



Transform big data into agricultural business insight: harness value by linking closed supply chains and open collaboration networks

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The development of data and application infrastructures (platforms and standards) and their importance is playing a crucial role in the agriculture business. The fragmentation of analytic applications and the idea that data is the new oil are fostering a competitive market that is not fully helping the downstream farmer's needs to achieve business process optimisation and relief from paperwork, or it is not helping specific supply chains to work more efficiently.

Although information plays an important role, there's need for a more collective action and integrated tools serving specialised actors that deal with farm management, farm processes and value chain dynamics. It is not matter of open (source) data or applications, it is about creating real value for customers, creating actionable information from data, innovating the ways farms or chains are operated, and recognising profit and social goals.

Since agriculture is a primary domain with social and environmental implications, such systems shall also link the general interests driven by the agricultural policy (food security, agricultural support, transparency and the environment) with the reduction of administrative burden to free resources for the core business.

After two years of real operational experience, we present results and developments within the SITI4farmer Network in which primary data (e.g. satellite images, IoT, drones, robots, machinery, ERP, ...), processing services (e.g. descriptive, diagnostic, predictive and prescriptive analytics), and human expertise are collaborating to create knowledge and to overcome limitations of individual, closed and open data sources to support real decision-making, learning and action.