high level business processes for the Order-to-Invoice process for the Buyers and Sellers
- Wrap up at 5:00 – *carpool*

Group dinner at 6:00 pm - meet in the lobby of hotel at 5:45 pm

Agenda - Tomorrow

Wednesday, February 12, 2014 - 8:30 am – 4:30 pm
(lunch provided)

- Team building exercise(s) throughout the day
- Review prior day's work if not complete
- Explanation of Business Use Cases (BUC)
- Review high level BUC from AEC Project – modify for CPCC
- Discussion on fears/concerns/constraints
- Discussion on accountability

Agenda - Tomorrow

Wednesday, February 12, 2014 (cont)

- Review the Business Rules from AEC Project
- Review project template for Buyer & Seller
- Break-out for pain points of orders
- Discuss data requirements for OrderCreate
- Start on the data mapping for the OrderCreate message
- Wrap up day by 4:30 pm –
- *Dinner on your own – if some want to get together, discuss at break and lunch*

Agenda - Thursday

Thursday, February 13, 2014 - 8:30 – noon

- Team building exercise **(Hunter)**
- Determine day/time for weekly calls for Phase 1
- Review prior day's work
- What would help the project succeed?
- What might get in the way of the project succeeding (risks)?
- Determine next steps and accountability
- Review expectations
- Wrap-up meeting
- Depart by noon

AgGateway Overview

Rod Conner

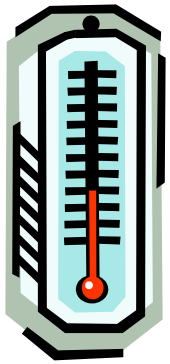
AgGateway – CEO/President

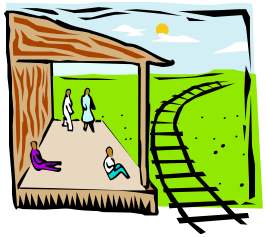
Content

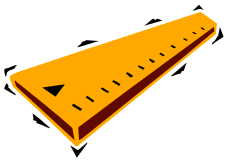
- Some definitions to get us on the same page
- What is AgGateway?
- How does AgGateway work?
- What projects has AgGateway done?
- Why is eBusiness Important to You, Your Company and this Industry?

AgGateway Definitions

Definitions: Standard







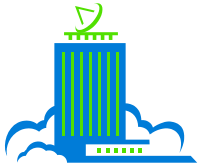
A formal set of required criteria, guidelines and best practices that **establishes uniform technical methods and business processes**.

AgGateway

Definitions: Connectivity

The use of computer networks to link computers to one another, and **provide information resources between computer systems and their final users**

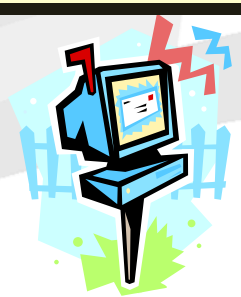
Definitions: eBusiness

Inter-Company Business Activities

Supported By

Information & Communication Technologies


AgGateway

The Premise for eBusiness

- eBusiness is a key tool for increasing the productivity of the Agricultural Industry.
- Industry collaboration is the most efficient and cost effective approach to achieving broad based connectivity.
- The broadest possible base of participation, at the lowest reasonable cost of entry, is required for true, industry-wide, eBusiness success.

What is AgGateway?

AgGateway Is:

Non-Profit

- Member Dues
- Subscriptions
- Activity Fees

Ag Industry

- Broad Ag Representation
- Supply Chain Focus

Consortium

- eBusiness
- Collaboration
- Standards
- Tools

AgGateway

Formed to Help Members Address Business Pressures

Regulatory

- Rising reporting expectations
- Multiple gov. agency oversight
- Traceability & Sustainability

Competitive

- Globalization of the Market
- To Increase Market Share
- Consolidation in Marketplace

