



FIELD FORCE AUTOMATION IN AGRICULTURE

Improving reliability and accuracy
of information from field operations
in the agricultural business.

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Real-Time Monitoring Of Agriculture Activities

AgriTech and The Future Of Farming

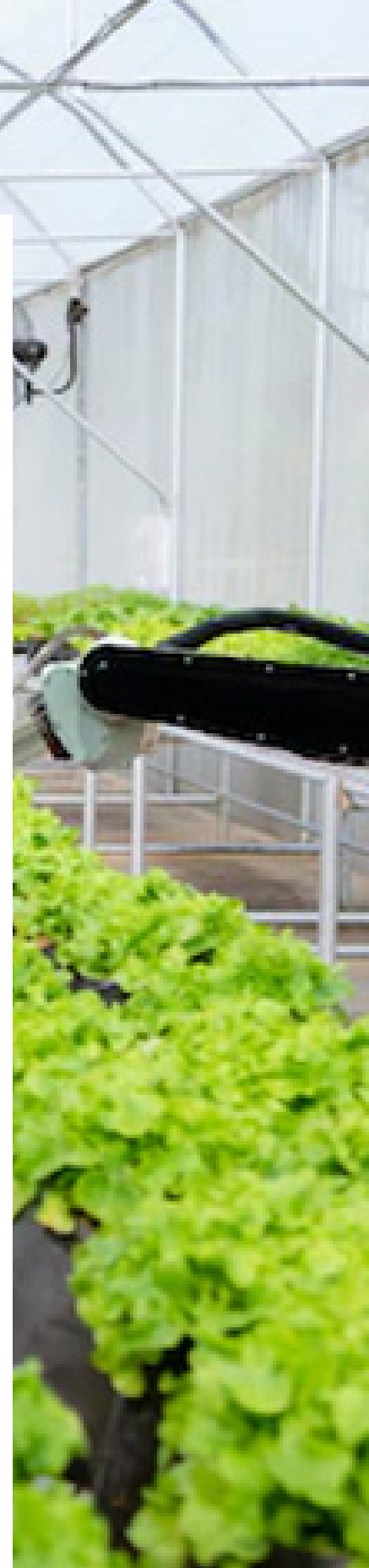
There's little doubt that sustainable agriculture is the only way forward if we are to continue to produce food for generations to come. Over the past several decades, digital technologies have had a profound impact on our daily lives and businesses. These technologies also have enormous potential to impact Agri-business companies in several aspects. They have the capacity to enhance global food security and improve farmer livelihoods, particularly in a context where the global population is estimated to reach 9.7 billion by 2050.

Many sophisticated technologies which can be used by agri business includes:

- Robots
- Temperature & Moisture Sensors
- Aerial Images
- GPS Technologies
- Information Technology
- Internet Of Things

Precision agriculture will benefit from advanced technologies, allowing farms to be more efficient, profitable, and environmentally sustainable.

Aside from these, the agriculture industry will require a more skilled workforce trained in these technologies. So that they can use applications to deliver a more profitable product with no delays or waste. Making the right decisions will be aided by an overarching tracking and monitoring team that will trace the product's lifecycle from the seed.



Challenges In Agri Businesses

Industry Trends & Analysis

By 2050 the world's population will reach 9.7 billion, 34% higher than today. In order to feed this large population, food production must increase by 70 percent. To respond to these demands, farmers will need new technologies to produce more from less land, with fewer hands. Field force technological advances are particularly needed in the agriculture Sector.

Companies in the seeds manufacturing, fertilizers, pesticides and more should improve the efficiency of their processes and ensure there are no delays, errors, wastage, or reworks to ensure total cost optimization. The companies that can produce more with considerably fewer efforts will receive the most benefit in the end.

This creates a need to introduce effective remote workforce management applications into the agricultural process. It could help the agri-businesses boost returns on investments significantly.





The Need to Improve Field-Operation Workflows

When a global pandemic hits, all of a sudden it gets harder to manage various processes because most are not digital-first. Companies in the agri business are under a lot of pressure to meet the increasing demand, and they need a way to increase productivity by implementing field force automation.

