CREATING NEW USER EXPERIENCES IN SEARCH AND ANALYTICS

Accenture Applied Intelligence

SEEDING THE NEW ERA OF PRECISION

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THE ACCENTURE CONTENT ANALYTICS GROUP DELIVERS ENHANCED SOLUTIONS IN ENTERPRISE SEARCH & BIG DATA ANALYTICS

INFORUM 2018
Pavel Kocourek / Martin Bayton

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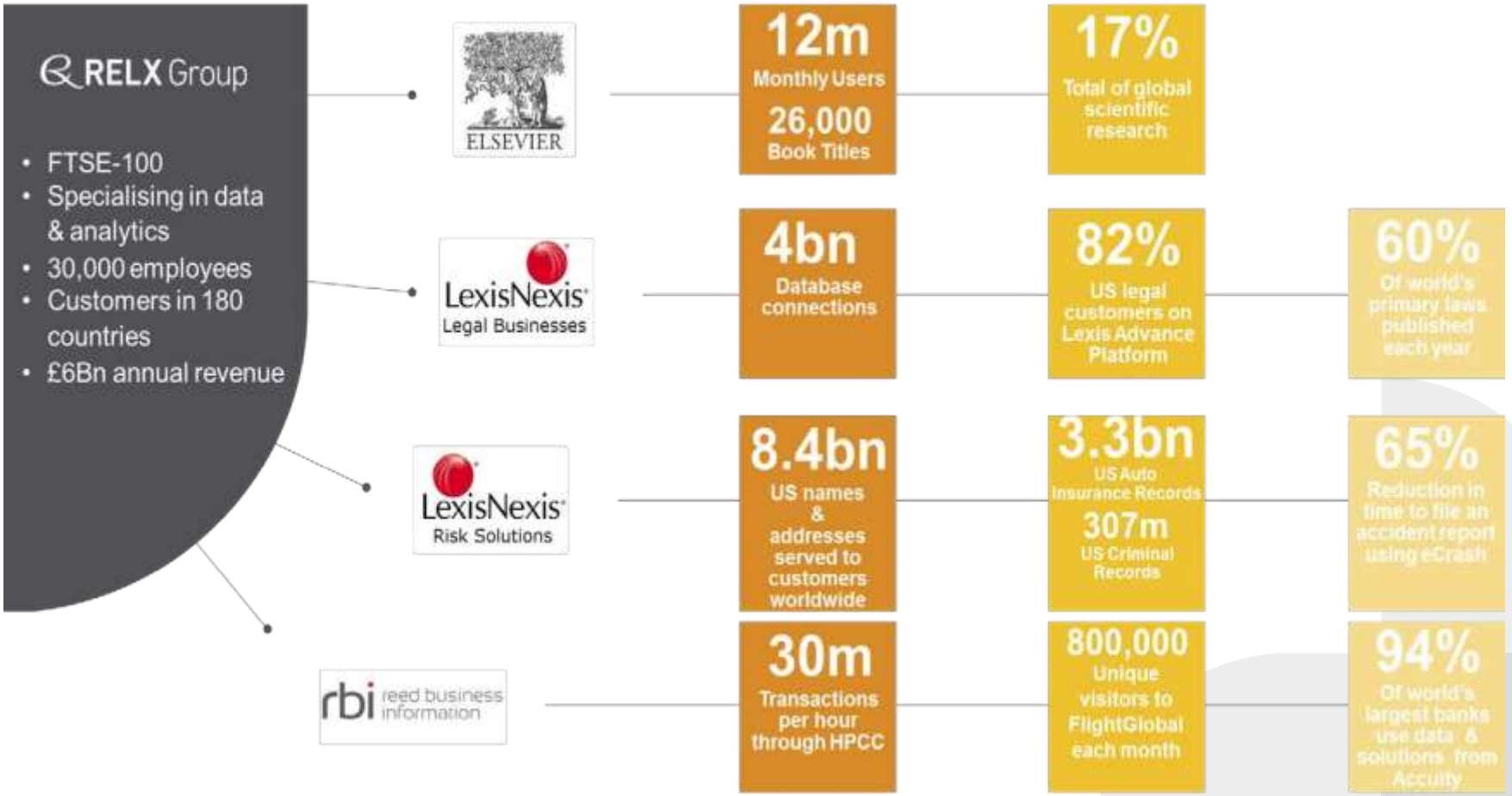
RELX – DATA & ANALYTICS IS CORE