AgGateway

AgGateway's Mission

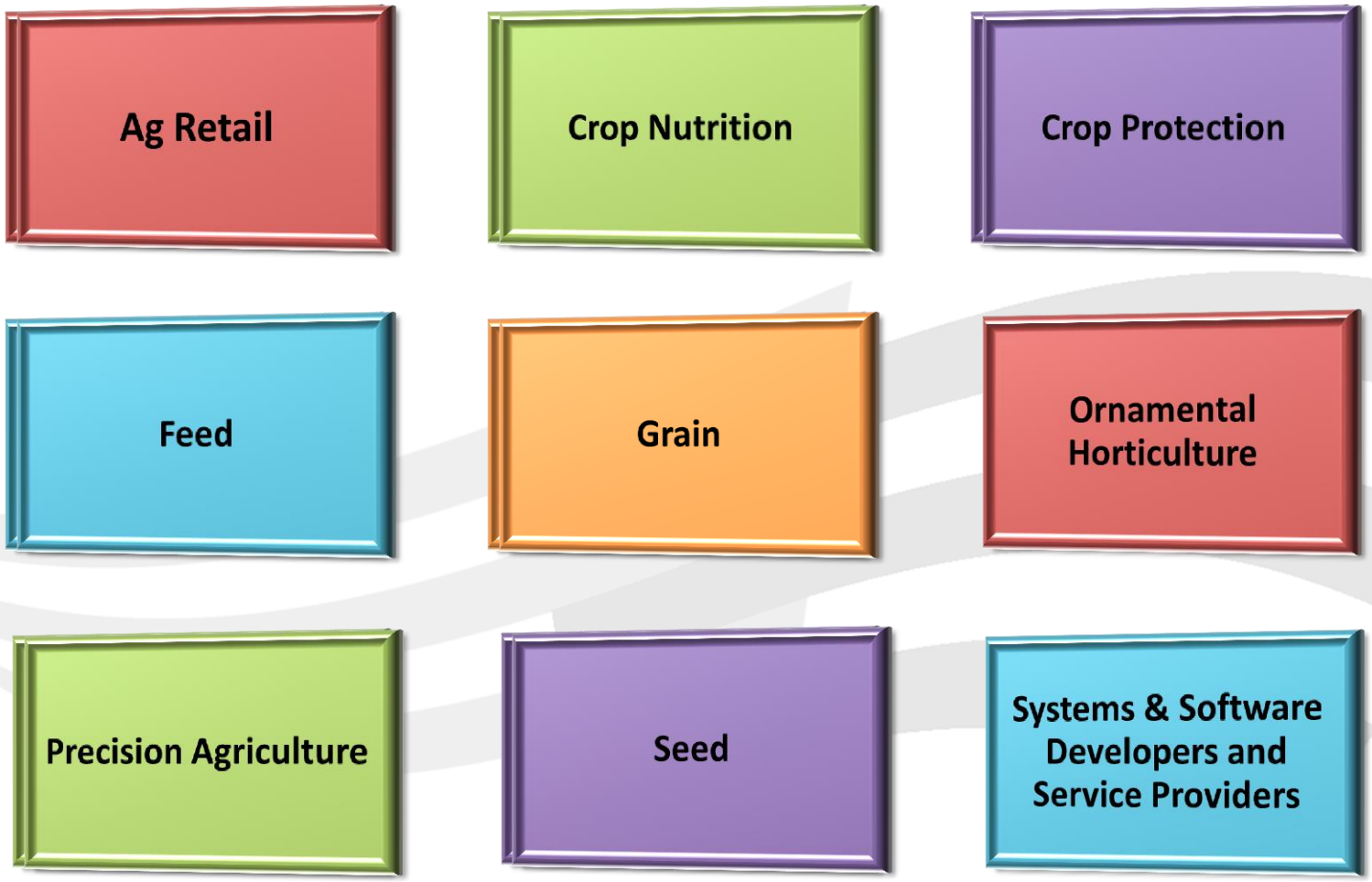
"To promote, enable and expand eBusiness in Agriculture."

What's the Big Idea?

"To enable the entire agriculture community to use eBusiness to exchange information to:

- ***improve business processes,***
- ***help deliver excellent customer service***
- ***streamline the supply chain,***
- ***enhance food safety,***
- ***and support sustainable agricultural practices throughout the world."***

9 Ag Industry Segments
200+ Members



AgGateway

Another Definition:

Council

Within AgGateway, the governing body for a segment

A body serving in an administrative capacity (Webster)

What does AgGateway do?

