



MASTERINGSAP Connect

5 – 6 JUNE 2025

ROYAL PINES RESORT | GOLD COAST

Zespri - Clarifresh

Renee Kelly & Sarah Duncan

Zespri

MASTERINGSAP
An SAPinsider Company



Renee Kelly

Solution Delivery Manager | Digital



Sarah Duncan

Business Lead - Quality and Compliance



Overview

Section	Slides	Purpose of this section/these slides
Our business	2 slides	Who we are and what we do
Our landscape	2 slides	Snapshot of our technical landscape
Our journey	3 slides	Overview of our Clarifresh journey
Our lessons & recommendations	2 slides	Highlight our lessons learnt and recommendations
Connect with us	1 slide	Our contact details to connect after the conference



Zespri – Our business



*“Our transformation programme will help us
unlock our strategy to become
the world’s healthiest fruit brand.”*

Jason Te Brake, CEO Zespri

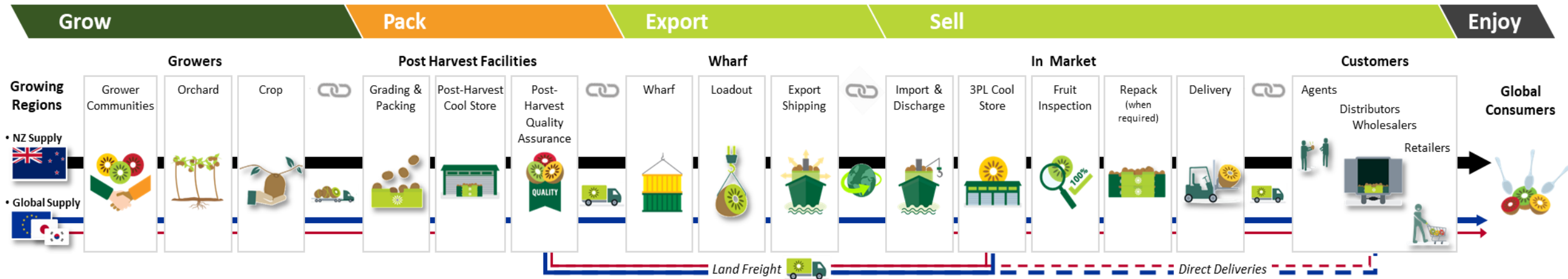


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Zespri – Our business



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Zespri – Our landscape

*“We need robust, scalable, systems to support our growth. **We haven’t invested in our digital platforms; they are circa 20 years old.** Our platforms need a refresh to support a larger, more complex business than when those systems were first implemented.”*

