



How to Overcome the  
**Most Common and  
Impactful Agribusiness  
Technology Challenges**

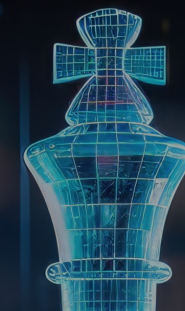


**Agribusiness** is one of the world's oldest and most vital industries. Evolving regulatory challenges, global pressures, growing attention to sustainability, and countless other factors are converging to make it an increasingly competitive industry as well. The entire industry must constantly work to identify and pursue new strategies to reduce costs and improve yields.

Enterprise agribusinesses are not immune to these pressures. Technology, while holding unlimited potential to solve or positively impact many of the industry's biggest challenges, often creates as many or more hurdles for CIOs than it overcomes.



# The Most Common and Impactful Technology Challenges in Agribusiness



## Challenge 1 | Complicated and messy tech stacks don't deliver interoperability

It's estimated that the average company uses around [130 different](#) software-as-a-service (SaaS) applications. In larger organizations, that number can reach 600 or more. Each of these apps were brought in to solve a specific problem. But how much more could they accomplish if they actually worked together?

## Challenge 2 | Evolving needs and priorities have created "enterprise bloat"

All those SaaS applications come with a cost. And, chances are, there are redundancies throughout the organization between the solutions being used in different divisions, locations, and departments. It's the organizational equivalent of each member of your household having a paid subscription to the same streaming television service. You're spending more than you need to solve the same problems in different and disjointed ways.

## Challenge 3 | Organizational data is fragmented and siloed


They say data is the new crude. To deliver on that high praise, we need to be able to harvest, transmit, refine, and prepare it for consumption. But years of solving technology challenges in departmental and functional silos has rendered us unable to capitalize on the incredible potential of data to unlock and act on new, game-changing insights and opportunities.

## Challenge 4 | Time to market is affected by inefficient digital band aids

How would it impact your bottom line if you were able to get your products to market even 5% faster than you do today? Lack of agility, caused by solving problems with technology in a vacuum, compound to make you less agile and negatively impact your ability to quickly get products into market.

## Challenge 5 | Employee and customer experience is limited by standalone tech

In a competitive labor market, employee satisfaction (ESAT) is a critical KPI that can help you attract and retain the key talent you need to stay competitive. Customer satisfaction (CSAT) is an equally important set of metrics to help you understand how well your company is stacking up to the demands of consumers. Most agribusiness companies lack the ability to create workflows and seamless digital experiences that can positively impact employee and customer experiences.



## Digital Transformation is Here for Agribusiness

Digital transformation is having a profound and growing impact on all types of agribusiness companies. It is reshaping how the industry operates, improves productivity, and ensures sustainability. But infrastructure gaps, skills gaps, and the need for data privacy and security present challenges for companies trying to build and manage solutions on their own.

## Smarter Digital Transformation through Strategic MSPs

We live in a Managed Services world. Technology has become more powerful and complex. In-house expertise has become more difficult to retain. Therefore, companies today recognize the value in partnering with external experts to leverage proprietary technology to manage full or partial components of their critical operations.

***This model allows businesses to offload labor-intensive and complex operations, like IT management, data storage, or project management, allowing them the ability to focus on their core operations.***

As modern agricultural operations have grown more complex, agribusinesses have begun relying on Managed Services Providers (MSPs) to tackle key components of their technology infrastructure. Precision farming, monitoring, and regulatory compliance all depend heavily on the effective gathering, transmission, and analysis of data. Maintaining these systems in-house requires significant headcount, budget, and labor hours. Unfortunately, this effort usually results in homegrown solutions that aren't as battle tested and effective as the ones MSPs can provide.

***By outsourcing IT functions, agribusinesses reduce operational costs, enhance efficiency, and receive reliable access to cutting-edge technology and compliance they can benefit from on Day 1.***

In a complex and competitive market, MSPs solve all the problems we discussed, while producing flexibility, agility, and competitive advantages for agribusiness enterprises.



# The Digital Transformation Decision Point: Build It or Buy It



As we've established, digital transformation is here, and it is set to forever change the way agribusinesses operate. This inevitable evolution pushes CIOs to a critical decision point: will your organization build your own in-house solutions, or will you adopt managed services partnerships to meet the demand? It's a decision not to be made lightly, as it will lay the foundation for your

company's IT infrastructure, scalability, cost management, and ability to innovate for years to come.

There are 7 key factors agribusiness technology leaders should consider when determining whether to custom build their IT infrastructure or leverage a managed services provider:

## Factor 1 | Cost

Managed Services offers lower, predictable monthly fees with no capital expenditure. In-house solutions require high initial capital investment for infrastructure, software, and staff.