Promotes eBusiness

- **Conferences**
  - Annual Conference
  - MYM (Mid Year Meeting)
  - Regional

Education

- Member Companies
- Conference Sessions
- Webinars

Outreach

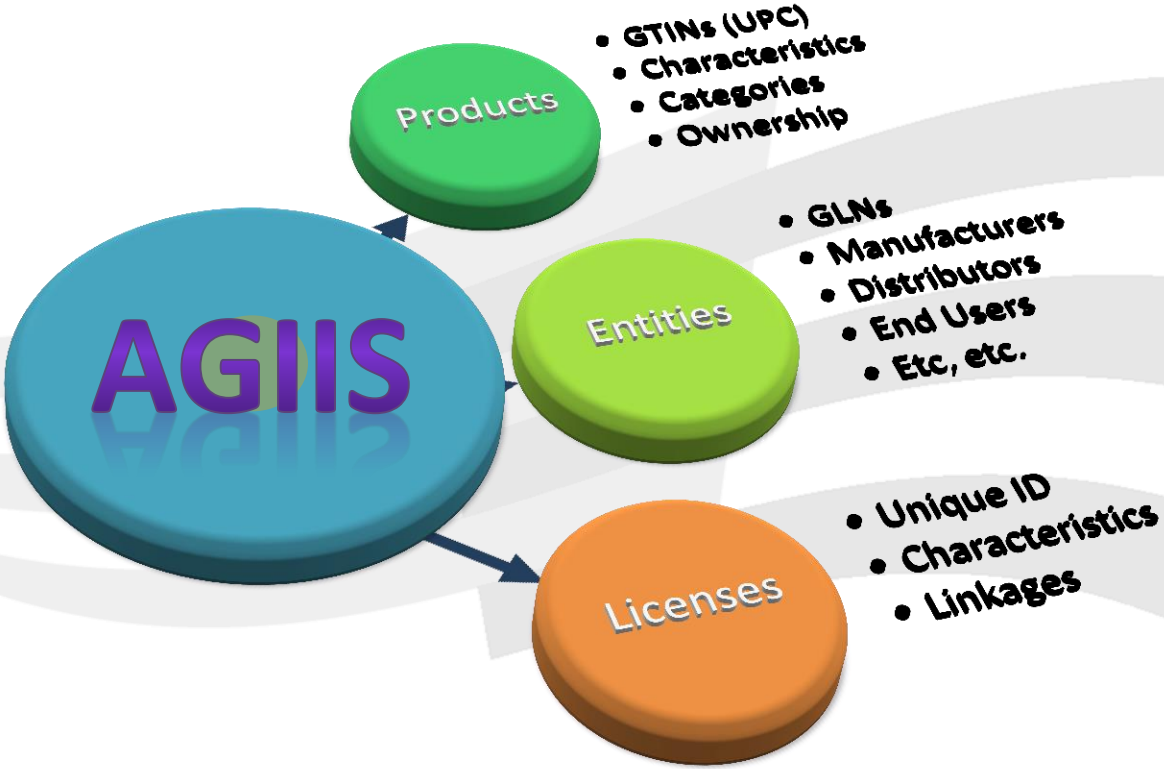
- Industry Trade Associations
- Government Regulatory Agencies
- Collaboration w/related Organizations
  (e.g. AGCIO Roundtable, international standards organizations, i.e. ISO & OAGi)
- Higher Education

Enables eBusiness

Professional Services
• Project Management • Trading Partner Connectivity • eBusiness Readiness • Standards Consulting

