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Topic: 1
Unified Scenario Simulation
Wyndel Foods: positioning sustainability value to leaders and the board
Business context
Background
Wyndel Foods is a mid-sized packaged foods producer headquartered in Cork, supplying retailers across several markets. The company has grown quickly through acquisition, and its leadership now views sustainability as central to how it competes for shelf space and lasting retail partnerships.
Operations
Its plants run continuous production across chilled and ambient lines, with a large inbound flow of agricultural raw materials. Energy, water, and packaging dominate the operational footprint, and the operations lead has already begun tracking waste and emissions by site.
Drivers
Retail customers have started to ask for verified sustainability data as a condition of doing business, and investors have begun probing the board on climate exposure. These pressures have moved sustainability from a reporting afterthought to a genuine commercial priority.
Stakeholders
The chief sustainability officer reports directly to the chief executive and chairs a cross-functional steering group. The board, the finance lead, and the procurement lead each hold a stake in how the sustainability agenda is funded and measured.
Data
Sustainability data today sits in spreadsheets and disconnected tools, making it slow to assemble a trusted view. The company wants a single, auditable source for its environmental metrics rather than a patchwork of manual returns pulled together each period.
Ambition
Leadership has set a public ambition to cut emissions intensity and reduce packaging waste, framed around circular economy principles. The board wants confidence that the targets are credible, measurable, and defensible to external auditors and lenders.
Engagement
Wyndel Foods has invited a presales consultant to open a value conversation about SAP Sustainability Control Tower within SAP Business Suite. The immediate goal is not a technical demonstration but a clear articulation of how sustainability steering supports the objectives each leader cares about.
Your assignment
You are the SAP presales consultant engaged by Wyndel Foods. Your task is advisory: for each challenge you weigh the options and recommend the soundest positioning approach that connects SAP Sustainability Control Tower to the objectives of the sustainability leaders and the board. You are not configuring a system; you are shaping the opening value conversation so each persona hears how the solution advances the outcomes they own
1. CHALLENGE 1 — Framing the Board-Level Sustainability Ambition
• Frame the value in terms of credibility, assurance, and risk the board is accountable for
• Avoid operational or technical detail that belongs to other personas
• Connect the ambition to revenue, capital access, and reputation
Checkpoints
• The framing speaks to board-level accountability, not analyst tasks
• Commercial consequences are made explicit

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• The message avoids tool and architecture detail

2. CHALLENGE 2 — Aligning the Opening Message to the Chief Sustainability Officer

• Lead with a single trusted, auditable source of ESG data
• Address the repetitive reporting burden directly
• Avoid leading with IT, cost, or brand angles

Checkpoints

• The message maps to the officer's core accountability
• Reporting relief is positioned concretely
• Adjacent-persona angles are not mistaken for the officer's priority

Question: 1

CHALLENGE 1 — Framing the Board-Level Sustainability Ambition

The board wants a one-line reason SAP Sustainability Control Tower matters to them. Which framing fits a board audience best?

A. Frame it as the way to make the company's public targets credible, auditable, and defensible to investors.
B. Walk the board through the detailed KPI calculation logic and the full period-by-period data model behind every reported metric.
C. Emphasize the integration connectors and technical architecture that link the plant systems to the reporting platform.
D. Highlight the specific dashboard screens the sustainability analysts will use to enter site readings each week.

Answer: A

Explanation:
Boards care about the credibility and assurance of commitments they are accountable for, which a steering layer provides.

Question: 2

CHALLENGE 1 — Framing the Board-Level Sustainability Ambition

A board member argues sustainability spending is a cost with no return. How should you reposition the solution in that moment?

A. Concede that the returns are mostly intangible and position the investment primarily as a reputational and goodwill gesture for the current year.
B. Tie it to revenue and financing, since major customers and lenders now require verified sustainability performance to keep doing business.
C. Argue that regulation will eventually force the spend regardless, so the board should simply accept it as unavoidable overhead.

D. Suggest deferring the discussion until the next reporting cycle when clearer emissions numbers are finally available.

Answer: B

Explanation:
Linking the spend to contract eligibility and capital access reframes it as protecting the business, not adding cost.

Question: 3

CHALLENGE 2 — Aligning the Opening Message to the Chief Sustainability Officer

In your first meeting with the chief sustainability officer, which opening message resonates most with that persona's priorities?

A. Lead with the cost savings the finance team will realize from consolidating several existing sustainability point tools into a single platform.
B. Open with the technical ease of deployment and the minimal effort the IT department will need to stand up the platform.
C. Show how the solution gives one trusted, auditable source for ESG metrics so targets can be tracked and defended with confidence.
D. Focus on the marketing value of publicizing the initiative to consumers and strengthening the brand's green image.

Answer: C

Explanation:
The officer owns credible target delivery, so a single auditable source of truth speaks directly to that mandate.

Question: 4

CHALLENGE 2 — Aligning the Opening Message to the Chief Sustainability Officer

The chief sustainability officer says the team already drowns in reporting requests. How do you position the solution against that pain?

A. Suggest the team simply prioritize the most important disclosures and decline the lower-value reporting requests until capacity improves later.
B. Recommend adding headcount to the sustainability team so more analysts can process the incoming reporting requests.
C. Advise outsourcing the report preparation to an external consultancy that specializes in sustainability disclosures.
D. Position it as a way to answer many disclosure requests from one governed dataset, cutting the repeated manual assembly of numbers.