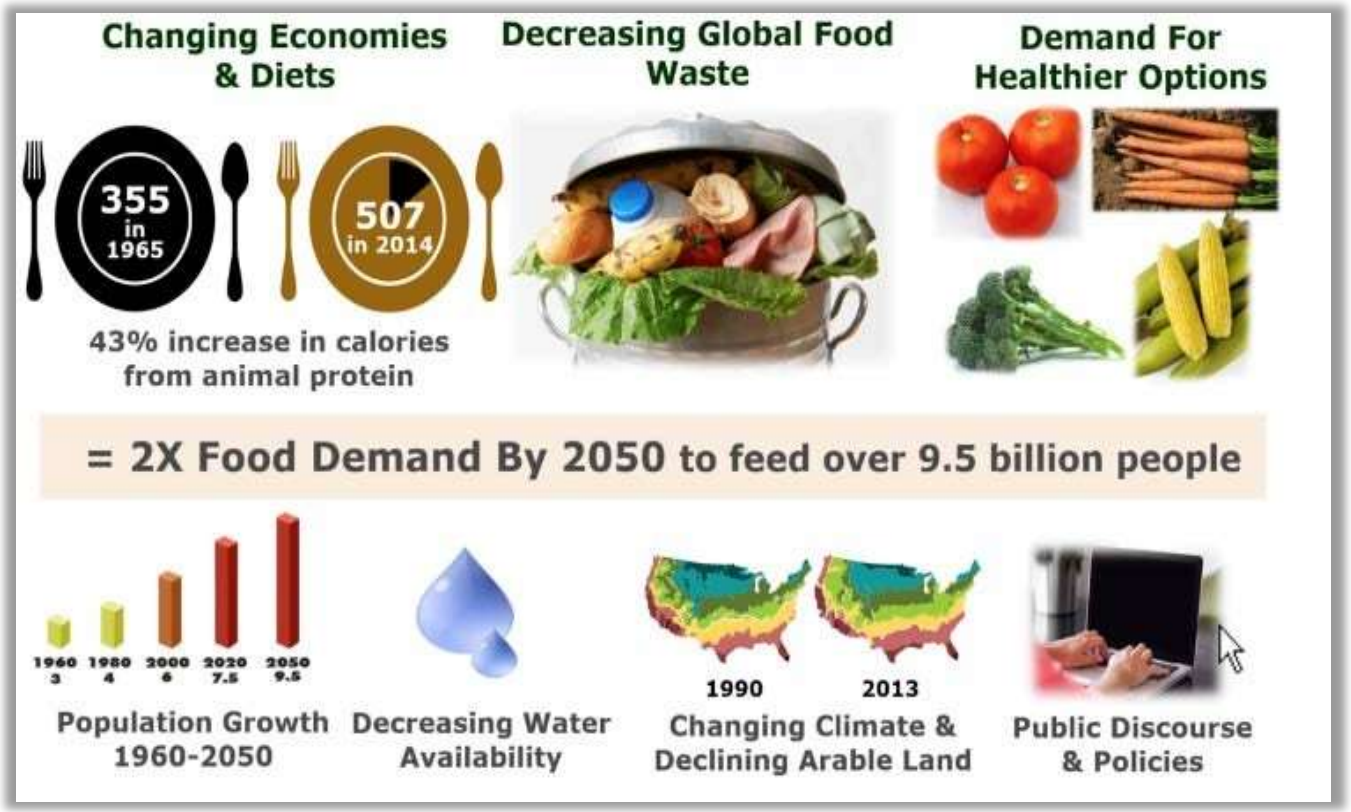


Proagrica

PROAGRICA

Proagrica
EMPOWERING AND CONNECTING
to feed and fuel the world sustainably
MEDIA
Proagrica is home to the most influential media brands in the UK and the Netherlands, helping suppliers and manufacturers to reach an engaged audience through print, digital and face to face. With a commitment to agriculture, the media brands are trusted and relied upon for their expertise, knowledge and professionalism.
SOFTWARE
Proagrica's software solutions help customers effectively manage and optimise their farms and rural businesses. We deliver the market-leading farm management software, created specifically for the agriculture industry by a team of experts for both arable and livestock enterprises, as well as accounts software for effective financial management.
INTEGRATION & CONNECTIVITY
Our integration and connectivity solutions have been used by industry participants across the supply chain. From internal systems integration and supply chain connectivity to Precision Agriculture enablement, connecting systems and standardising data is our business. In fact, we have created the industry standards.
DATA & ANALYTICS
Proagrica is set to revolutionise the provision of data and analytics across the agricultural supply chain. Using cutting-edge visualisation technology, we deliver real-time insights from the most comprehensive data sets to enable our customers to react quickly and forecast effectively, driving greater efficiency and maximising profits.