Some of these persistent challenges include:

- Lack of accurate information
- Slower adoption of complex technologies
- Time-Bound and Location-Sensitive Workflows
- Knowledge transfer issues
- Loss of productivity
- Poor crop cycle management

The field-based processes in the agriculture business are mostly performed manually. Field force automation can help with the most complex and routine jobs by supplementing existing technology.

Field Force Management in the Agri Business

Some of the field-based processes which can be digitized in Agri-business include:

- Onboarding of farmers and customers on the fly
- Rural marketing activities like group meeting, dealer meeting, farmer meeting
- Complaint tracking system for product related complaints
- Order management
- Monitoring fields, crops, and soil
- Demo plot monitoring
- Target setting for workforce

The shift from manual and paper-based processes to digital formats provides agri-businesses with a real-time view of field activities as well as a single, unified database for data collection across processes. Anyone can digitize the entire enterprise and automate most processes that require lengthy data collection and analysis by combining the mobile application with a web application and a common database.





A good workflow and workforce management application can digitize all key field operations such as farmer onboarding, dealer onboarding, crop cycle management, complaint management, order booking process, rural marketing activities such as dealer meetings, group meetings, farmer meetings, and so on. Given the unreliability of the network in remote farms, it must also have both online and offline capabilities.

Furthermore, It should provide the following advantages to the agribusiness:

- Process efficiency improvement
- Reliable and accurate information availability
- Data capture on-the-go
- Data reliability
- Time efficiency
- Storage and security

Summary

Field force management applications can help agri-businesses stay connected and collaborate with the workers on the field. It can help enhance efficiency throughout the process and maximize profits in doing so, helping to reduce costs and increase profits at the same time..

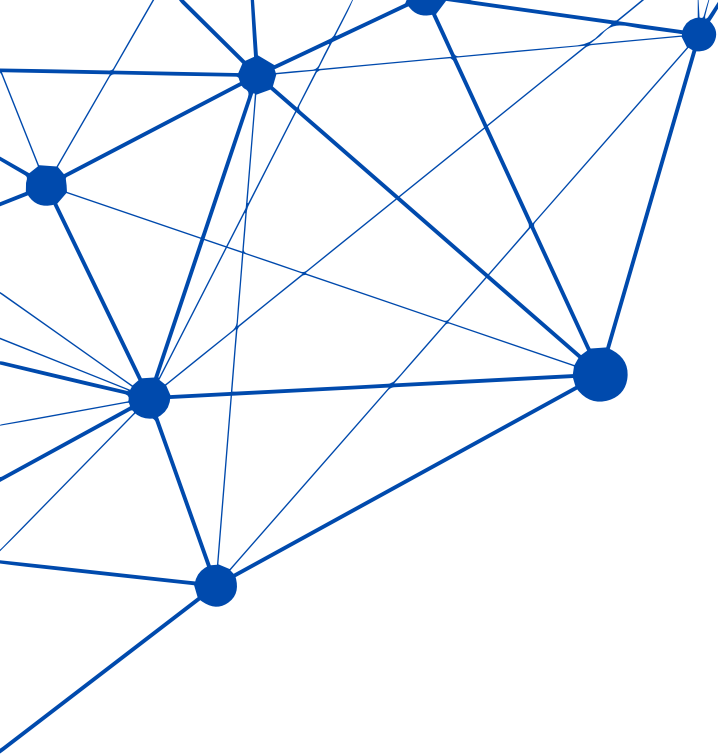
Interested in Exploring Workflow Automation for your Agri-Business?

Effort (www.geteffort.com) is a go-to solution for Agri-businesses looking to streamline their time-bound and location-sensitive business processes. With Effort, enterprises can save countless hours, increase internal efficiency, and mitigate the risk of manual errors in business workflows.

About Effort

Effort is a Remote Workforce Business Process Management platform by Spoons. It helps make your remote/field employees comply with time-critical and location-sensitive business processes. It's a highly configurable and code-free automation platform to manage your deskless and remote workforce and their business workflows.

Effort is being used by 150+ customers across 10 countries with over 50000 users. Each day over 2 million activities are being performed on the platform. It has ensured more than 30% improvement in remote workforce productivity and operational process efficiencies for most of its global clients.



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