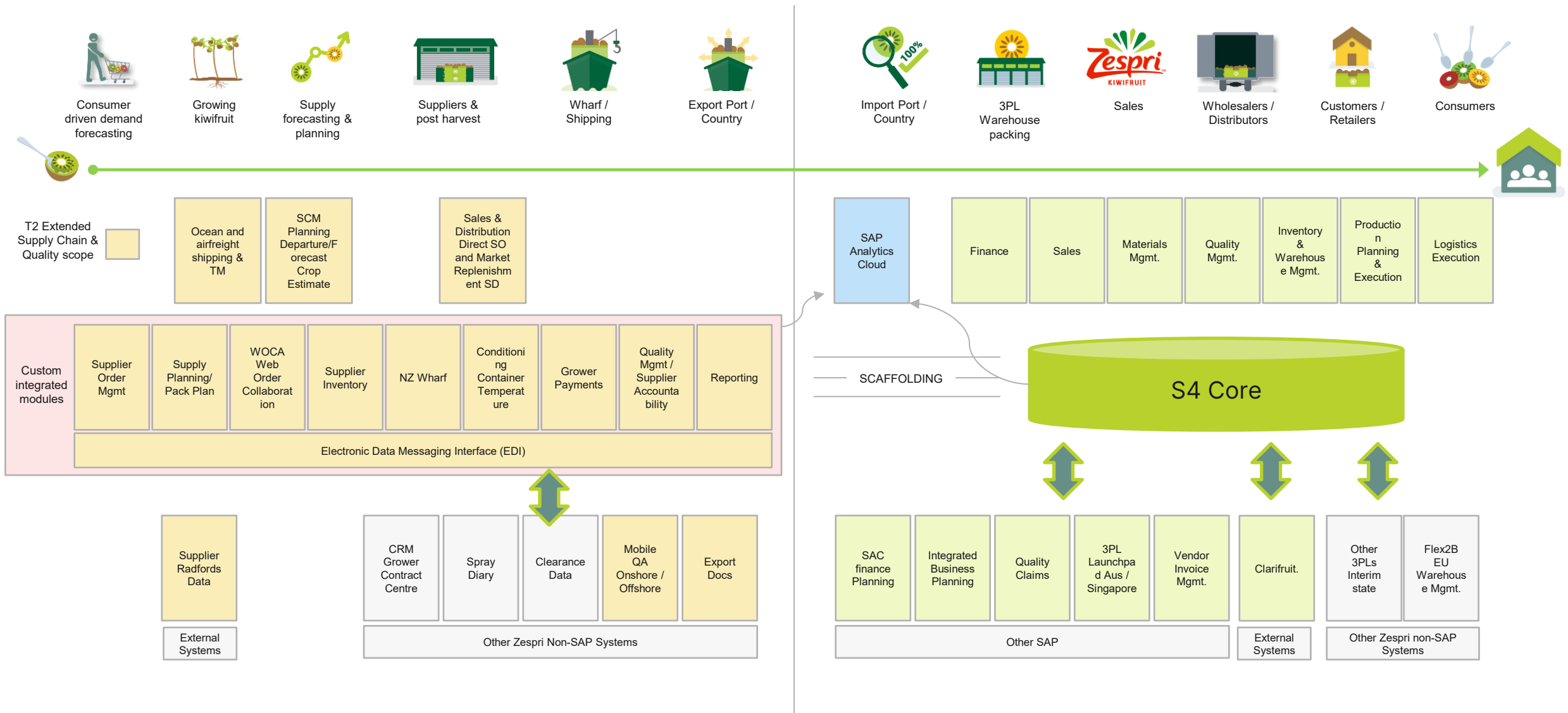
Dave Scullin, Chief Digital Officer



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Zespri – Our landscape

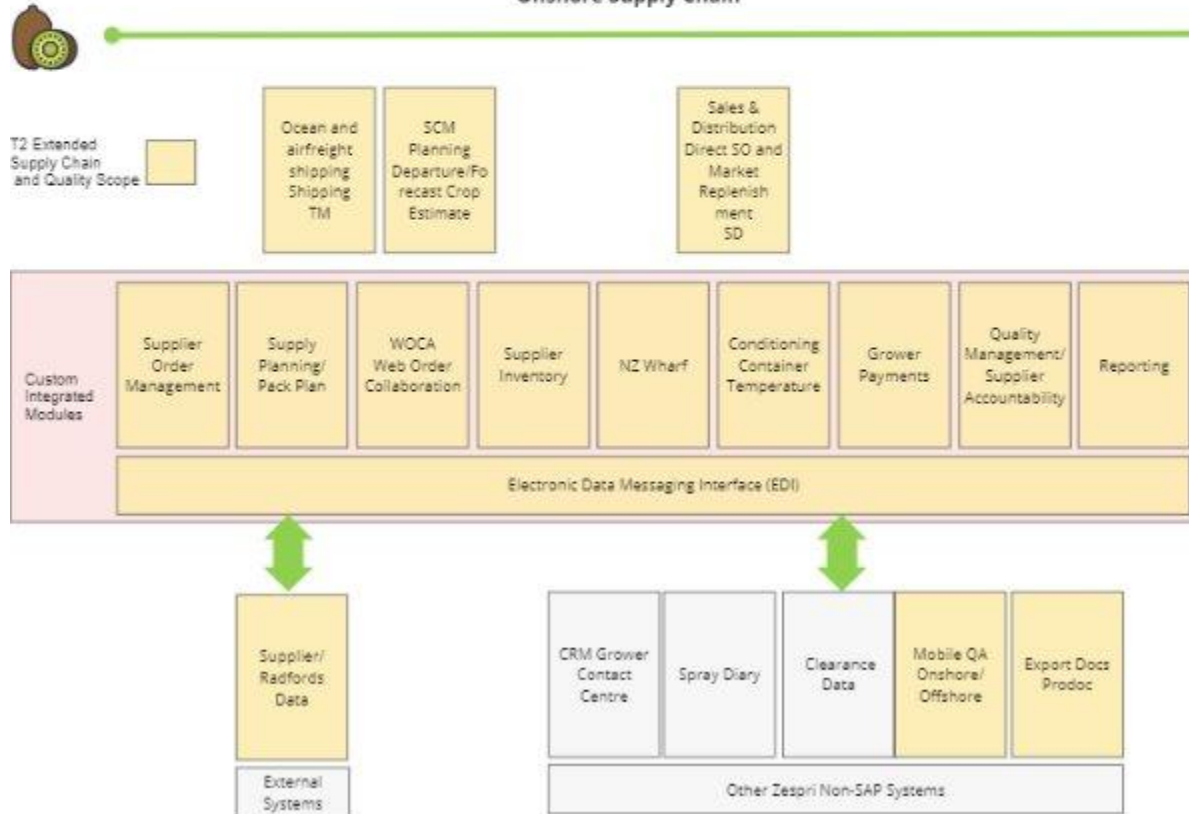


Zespri – Our landscape

Tranche 2: Significantly more SAP custom modules



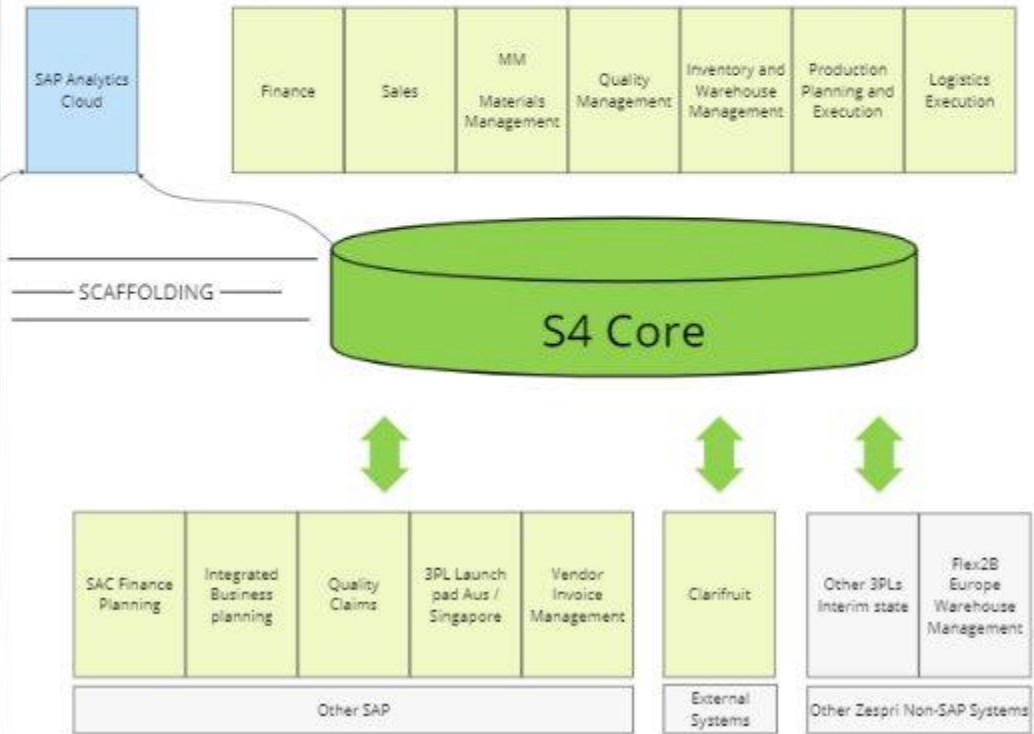
Onshore Supply Chain



Tranche 1: SAP Standard



Offshore Supply Chain



Inspection data capture

OUR CLARIFRESH WEB APP



35199921 Tap to complete

GB

Test - NZ Origin - Base C...

QC Report

Firmness Code (EU)
N/A

Firmness KgF
0.7

Inedible Defects
1.0%

MjQPIN % (Rots + NPFG)
2.0

Soft Fruit KgF

+

Edit

44768408 Tap to complete

GB

Test - NZ Origin - EU Fir...

