



## Connecting Agribusiness

One platform for supply chain monitoring, farm and crop management, digital marketing, and sales automation.

 FarmCloud.eu

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### Food processors, distributors, and agricultural advisors

- Grower portal for collaboration and supply chain verification
- Intelligent sourcing strategy and procurement
- Agronomic advisory – direct and remote expert support
- Planning and tracking of crop and farm audits
- Quality and safety control of agricultural products
- Contracting and management of deliveries
- Automation of documentation and ESG, Scope 1 & 3 reporting
- Traceability and supply chain risk monitoring

### Agri-trade and services

- Sales automation and personalization driving higher conversion
- Loyalty programs boosting customer retention
- Targeted marketing campaigns with high ROI
- Digital tools empowering field advisors
- Building a sustainability-driven brand
- Agri Intelligence supporting strategic decisions

### Farmers

- Advanced farm resource management
- Real-time insight into crop health and performance
- Precision fertilisation powered by satellite mapping and soil analysis
- Decision support systems for key farm operations
- Integrated sensors, field devices, and agricultural machinery
- Workforce and contractor management with full cost control
- Short supply chains, transparent traceability, and market support

### Agricultural equipment manufacturers

- Ready-to-integrate operating system for Agriculture 4.0
- Digital distribution channels for agricultural equipment and services
- Enhanced product functionality through existing FMS modules
- Fast integration with agri-food production processes
- Upgrading products for next-generation digital ecosystems
- Bidirectional communication, data security, and scalability