AGRICULTURE - THE CHALLENGE



In 1960, a farmer fed 26 people: a machine revolution

Today, a farmer feeds 155 people: a biotech revolution

By 2050, a farmer will need to feed more than 265 people: a digital agriculture revolution

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AGRICULTURE - A HUGE AMOUNT OF DATA

570 million Farms, 25 million Tractors, 50 billion chickens, 1 billion sheep, 1 billion pigs, 80 million turkeys, 1.5 billion cows in the world with 100% of them with passports in the UK

Data is here, for Animals at least as they are all being monitored / reporting data

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INTEGRATION SOLUTIONS

AGRICULTURE – DATA EVERYWHERE

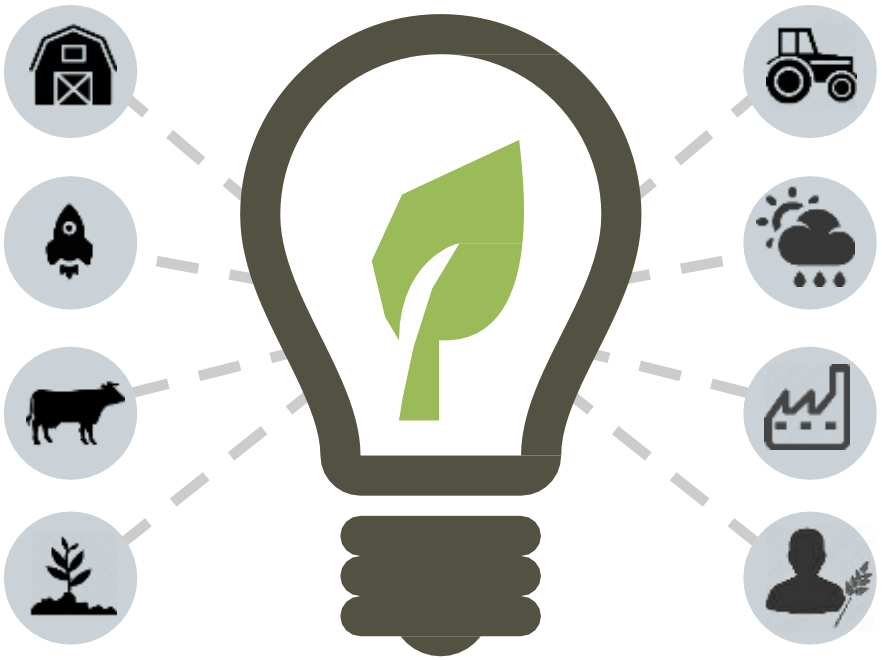
Vast amounts of poorly organised but highly valuable data spread across the Agricultural landscape and Proagrica is going to consolidate, organise and enhance this data to drive value to the entire market

Farm Management Information Systems (FMIS)
A wide spectrum of tools used by Farmers all generating data

Satellites / Drones
Ability to identify yield and crop issues from space / drones

Sensors
Ground and animal sensors measuring everything from animal fertility to soil moisture