QC Report

Firmness Code (EU)
4

Firmness KgF
N/A

Edit

Home Inspections

39603554 Done

Inspection Size (#): 100

SBD PD Soft Skin disorders (

Skin disorders (SKD minus NPFG)

Dehydration 3

Pitting 0

Stains 0

Superficial Skin rub 0

Other Skin Disorder 0

Intuitive - ease of use in features like scanning or manual entry of pallet details, and the straightforward process of capturing defects and attributes.

Synchronised - admin updates are instantly available to all inspectors after a refresh, ensuring everyone is using the latest version.

Flexible - ability to work on multiple device types and the easy setup of inspection types by admins.

Smart - ability to perform groupings and calculations against standards to provide outcomes.

Visual - capability to take and attach photos at both defect and inspection levels.

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Our analytics

REAL-WORLD IMPACTS

Efficiency: Streamlined processes, reduced data entry errors, and time savings.

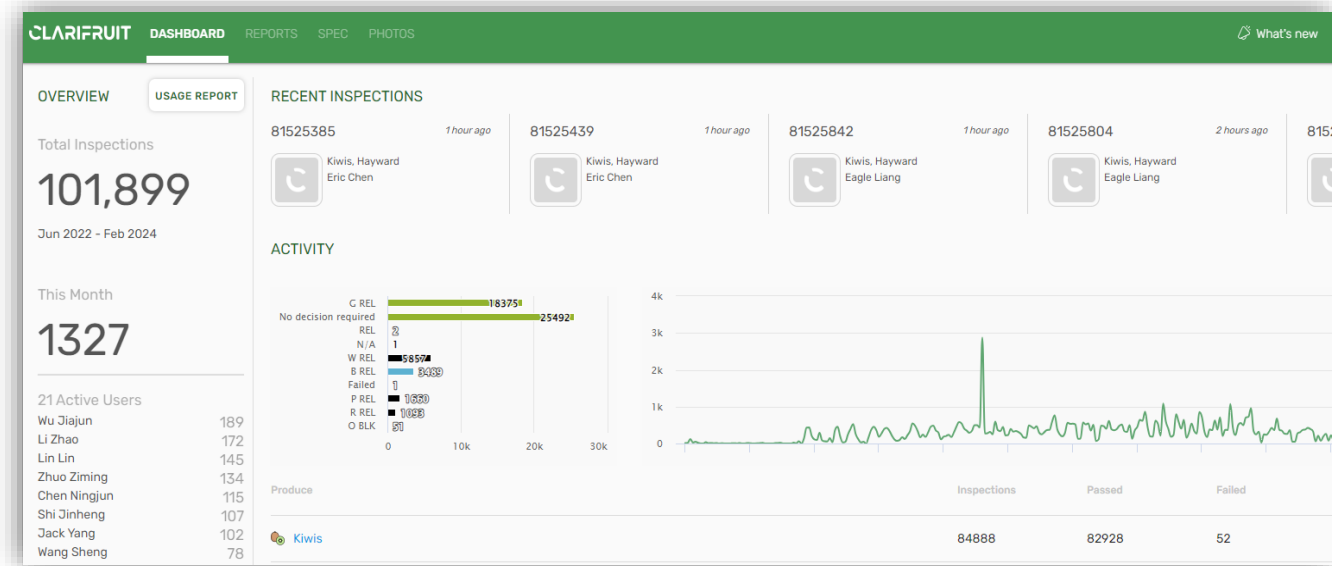
Accuracy: Reduced data entry errors and improved data quality.

Flexibility: Compatible with multiple device types.
Can tailor processes to specific needs.

Integration: Seamless integration with SAP. Direct data flow to the central system, eliminating data silos.

Real-time: Real-time feedback on outcomes. Real-time visibility across operations, Instant updates for all inspectors.