Answer: D

Explanation:
Reusing one governed dataset across disclosures directly relieves the repetitive manual reporting burden described.
Topic: 2
Micro Skill Drill Exam

Question: 5

Kestwick Beverages is preparing its first combined annual disclosure, and its chief financial officer wants sustainability figures to sit beside financial results with the same audit discipline. Bottling sites near Odense and Nantes feed the numbers. A presales lead must position SAP Sustainability Control Tower within SAP Business Suite so the finance persona sees governed, auditable esg data rather than a separate sustainability silo. The controller worries that inconsistent methods will trigger auditor questions. Sales needs a value message that speaks to disclosure credibility and finance-grade rigor for the board.
Which value message best fits the chief financial officer's priorities?

A. Put sustainability data on the same governed footing as financial data for equal disclosure scrutiny.
B. Emphasize colorful esg storytelling for marketing purposes rather than auditable disclosure figures.
C. Pitch a standalone sustainability dashboard that is managed entirely outside of the finance function here.
D. Advise reporting the sustainability figures only every few years to reduce the audit workload.

Answer: A

Explanation:
This meets the finance persona's demand for audit-grade rigor across combined disclosures.

Question: 6

A presales architect is preparing to meet the chief sustainability officer at Jessamy Foods in Braga. The manufacturer collects emissions data manually across dozens of plants, and a rival vendor pitched a standalone dashboard. The sustainability lead wants faster, more reliable ESG insight without hiring more analysts. The account team must decide how to frame SAP Business AI within the Sustainability Control Tower. The buyer is skeptical that AI adds real value beyond marketing. How should the presales architect position the offering?
How should the presales architect best position SAP Business AI for Jessamy Foods?

A. Focus the pitch on broad AI industry trends rather than the buyer's real data-collection pain.
B. Promise the AI will fully replace the sustainability analysts within the first quarter of use.
C. Recommend the rival standalone dashboard because it is simpler to demonstrate quickly in the room.
D. Show how embedded AI automates emissions data collection and flags ESG anomalies for the team.

Answer: D

Explanation:
Automating data collection and anomaly detection answers the buyer's need for reliable ESG insight without added headcount.

Question: 7

Winsford Ceramics generates significant kiln waste, and its operations director wants a compelling value story around material efficiency before approving investment. Sites sit near Genoa and Verona. A presales lead must position SAP Sustainability Control Tower within SAP Business Suite so the Circular Economy value drivers, less waste, more reuse, and lower material cost, are clear to both operations and sustainability stakeholders. The customer has heard vague green promises before and wants tangible value drivers tied to steering. Sales needs a message linking material efficiency to measurable business benefit.
Which value message best fits the material-efficiency objective?

A. Link circular drivers like reuse and lower material cost to measurable steering so gains are real.
B. Promise a greener overall brand image without quantifying any specific material or waste benefit at all.
C. Focus only on the end-of-pipe waste disposal cost and ignore the reuse or material savings entirely.
D. Recommend investing first and then measuring the material efficiency only several years afterward.

Answer: A

Explanation:
This gives operations the concrete, measurable value drivers they demanded over vague promises.

Question: 8

Yarrowton Confections sources cocoa and sugar through many suppliers near espoo and wants sustainability embedded in its supply chain decisions. The procurement director asks how footprint data can inform sourcing rather than sit in a separate report. A presales consultant prepares positioning. The objective is sustainability influencing real sourcing choices; the constraint is footprint data that today arrives too late to guide decisions. The team must decide how to position the offering for supply chain relevance.
How should the presales consultant position the offering for supply chain decisions?

A. Position footprint insight embedded in Supply Chain Management so sourcing decisions weigh sustainability alongside cost and reliability in time.
B. Position supplier sustainability as a separate scorecard kept well apart from the day-to-day sourcing choices teams make.
C. Position a broad sustainability overview of the whole suite well before connecting anything to the actual sourcing decisions throughout the engagement.
D. Position footprint data as a quarterly report that procurement can consult only after the sourcing decisions have been made.

Answer: A

Explanation:
Embedding footprint insight into sourcing lets sustainability weigh in when decisions are actually made.

Question: 9

Norvel Foods runs a large processed foods business from braga and wants to reduce emissions across its plants. Its newly appointed chief sustainability officer needs a single steering view of ESG data to report progress to the board, but the finance team fears yet another disconnected dashboard. A presales consultant is preparing the first value conversation. The objective is credible board-level reporting; the constraint is fragmented data ownership across departments. The team must decide how to frame the opening message so it resonates with the persona's real priorities.
What should the presales consultant recommend as the opening value message?

A. Lead with a detailed technical walkthrough of data connectors, mappings, and integration architecture before discussing any sustainability outcomes or reporting goals.
B. Open by promising the lowest total cost of ownership and a rapid signing discount if the contract closes within this quarter today.
C. Frame the opening around one trusted steering view that turns scattered ESG data into board-ready reporting for the chief sustainability officer.
D. Start with a plant-by-plant emissions audit offer and defer the board reporting conversation until after the technical assessment finishes.

Answer: C

Explanation:
This aligns the message directly to the chief sustainability officer's stated objective of trusted, consolidated board reporting.

Question: 10

Marndale Packaging supplies cartons from graz and wants to understand how SAP Sustainability Solutions fit together before committing. The head of sustainability asks which capability should anchor a holistic sustainability program. A presales consultant is preparing an overview. The objective is a coherent starting point across the portfolio; the constraint is limited appetite for a sprawling multi-tool rollout. The team must decide how to position the portfolio so one central capability anchors the wider journey.
How should the presales consultant position the portfolio?

A. Position a custom-built dashboard outside the portfolio to avoid committing to any specific solution at this stage.
B. Position the Sustainability Control Tower as the central steering layer that anchors the portfolio and unifies ESG data across the program.

C. Position every solution as equally central and let the customer assemble its own starting point from the pieces later throughout the engagement.
D. Position the smallest point tool first simply because it is the easiest to deploy, regardless of strategic fit.

Answer: B

Explanation:
Anchoring on the central steering layer gives the program a coherent, holistic starting point.

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