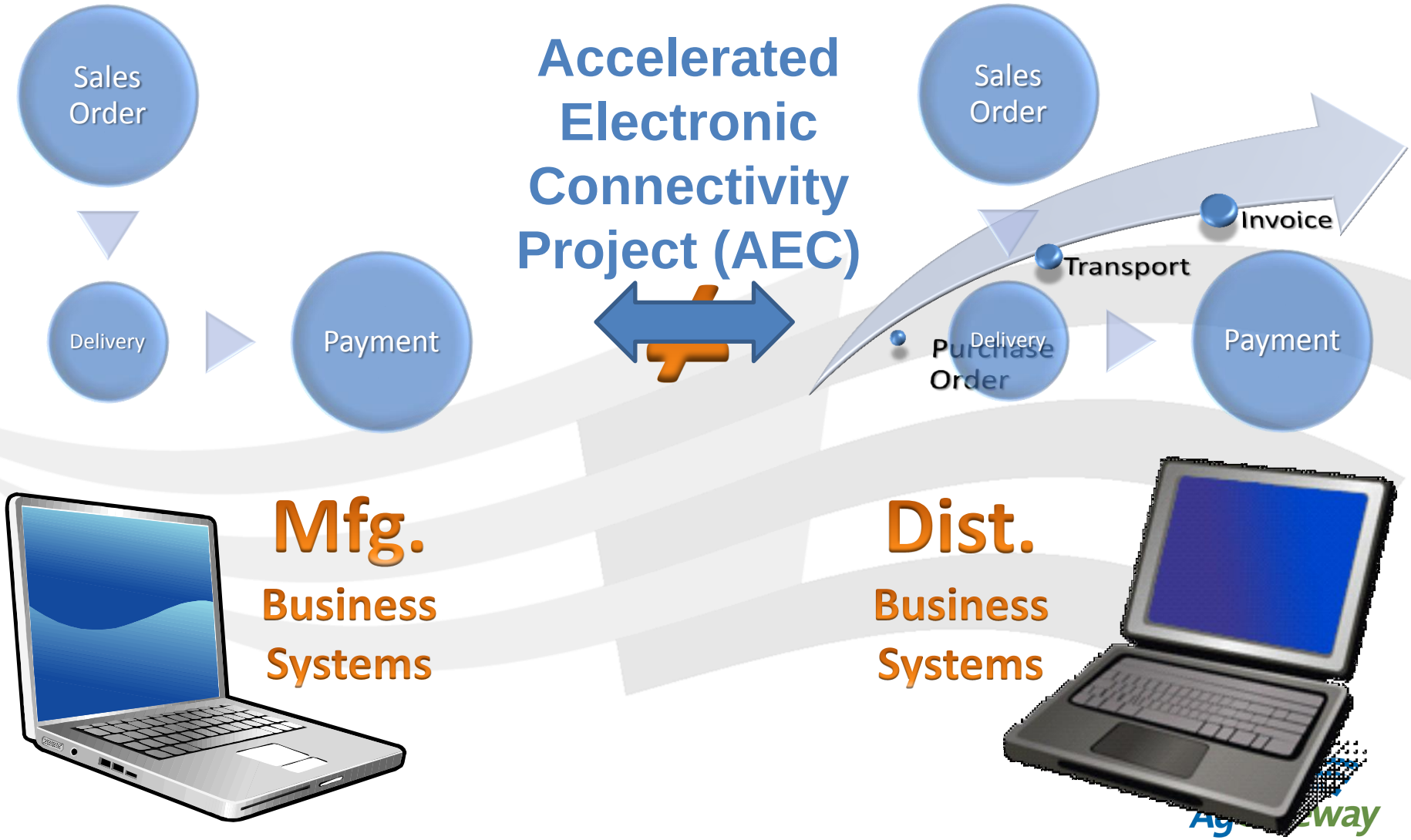
Establishes Unique Industry Identifiers

Ag Industry Identification System



AgGateway

Conducts Industry Projects Using the Standards



What Projects Have We Done?

Expand – Projects, Past & Current

- AEC–"Accelerated Electronic Connectivity"—**Complete**
  - Ordering, Shipping, Invoicing, Sales Reporting
  - 10 Distributors, 8 Manufacturers
  - ***> 70% of CP industry sales transactions between manufacturers and distributors are electronic***
- SC – "Seed Connectivity"—**Complete**
  - Shipping, Invoicing, Reporting
  - 5 Distributors/Retailers, 6 Manufacturers
  - In process of extending this project to more trading partners including Booking/Order (SC-II) - **Current**
- CNC – "Crop Nutrient Connectivity"— **Complete**
  - Contracts, Ordering, Shipping, and Invoicing
  - 4 Distributors, 4 Manufacturers
  - Currently have another extension to this project with 4 new companies – (CNC-II) - **Current**

EXPAND – Projects, Past & Current

- RFID “Radio Frequency Identification” Guidelines Development - **Complete**
  - Established standards and guidelines for RFID implementations.
- SPADE – (Standardized Precision Ag Data Exchange) - **Complete**
  - Developed a seeding use case for connecting Farm Management Information System (FMIS) to FMIS and also FMIS to field equipment
  - Developed a data glossary, data requirements, data formats and reference data for the seeding use case
  - 30 AgGateway member companies participated
- RFID Guideline Development - **Complete**
  - Establishing standards and guidelines for RFID implementations.
- PCI “Product Cost Information — **Complete**
  - Electronic distribution of pricing data from manufacturers to distributors
  - 6 Distributors, 5 Manufacturers

EXPAND – Projects, Past & Current

- SPADE2 - (Standardized Precision Ag Data Exchange) - **Current**
  - Build out the infrastructure required for the SPADE project seeding use case.
  - Define the use case and high-level data requirements for both harvest and crop protection operations for FMIS-to-FMIS and FMIS-to-Equipment
  - 32 AgGateway member companies participating
- PAIL – (Precision Ag Irrigation Leadership) - **Current**
  - Provide a common set of data standards to convert weather, soil moisture and other relevant data from a variety of Original Equipment Manufacturer (OEM) hardware and software programs into an industry-wide format that can be downloaded and used by an irrigation data analysis and prescription program
  - 19 AgGateway member companies participating

EXPAND – Projects, Past & Current

- XML Remittance Advice — Guideline created not implemented
  - Invoice Payment Details
- GTTR "Germplasm, Trait & Treatment Reporting" – **Future**
  - Completed the Design phase – implementation was put on "hold"
  - Standardize Seed Germplasm/Trait Reporting formats, and order response transactions
- Paperless Tonnage Reporting – **In progress**
  - Standard created
  - Implementing Nationally with TFI & ARA.