Soil
Global soil type horizons



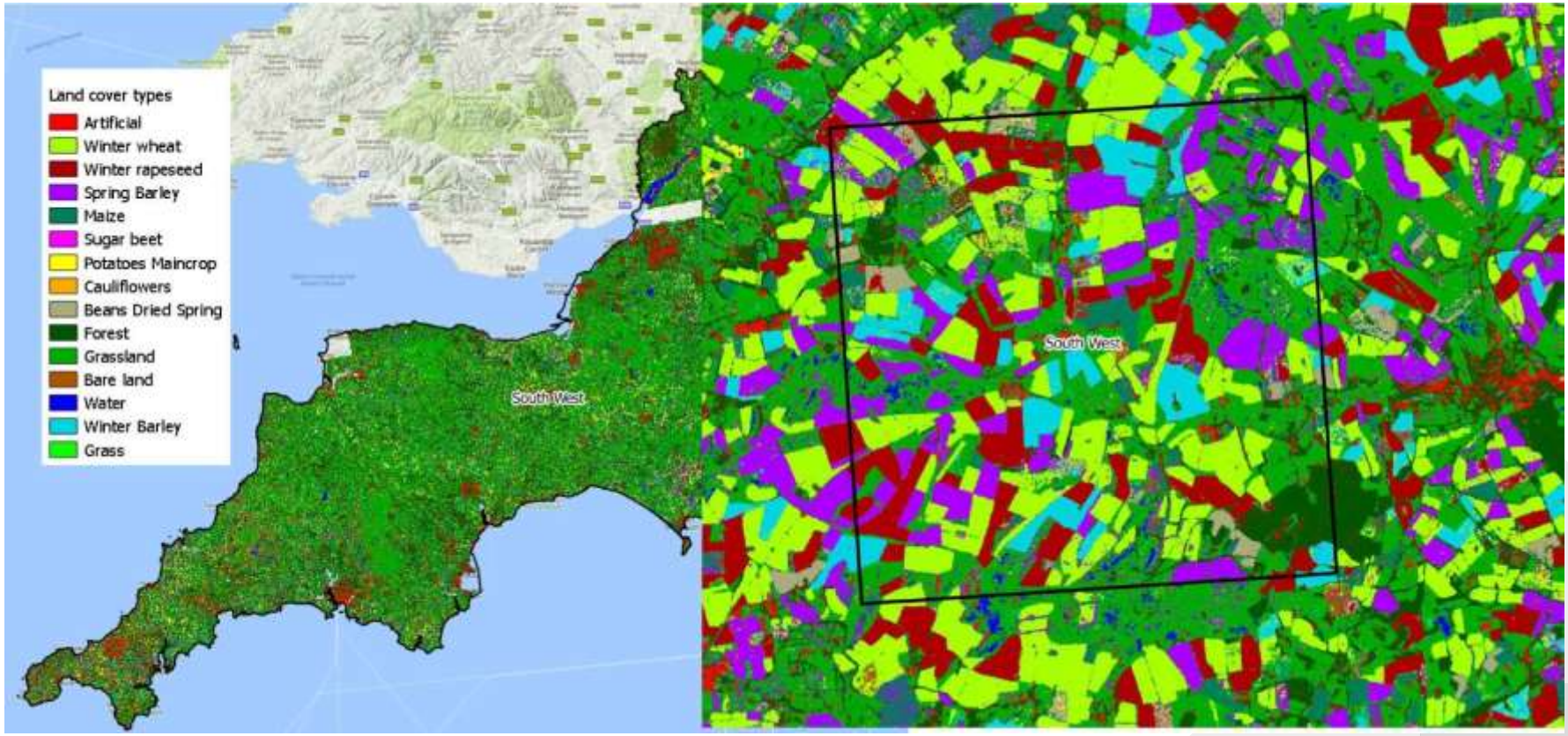
Farm Machinery
Every piece of equipment on the farm is now generating data and wants to be precise

Weather Data
Global current and historical weather and soil moisture data at sub-field level

Manufacturers & Distributors
F4F manages supply chain connectivity between MFRS and their Distributors

Agronomist
Providing farm advice, shape files and data to farmers

AGRICULTURE – WHAT'S NEXT – SATELLITES



Identifying cropzones, crop types, crop stage, crop issues and yield from satellites

