

## CUSTOMER STORY

# An Agriculture Food Park



An agriculture food park pilot moved 12,000+ state farmers, FPO's to digitally powered AOF\*, won 100% freedom from IT maintenance, empowered farmers in pandemic, and forged new agriculture technology (ag-tech) strategy with AOF\*.

An agriculture food park company, has grown into the Maharashtra's second-largest micro-irrigation company through the humanitarian vision of founder, who set out to empower the farmers with advanced, affordable agricultural systems. It has reached more than 5 million farmers in more than 126 markets through a network of 11,000 agronomists and distributors.

📍 Maharashtra, India

#### Industry

Agriculture, Forestry & Fishing

### Abstract Open Framework (AOF\*) Results

- Streamlines global supply chains by keeping track of 30,000 truckloads
- Enables real-time guidance to farmers during the COVID-19 pandemic with 5,000 teleconference calls
- Safeguards intellectual property by moving from zero security legacy email to near 100% protection with built-in security
- Enhances trust with country clients and regulators through automated compliance on Form

**10x productivity improvement and 700,000+ docs shared**

Under the Irrigation model, agronomists fan the world to give farmers free guidance on how best to optimize crops. AOF\* powered app is committed to providing an end-to-end modernization strategy.



During the pilot, the company was in the midst of forging strategies to reach its next eight million farmers. These include an AI-driven ag-tech platform, diversification into green farming infrastructure, and nurturing the **huge potential** of Maharashtra agriculture, seen as the new frontier in farming empowerment. Yet the dreams were complicated by the very sprawling nature of the enterprise, and legacy systems that struggled to connect all parts.

**"We like to say our bottom line is measured not in profits but farmers' smiles. AOF\* transforms our ability to work creatively, quickly, and securely in the farthest reaches of the world." – Vice President.**

The company decided it needed digital transformation built around a productivity and collaboration solution. This would enable secure, real-time communications and information sharing among stakeholders scattered in some of the India's most remote regions, including agronomists in Uttarakhand, farmers in Tamil Nadu, suppliers in Uttar Pradesh, all the way to staff at headquarters in Satara, Maharashtra.

The company switched from "pen-and-paper" record-keeping and locally hosted email to AOF\* collaboration and productivity tools. It helped spark a new chapter in their journey empowering farmers with sustainable agriculture systems in an age of resource scarcity and mobility restrictions due to COVID-19.

"We like to say our bottom line is measured not in profits but farmers' smiles. That's what motivates us to keep growing. Yet it also creates a challenge of geographically-scattered data with teams on different software," says Vice President. "AOF\* transforms our ability to work creatively, quickly, and securely in the farthest reaches of India."

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