Why Is eBusiness Important to You Your Company and the Industry?

Why eBusiness?

- Inventory costs money, eBusiness helps you reduce and better manage inventory.
- It cost money to have people keying information into multiple systems.
- It cost money when humans create errors from keying information (humans aren't perfect).
- It cost money for paper and processing.
- Trading partners are more accurate, more reliable and deliver more information in a more timely manner using B2B

Value to The Industry

- Collaboration improves and enables industry best practices, wish is good for your customers.
- Makes the food supply safer.
- Improved stewardship of Ag products
- Positively impacts Ag production

Value to Your Companies

- Benefit from Collaboration
  - Access to a vast amount of shared, experience proven, knowledge
  - Access to a broad, and broadly supported, supply chain
  - Greatly reduce the cost of doing eBusiness
- Project Enablement
  - Proven implementation techniques
  - Enhanced probability of success
  - Fastest path to implementation

Value to Your Companies

- Leverage Education
  - Provides cost effective staff development in eBusiness
  - Companies with limited IT staff gain from the collective expertise
  - Practical application of education
- Adopt Proven Tools
  - Enterprise quality tools
  - Supported by a willing, knowledgeable and dynamic community

Any Questions?

Contact Rod Conner
rod.conner@aggateway.org
(804) 363-9120

Crop Protection Canada Connectivity (CPCC) Project Background

February 11, 2014

Heather Byrne Moumdjian

E.I. duPont Canada Company

Background– How was the team was formed?

- Group was introduced to AgGateway September 2011 to understand the value of pursuing eBusiness as an industry team.
- October 2011 started to work as a task force with AgGateway
- AgGateway has a proven project management success with the US eBusiness project. Intent was to leverage where possible.
- Governing body has been led by:
  - Todd Ormann, Syngenta
  - Stan Audette, Dow AgroSciences
  - Heather Byrne Moumdjian, duPont
- Companies included in the task force to develop a project charter

duPont		FMC	
Federated Coop		Syngenta	
Viterra		Univar	
Monsanto		Engage	
Nufarm		CropLife Canada	
AgGateway			

CPCC Project Charter

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

CCPC Project Charter

Two Phases

- Phase 1 - The primary activity in Phase 1 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 standards, business use cases and business rules to evaluate them against their systems

CPCC Project Charter

- Phase 2 is transactional implementation.
- This part of the project is more accurately described as a process. The purpose of the implementation process is to initiate electronic data exchange among all the companies that trade with one another. Each company is responsible for their implementation project(s)

- Note: There were delays in the project timeline due to industry dynamics

CCPC Project Charter

Signed Commitment Letters as of January 2014:

- BASF
- Bayer
- CPS
- Dow AgroSciences
- E.I. DuPont Canada Company
- FMC
- Monsanto
- Richardson
- Syngenta Crop Protection
- UFA
- Univar Canada Ltd

CPCC Project Charter

Goals & Objectives

- Effectively improve the supply chain by implementing transactions at a production-level exchange of XML-based messages that supports the order-to-invoice business process by Dec 31, 2015 with 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)
- 80% of all participants will have connectivity with at least one trading partner by Dec 31, 2015
- Leverage Ag eStandards, implementation business rules, AgGateway implementation tools, the AGIIS directory, and business use cases from the AEC Project to complete the review by May 31, 2014
- Improve customer service and achieve response-time improvements for all participants

CCPC Project Charter

In Scope – XML message identified below

- OrderCreate
- OrderResponse
- ShipNotice
- Invoice

CPCC Project Charter

Out of Scope

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

CCPC Project Charter

Milestones - Target Dates*

- Begin Stds Alignment/Review Design Process(Phase 1) – February 11 – 13, 2014
- Phase 1 Complete – May 31, 2014
- Begin Implementation – after June 1 ,2014
- Complete Implementation December 31, 2015

* Dates are subject to change

CPCC Project Charter

Success Criteria

- Business use cases and standards reviewed and agreed upon for implementation use by the project participants.
- 20% ($400m in sales) of the Canadian Crop Protection orders are being transacted electronically
- Updated implementation guide created and published
- 80% of all the participants have implemented the messages defined by December 31, 2015.
- Participants in the project will articulate and measure their benefits to be able to communicate those benefits to the CLC members and industry.

