Connecterra:
Ida Enterprise (IDAE)

Dairy Industry: Processors, Feed, Genetics and Animal health companies require data driven decisions to be ready for the future

ida ENTERPRISE

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 is needed by 2050 to feed the growing world population.

IFCN: Average dairy farmer is 51 years old.

USDA: 20% of dairy farms stop every year.

Ideal Solution

Dairy industry companies need to create new solutions to support farmers to meet sustainability targets, track animal welfare and health, increase production efficiency, and also maintain farm 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 combines real-time data from farms and provides insights on the current farm 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 - supplier relationship through increased farm productivity and cooperation on common goals.

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The leading AI platform for a productive, efficient and sustainable 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 management through real-time analysis.

Support Farmers

Understand your suppliers:

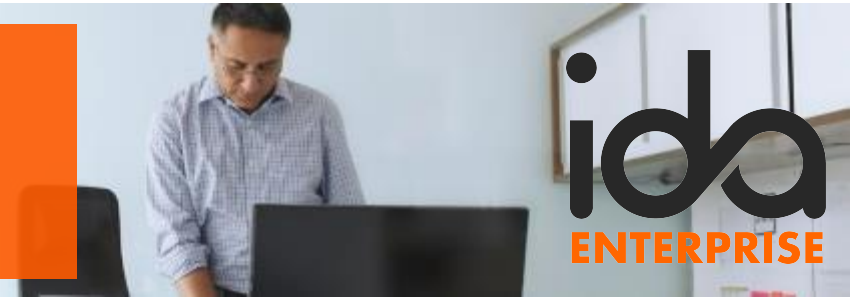Get insights in farm management and operational profiles.

Create an operational (game) plan to track progress against metrics.

Best tech on the market

Ida is the only true Machine Learning based solution on the market. It has been proven to be superior in predictive capability over its competitors.

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