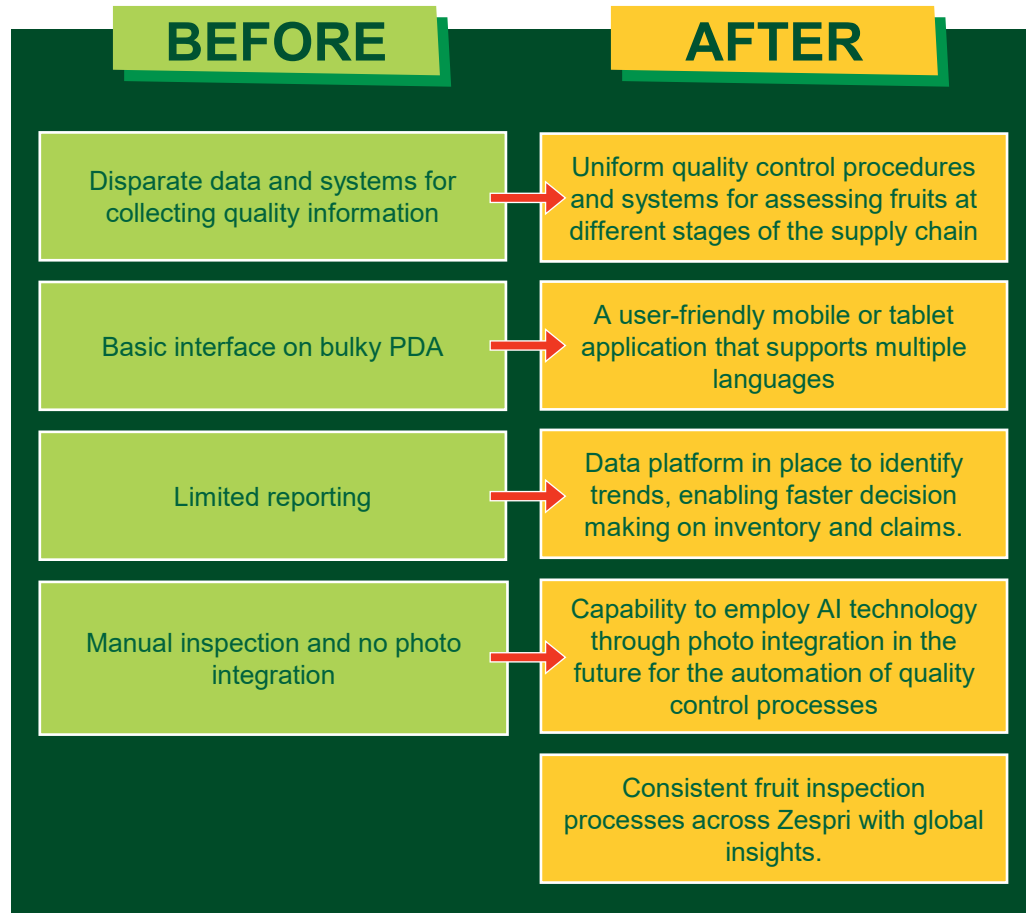
Adaptable: Easy to setup new inspection types. Centralized update system. Ability to align with the latest quality standards and industry requirements.



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Clarifresh Projects (2 completed 3rd underway)



BUSINESS VALUE

Our Global supply chain operations are now empowered to drive consistency and efficiency in monitoring and maintaining our quality standards which underpins our brand promise, reduces cost, and returns value to our grower communities. Seamless integration between Clarifresh and SAP S/4HANA allows us to retire Crystal Reports our legacy reporting system saving in maintenance and licence costs.

WHAT'S NEXT?

Global Domination / Industry Leaders. Once we have a central infrastructure for collecting all Quality checks partnering with Clarifresh, the world's our oyster. We'll leverage computer-vision and machine learning technologies to add accuracy, remove Quality Control Bias and improve efficiency on a global scale. We've completed delivery to all of our in-market teams, and we're now starting to work on our On Shore inspections.



"With Clarifruit we get real-time inspection data flows, reducing human error and improving our data integrity. It's great that we have enabled customisation and future expansion

Feedback from Sean, China Team

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Zespri – Our lessons



LESSONS LEARNT / KEY TAKE AWAYS

- Standardisation
- Simplification with market nuances if required
- Global reporting & analytics capability
- Leveraging CPI
- Future AI Capabilities - Clarifruit integrates easily with AI capabilities

Zespri – Our recommendations

1

EMBRACE STANDARDIZATION

2

PRIORITIZE SIMPLIFICATION

3

LEVERAGE ROBUST INTEGRATION

4

EMPOWER YOUR TEAMS

5

**HARNESS TECHNOLOGICAL
ADVANCEMENTS**

6

OPTIMIZE YOUR OPERATIONS

How to Connect with us

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