CPCC Project Charter

Funding:

- Self-funded
- Each participant's cost to participate in this collaborative project will be approximately $6,000 – $10,000
- Implementation(Phase 2) will be funded by each company

CPCC Project Charter

CPCC project deliverables include:

- Business use cases and standards that may have been enhanced and expanded to support a broader sample of companies that trade in the Crop Protection industry segment.
- Consistent implementation of eBusiness transactions across Crop Protection trading partner companies.

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Collaboration for eConnectivity

QUESTIONS?

AgGateway

BENEFITS FROM OTHER PROJECTS

Benefits from eBusiness

AgGateway members have shared:

- e-Business dramatically reduced the response time for processing orders. From 12 minutes process time down to about 90 seconds ~*88% cycle reduction*
- Saves time processing payments with a 3-way matching of documents – Order, Invoice and Ship reduced a ~9-10 minute process to about 5 seconds ~ *99% reduction*
- Ability to invoice their retailers earlier and receiving payments earlier - because the invoice is being received sooner. *3-10 days earlier - impact on cost of money*

Benefits from eBusiness

- Reduced duplication of effort - customers can enter any order 24/7 and it does not have to be reentered here or at the manufacturer.
- Fewer errors - By not having the order reentered and/or called to the manufacturer has reduced errors
- Able to get the customer an order acknowledgement from the manufacturer within 15 seconds ~ *98% cycle reduction*
- 25% reduction in Customer Service Personnel – relocated resources

AgGateway

Benefits from Projects

- Cost for people keying information into multiple systems.
- Cost when humans create errors from keying information (humans aren't perfect).
- Cost for paper and processing.
- Trading partners are more accurate, more reliable and deliver more information in a more timely manner using B2B
- It's easier and more accurate to do business with partners electronically

SUCCESSES & LESSONS LEARNED FROM AEC PROJECT

Successes

- Customer Service reps have embraced automation **
- We have expanded the capabilities internally in XML messaging**
- Our customer service reps are able to spend more time devoted to higher value tasks
- Project Strategy
  - Single Business Model – One way Vs Seven Ways **
  - Strong Business and Technical Team
  - 60 Business Scenario Test cases
  - Till Date ~5k Transaction sets Tested
- With the implementation of B2B and its technology we are now able to explore other options using XML technology.
  - SOA *(service oriented architecture)* Business Model
  - Business Process Management

*** means more than 1 company saw this as a success*

Successes

- Scope of Project Extended to Product Categories under Crop Protection:
  - Seed Treatment Products
  - Specialty Products (Turf & Ornamental)
- Worked through and resolved all challenges that surfaced after each go-live date – good conflict resolution
- Project Organization - Board, B&T Team, Special Focus Groups
- Collaborative Solutions between customers and competitors for the good of the industry.
- Improved order accuracy due to data synchronization
- Ability to send bulk ship notifications
- Reduction in EDI costs
- Improved business processes
  - Future orders/ Future ship dates automation
  - Improved Agency Ordering

Successes

- 85% of US Crop have an order response within 15 minutes
- Built a fully capable Ecommerce Team (Full time manager)
- Established our long term platform (hardware/sw)
- Business now understands what Electronic Commerce is and what it isn't. (Lack of clarity previously)
- Allowed our business to realize that the market is serious about squeezing efficiencies into the supply chain
- Key milestones for the project were exceeded **
- Standardization in business processes are being driven **
- Increased productivity is enabling a shift to value added work**
- Internal buy- in and ultimate support of electronic connectivity (Not a hobby)

Successes

- AEC project leveraged the central repository AG Industry Identification System (AGIIS) to hold the data elements of the transactions.
- AEC project standardized the naming conventions for ebXML envelope elements.
- The success of AEC project paved the path to other segments of AG industry as Crop Nutrients and Seed connectivity projects.
- Everyone (internally) who had anything to do with the AEC project has nothing but good things to say about it and we need to keep pushing on the new projects to keep from losing our momentum.

Successes

- We Made It Work!!!
- Overcame A Steep Learning Curve
- Pre-Helena And UAP 40% Of Orders Were XML
  - Of those, 80% Are Untouched By Human Hands

Lessons Learned

Lessons Learned

- We needed a better base understanding of our internal capabilities on the front end
  - agreed to some standards that became difficult/costly to implement
- We needed to have more I/T resources devoted to making changes in functionality and/or mapping
- Should have:
  - Standardized the Communications Channel in the beginning
  - Implemented 4.0 documents on ebMS 2.0
  - Paid more attention to the Size/Design of Product Movement
- Business now understands what Electronic Commerce is and what it isn't. (Not a magic pill)
- Clear understanding of benefits (or lack) within the business
- Didn't fit all the order processes
  - Order response on will-calls was difficult – had to be treated separately
- Slight Variations of technical standards across manufacturers – needed to be resolved

AgGateway

Lessons Learned

- eCommerce is a Business Project with an IT component and not an IT Project.
- Follow Best Practices in Business processes
- Strong Project Management is key for industry projects and internally
- Require thorough testing from suppliers which would reflect actual results in production and utilize those persons who would provide the actual support in production
- Sync Data on the front-end (sync data Up front instead of the back end)
- Importance of AGIIS Directory
- Communication is the Key!!
- Important to track all issues, as well as track the business decisions that have come out of discussions and issues resolutions.

