

Ronin Group and New Zealand Seeds Authority

Growing a successful partnership

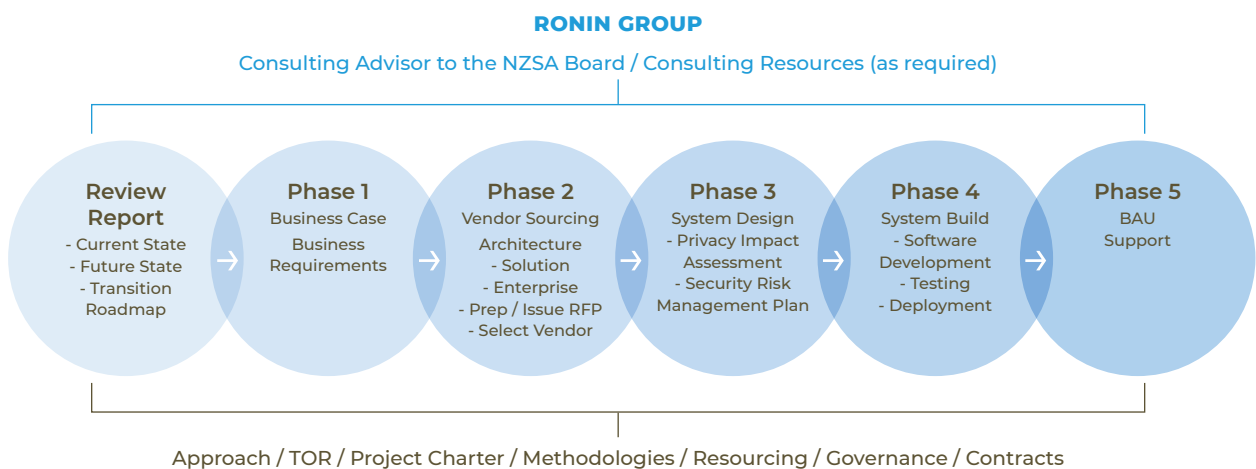
With concerns around their seed certification system and its ability to maintain high seed varietal quality, New Zealand Seeds Authority (NZSA) selected Ronin to work together to review and analyse the current process then design and deliver a new 'fit-for-purpose' seeds certification system.

Ronin's work with NZSA (then known as SQMA) began in early 2018. A number of stakeholders were concerned that the current seeds certification systems were increasingly out of date and out of step with advances in digital technology. This was putting at risk the ability to manage processes that are crucial in supporting our high-yield horticulture and agriculture sectors.

Once selected Ronin undertook an initial review of the entire seed certification process from end-to-end. The findings of this review were presented to the Board along with a roadmap for a phased transition to a modernised system. While being fully accepted by the Board, the findings highlighted a dilemma. The Board realised NZSA is in the seed varietal business, not in the business of technology itself.

While technology is crucial to their success, NZSA is in the seed varietal quality business. They needed a partner who is in the technology business.

By listening and investing in understanding NZSA's unique challenges Ronin worked together to bridge the needs of their business. As specialists in technology design and implementation Ronin have provided NZSA with an end-to-end solution that seamlessly enables their operation to improve and future-proof organisational processes and practices.



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NZSA and Ronin quickly formed a partnership and created a bespoke seed certification system over a two year timeline. The improved system has been designed, built and implemented in a phased approach to ultimately safeguard NZSA's role in protecting the integrity of the seed industry by optimising standards and establishing conformity with procedures.

“We have built a lot of trust in our relationship with Ronin, which has been key to our successful engagement. We have been very impressed with Ronin and their people, very experienced and knowledgeable at the same time being very good listeners. Always prepared to have the hard discussions and spent a lot of time understanding our needs.”

BRENT STIRLING, CHAIRMAN, NEW ZEALAND SEEDS AUTHORITY

What makes the partnership a success?

- **With Ronin oversight, all stakeholders understood their areas of expertise and worked seamlessly together for a successful outcome.** With the unique skill set and specific knowledge of our hand-picked team, Ronin were the bridge between understanding the business and regulators needs then providing clear, practical solutions to the vendors tasked with delivering to those needs. This meant less wasted time and resources when building the ideal solution.
- **Ronin made sure there was full organisational engagement.** From the outset, Ronin worked with NZSA's Board, Steering Group and senior management. This ensured full visibility and effective communication between all internal and external stakeholders leading to a smooth project roll-out and a positive shared purpose.
- **Ronin took the journey together.** By careful design of the process and phases, Ronin undertook the design and build at a sensible pace that took the organisation and its stakeholders on the journey together – no one was left behind.
- **The right people for the right job.** All our Ronin people are senior practitioners that met our exacting standards before being carefully matched to the project. With our networked 'wrap-around' approach we provided flexible support with specific knowledge and expertise when needed from the wider team, providing an efficient resource and keeping costs down.

How can we help you?

We'd love to understand what's standing between you and success. Visit our website to find out more or drop us an email and we'll be touch. Even better, call us - we're still big fans of an old fashioned phone call.