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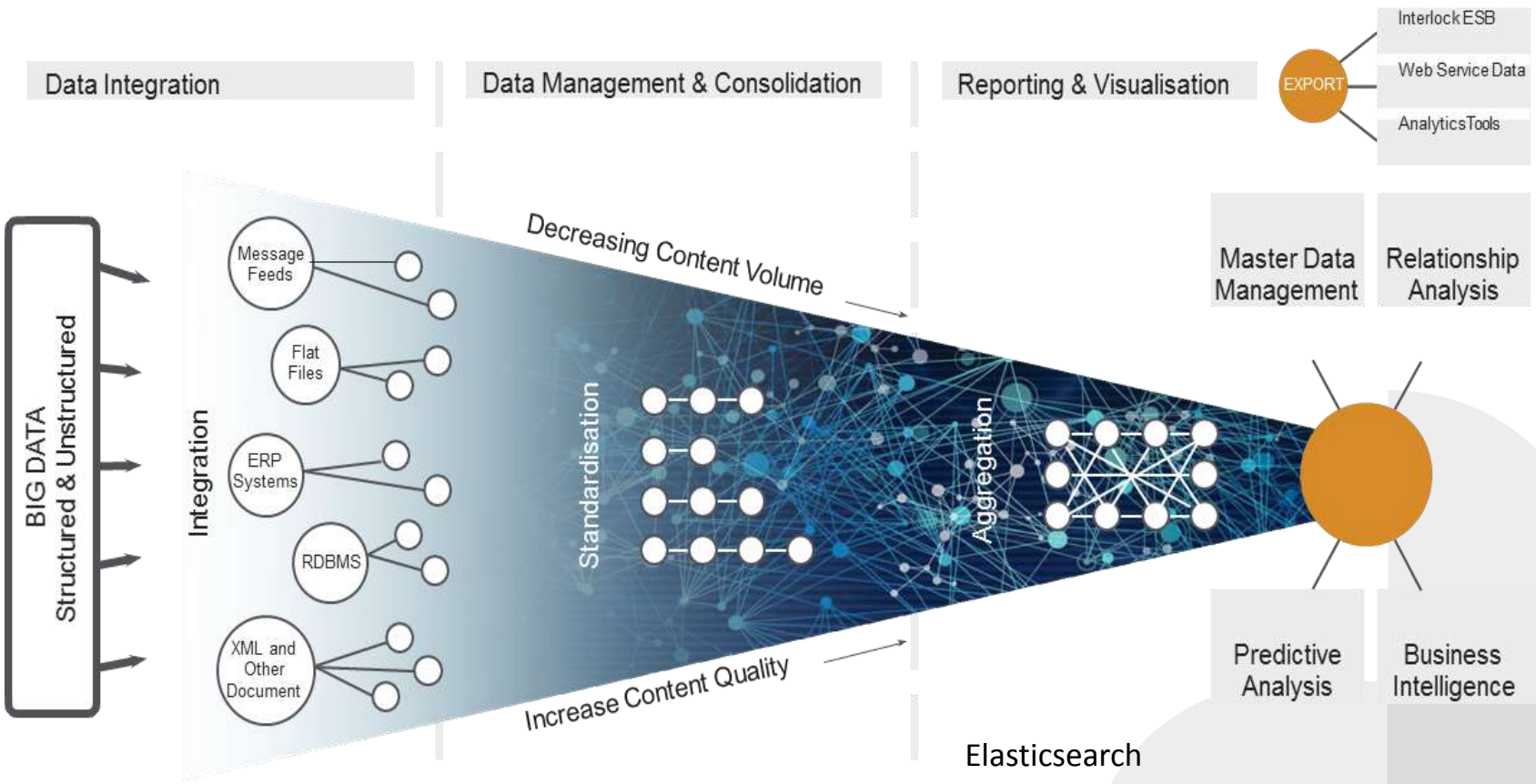
DATA & ANALYTICS SOLUTIONS

The Platform



Elasticsearch

Visualization tools

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AGRICULTURE – THE ANALYTICS – OVERVIEW