Lessons Learned

- Engaging the business earlier at the business/technical level
- More enforcement of tech/bus standards across all parties
- Response times
  - Earlier in the project, it would have been beneficial to increase the level of knowledge (technical leads /business leads) of the system processes that were in play at each of the Manufacturers.
  - Might have provided a placeholder in the project for doing an impact study and negotiating a formal SLA at a business partner relationship if not as a whole.
- Working with manufacturers and other distributors toward a common goal IS ACHIEVABLE.
- Projects like AEC can really benefit all participants.
- By setting standards and working through implementations as a group you really can keep the exception processing to a minimum.

Lessons Learned

- Get resource commitment from different area management for the length of the project
- Formalize a team from different functional areas and keep everyone in the loop
- There are efficiencies to be gained in automating processes and improving data quality
- Important to have proper support from your solution provider
- Need for new service and support levels to meet internal and customer expectation for this type of service
- It is very important to take every participant's feedback before making the collective decision.
- Communicating progress to the participants on a regular basis helps to reinforce schedules.

Lessons Learned

- Importance of the standard setting phase
- No two partners are alike
- It's not over till it's over
- Early and often involvement of business is key
- Focus on facts and metrics when making decisions
- Need to understand customer's XML business process and systems
- The one thing we would have done differently is to get involved earlier in the process. We realized that for these types of projects to be successful and to get the most benefit you must get involved as early as possible to help shape the outcome.
- There is a wealth of knowledge in the people who represented their organizations in the AEC project and by capitalizing on this everyone gains the benefits. The willingness to share knowledge both technical and business process related helped all participants gain benefits. The spirit of cooperation and willingness to help was more than we could have hoped for.

Lessons Learned

- Business Processes Do Make A Difference
- There Is Still Room For Improvement
- Change Management is Critical to Success
- Strong Business Support is Mandatory and the most challenging
- The Technology is easy!
- Business Process Definition and alignment are critical between partners
- Data Validation between partners is the first step to a successful implementation and can be the most difficult step to address
- Standard Communication Standards are needed to make this work leverage-able to others

AgGateway

Lessons Learned

- For UAP Timing was a perfect storm:-
  - Consolidation of businesses
  - Migration to new business systems
  - Acquisitions
- Key dependency that we fell down on was system vendor, said they understood and could implement XML…..proved not to be the case

WHAT DID YOUR COMPANY COMMIT TO?

Commitment

- In **Phase I** of the project, to provide the financial and human resources required to complete the design phase which includes: requirements gathering, establishment of business rules, creation of business use cases and review of business processes of the project for your Company.
- Adhere to the AgGateway standards and guidelines development and maintenance process. https://aggateway.atlassian.net/wiki/x/cwA3
- In all transactions, comply with and use AgGateway's Ag eStandards and implementation tools where standardization is required for the success of the project.
- In all transactions that include common industry identifiers, utilize the Ag
- Industry Identification System (AGIIS) and the Agrichemical Warehousing Standards Association (AWSA) reference numbers.
- Work with Project Coordinator to develop a detailed project schedule for your implementation containing tasks, resources assigned and due dates for the development and implementation of each transaction, and provide regular reports on project status.

Commitment

- If participating in **Phase II**, company agrees to adhere to the initial implementation schedule determined in January 2014, so as to not delay or push out the implementations of their trading partners
- Remain in good standing as an AgGateway member company and an Ag Industry Identification System (AGIIS) subscriber.
- Abide by AgGateway's antitrust guidelines in all its project activities. http://s3.amazonaws.com/aggateway_public/AgGatewayWeb/WorkingGroups/AdministrativeDocuments/AntiTrustGuidelines.pdf
- Recognize that the work within the project is "work-in-progress" and will not be shared with any company outside the committed project participants until such time the Governing Board releases the documentation for others.

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QUESTIONS ON COMMITMENT?

BREAK – FUZZY NAMES EXERCISE

WHAT IS A COLLABORATIVE PROJECT?

