



MCA Awards 2018 Finalist

Performance Improvement in the Private Sector

Deloitte with Syngenta

Global agri-business, Syngenta, wanted to lead a worldwide step change in farming productivity to address one of the planet's greatest challenges: how to grow more crops using fewer resources for an ever-expanding global population. In early 2014, Syngenta faced challenges in profitability, productivity and strategy execution as well as having to negotiate difficult market conditions.

Working with Deloitte, Syngenta launched its ambitious improvement programme 'Accelerating Operational Leverage' (AOL) to transform and digitise its commercial operations. To date, the programme has realised \$1Bn of productivity and efficiency benefits globally, not only differentiating Syngenta from its rivals for quality of customer experience, but positioning it as a pioneer in digitising the agro-industry.