

# Connecterra: Ida for Industry Partners (IDAP)

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Connecterra



# Dairy Industry: Processors, Feed, Genetics and Pharma companies require data driven decisions to survive the future



## Challenges

An aging farmer population, changing consumer food habits and climate change are putting pressure on traditional business models of agriculture and food companies.

**FAO:** A 60% increase in production by 2050 for the agriculture sector.

**IFCN:** Average dairy farmer is 51 years old.

**USDA:** 20% of dairy farms shut down every year.



## Ideal Solution

Dairy industry companies need to create new solutions for supporting farmers to meet sustainability targets, track animal welfare, increase production efficiency and also maintain their own profitability.

Large companies are investing heavily in data driven solutions.

For example: Merck acquired data and sensors company Antelliq for \$2b in 2018.



## Desired Outcomes

Technology that combined real time data from farms and provides insights on what is the current state, predicts what will happen and enables tracking of progress towards key goals.

Create new value for consumers through proof of sustainability targets.

Better farmer relationship through increased farm productivity.



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Predictive analytics for the dairy industry value chain.

## Predict what will happen

### **Predict supply and variable costs**

Proprietary machine learning algorithms predict milk yield, fat and protein for processors via integrated farm and real time sensor data

## Measure Impact

### **Real time analysis and insights:**

Measure impact of changes to feed, genetics and medicine usage on farm via real time analytics

## Support Farmers

### **Understand your suppliers**

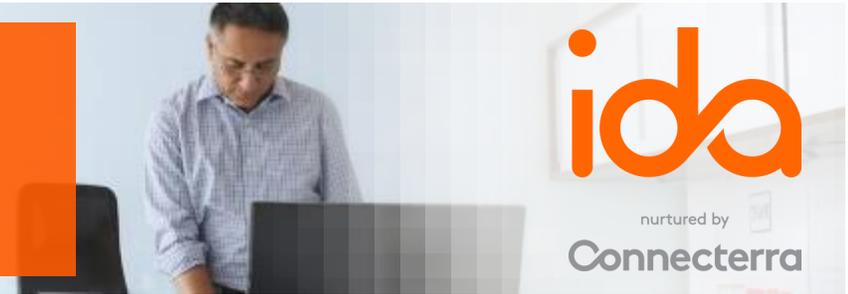
Create farmer psychometrics and operational profiles of how farmer are operated  
Create an operational plan to track progress against metrics

## Best tech on the market

**Only true Machine Learning based solution on the market proven to be superior in predictive capability than competitors.**

**Ida for Partners is enabling companies like Danone, Fonterra and Bayer transform their farmer relationships. Demonstrating 30% increase in farmer profitability while providing predictive insights to the enterprise on their core operations.**

# Connecterra's Ida for Partners + Microsoft



**Microsoft's azure platform provides the basis for Ida for partners ensuring hyper scale and advanced machine learning.**

## Solution Alignment

### Leverage your Azure Infrastructure

Ida for Partners works on Azure; leverage your organizations storage, compute and security resources to deploy Ida for Partners.



### Works with your Microsoft Investments

Integrate Power-BI, SQL Analytics and Microsoft Excel based tools with Ida for Partners API that enables you to build customized reports with Microsoft technologies.



### A Trusted Backend

Ida is built 100% on Microsoft Azure platform; leverage your existing IT infrastructure resources for faster time to delivery.