Collaboration

- Collaboration is working together to achieve a goal. It is a recursive process where two or more people or organizations work together to realize shared goals, (this is more than the intersection of common goals seen in co-operative ventures, but a deep, collective, determination to reach an identical objective).
- Structured methods of collaboration encourage introspection of behavior and communication. These methods *specifically* aim to increase the success of teams as they engage in collaborative problem solving. Forms, rubrics, charts and graphs are useful in these situations to objectively document personal traits with the goal of improving performance in current and future projects.

(definition from wikipedia)

Collaborative Teams

- **Have a Common Purpose and Goals.** A team is defined as a group of people working together toward a common goal. Without a goal, there is not any direction or purpose for the team.
- **Trust Each Other.** Team members must trust each other if they're to work together successfully.
- **Clarify Roles.** Knowing everyone's role and being familiar with the responsibility of those roles create efficiency and flexibility.
- **Communicate Openly and Effectively.** Miscommunication can create hard feelings and undermine the success of the team.

Collaborative Teams

- **Appreciate Diversity.** Team members come from all walks of life, with different backgrounds and perspectives.
- **Balance the Team's Focus.** Finally, team members need to recognize that they should measure and monitor the products and services the team provides as well as the team's group dynamics and relationships. (Sometimes team members get so involved in the process of becoming a team they forget the reason they were made a team in the first place, or vice versa.)

Collaborative Projects

Sometime there's a "thin line" between success and mediocrity in projects

- Success has to do with "accountability"
  - See it – do you see the goals/issues? (example: on or behind schedule)
  - Own it – is it controllable or out of your control?
  - Solve it – "what else can I do?" Stay engaged
  - Do it – as Nike says "Just do it" – achieve the results

Collaborative Projects

- Otherwise you end up in the “victim” role & “blame game” and accept mediocrity or failure
  - Cover your tail
  - Wait & see
  - Confusion – “tell me what to do”
  - Ignore/deny
  - “It’s not my job”
  - Finger pointing

Collaborative Projects

Things we can do:

- Work together to achieve the goals – “do what it takes”
- Ask “What else can we do to achieve the desired results?”
- Ask “How can I/we help?”
- No matter what the obstacle, diligently strives to improve the situation
- Fear of failure can sometime keep people from achieving the desired results
- Listen with an open mind to hear the person talking

Collaborative Projects

Within CPCC

- Identify any issues as we have discussions
- Listen to others to hear them through – understand their position first
- Identify the Who, What, Where, Why, When & How - “what is the issue? why is it an issue? where does it impact the progress? how can we solve it? when will it get solved? who will be accountable for the resolution?” ask questions.
- Willing to report on progress – what did happen and what didn’t happen as planned – determine what needs to be done to complete the desired results - Be specific about when things will happen

Any Questions?

ROLES & RESPONSIBILITIES

B/T Lead Responsibilities

Business Leads from each Project Participant Team

- Represents their company on the B/T team
- Coordinates internal organizational changes (if necessary)
- Accountable for business issues resolution
- Responsible for communications internally within their company
- Responsible for the updates to Project Coordinator (PC) during implementation

B/T Lead Responsibilities

Technical Leads from each Project Participant Team

- Responsible for solutions delivery
- Assures that project objectives are met, and benefits are measured.
- Accountable for technical issue resolution
- Responsible for project schedule compliance during implementation

PC Responsibilities

- Accountable to the Project Board regarding progress and updates on the project
- Facilitates the design process
- Acts as a neutral party – “no horse in the race”
- Is a sounding board for companies with any issues not wanting to be publicly identified
- Maintains the issues log and updates
- Documents the design rules and implementation tool
- Monitors progress of participants

Governing Body Responsibilities

- Oversight on project
- Resolves any escalated issues from B/T team that can't be resolved at that level
- Encourages and support their company's B/T team representatives – by removing barriers
- Has support from senior management in their company for this project
- Approves any scope changes in the project as well as impact in budget

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QUESTIONS ON ROLES & RESPONSIBILITIES?

AgGateway

SCOPE VALIDATION

Validate Scope

In Scope – XML message identified below within the Crop Protection segment:

- OrderCreate
- OrderResponse
- ShipNotice
- Invoice

Validate Out of Scope

Out of Scope

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

Validate Timeline - Tabled

Milestones - Target Dates*

- Begin Stds Alignment/Review Design Process(Phase 1) – February 11 – 13, 2014
- Phase 1 Complete – May 31, 2014
- Begin Implementation – after June 1 ,2014
- Complete Implementation December 31, 2015

* Dates are subject to change

Wrap Up for 1st Day

- Group dinner this evening - meet in the lobby of hotel at 5:45 pm - reservations at 6 pm (budgeted in project)
- We'll decide who can drive