



Driving real business value through value stream mapping

GrainCorp is a leading diversified Australian agribusiness with an integrated operating model connecting growers to domestic and internal consumers in over 50 countries. To lead sustainable and innovative agriculture through another century of growth, business architecture enables continuous improvement and operational resilience.

When it comes to designing for the future, knowing where to start is critical. Without a consistent model of their organization, GrainCorp was challenged to assess the current state of their business. Leveraging business architecture, GrainCorp used reference models and value stream mapping to quickly establish a baseline to structure their analysis and visualize how value was delivered.

By combining a holistic view of the organization and business activity with financial data, GrainCorp was empowered to measure and focus on initiatives most likely to reduce costs and simplify complexity. In addition, by enabling stakeholders to map IT costs to value streams, business architecture fostered greater business and IT alignment and revealed where technology investments were most advantageous.

Driven by innovation and expertise, business architecture continues to support GrainCorp's purpose, how they deliver value to their customers and rural communities and execute their commitment to:

- Accelerate value creation with a strengthened core and operational efficiency
- Respond to demand for quality and transparency across supply chains
- Leverage existing capabilities to deliver cost-reduction and tangible benefits
- Optimize digital strengths to bring greater innovation capabilities to customers

“Leveraging the Business Architecture Guild’s industry reference models allowed us to identify opportunities to improve efficiency and reduce costs. In a matter of weeks, not months, we gained a relatively high degree of sophistication and insights directly linked to value creation.”

James Drummond; Business Architect, GrainCorp