Varieties

Soil types

Applications

Crop Zones

Cropping

Crop Locations

Wheat Type

Crop Zones, variety, area, etc

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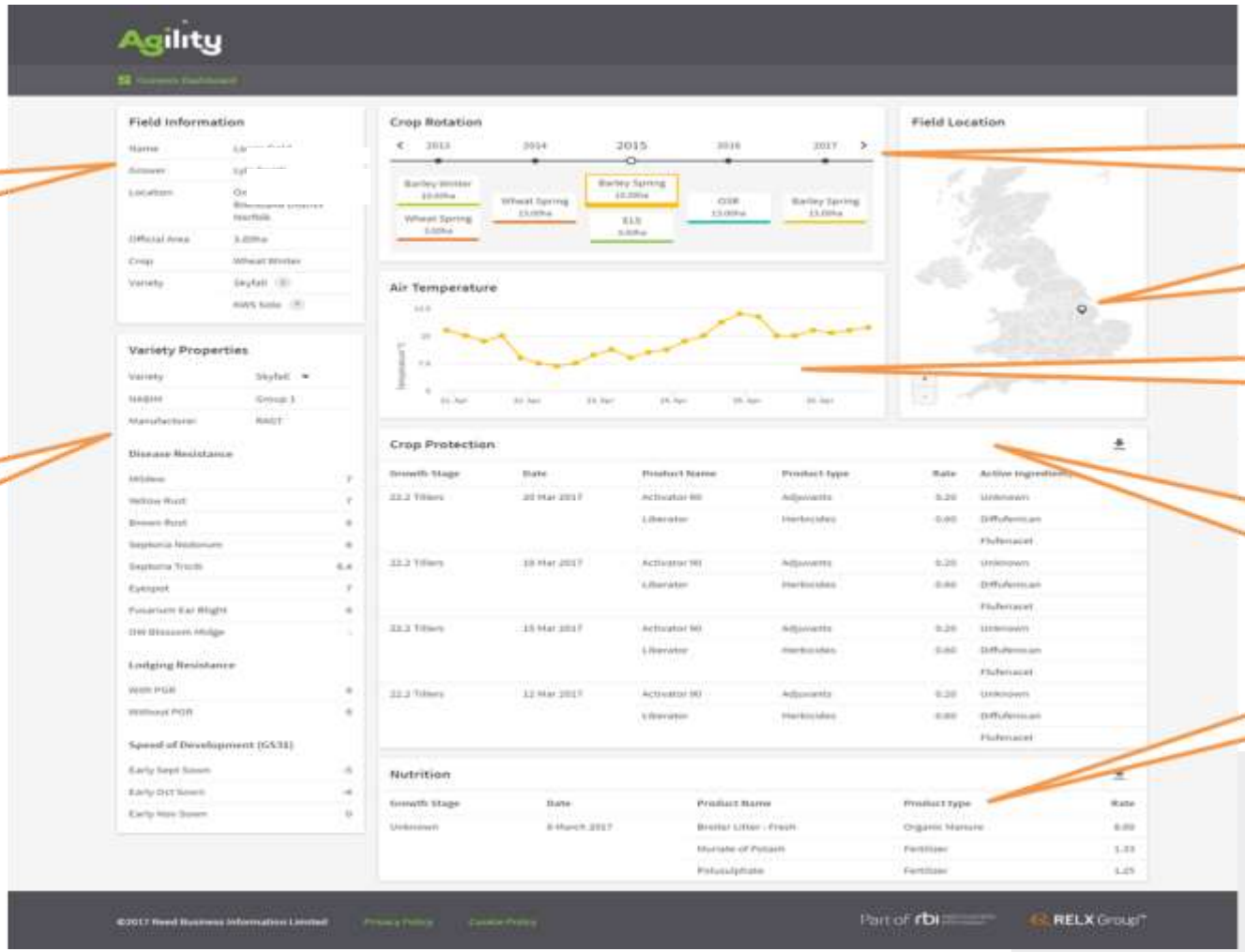
AGRICULTURE – THE ANALYTICS – CROPZONE



CropZone Information

Variety Information

Crop Rotation

Crop Location

Weather / Soil

Crop Protection Operations

Nutrition Operations

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VIDEO

QUESTIONS
THANK YOU

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