## Factor 2 | Control & Customization

Building an in-house solution gives you full control over development and customization. Customization opportunities are limited with managed services solutions.

## Factor 3 | Expertise

In-house solutions require maintaining internal expertise over time. With turnover rates higher than ever, that's a vulnerability. With managed services, you have immediate access to a large and knowledgeable stable of experts you can count on for the long haul.

## Factor 4 | Time to Market

MSP solutions are pre-built and ready to deploy and scale. In-house solutions require significant time to build, test, and take to market.

## Factor 5 | Scalability

MSP solutions are highly scalable and purpose-built to adjust to changing needs and priorities. In-house solutions are rigid and scalability is limited by internal resources.

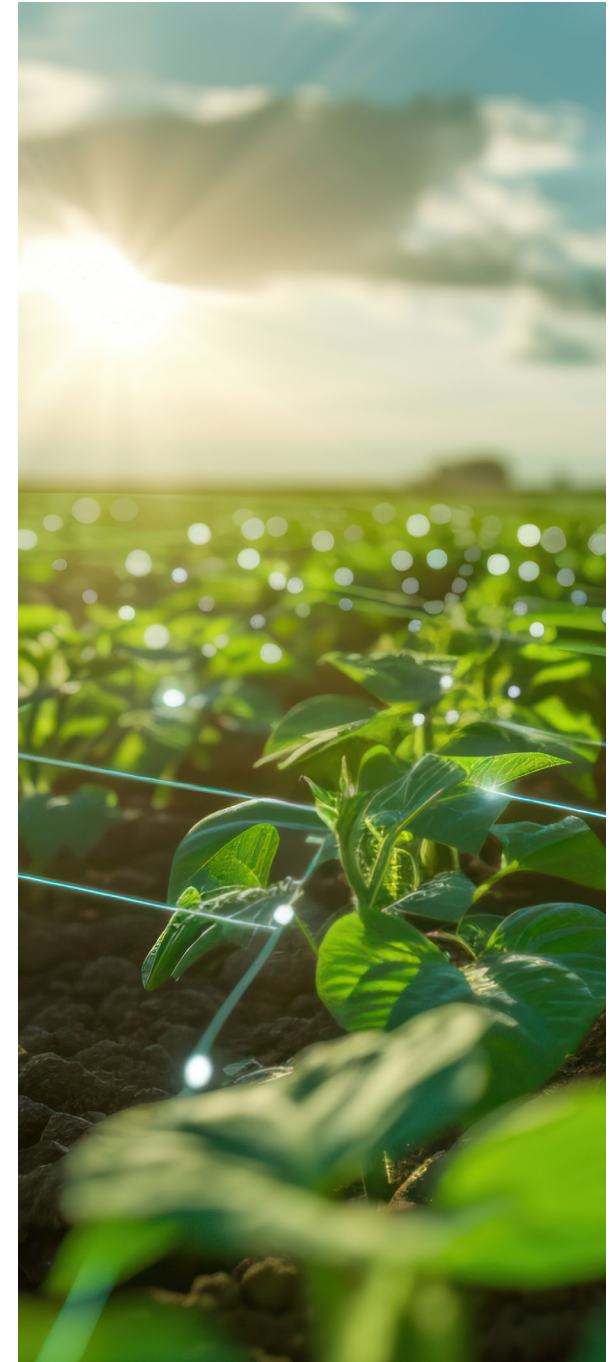
## Factor 6 | Risk

MSPs bring reduced risk because the solutions are already built based on vast experience managing aggrotech. In-house solutions carry more risk due to inexperience and development delays.

## Factor 7 | Maintenance & Upgrades

In-house solutions require ongoing manual maintenance and upgrades by internal teams. Upgrades and maintenance for MSP solutions are managed externally and pushed to you for use.

Factor	Build It (In-House)	Buy It (Managed Service)
Cost		✓
Control & Customization	✓	
Expertise		✓
Time to Market		✓
Scalability		✓
Risk		✓
Maintenance & Upgrades		✓





## MSP Relationship with Farmers Edge Levels Up Your ERP Capabilities

In many agricultural businesses, the ERP system is viewed as the backbone for managing core operational processes like supply chain logistics, inventory, and compliance.

MSPs are a more comprehensive and dynamic model that ties those capabilities together to help you make better-informed decisions.

ERP systems standalone require substantial internal oversight and customization to centralize business data. An MSP leverages end-to-end advanced IT infrastructure, ongoing strategic guidance, and seamless integration scaled across your business to provide a sophisticated and holistic solution for IT management.



## Why Farmers Edge is the Ideal MSP for Enterprise Agribusiness

Our company has spent the past 19 years helping farmers solve complex agricultural problems with modern technology. Through that experience, we recognized the wins we were helping farmers achieve in their operations had the opportunity to completely transform the agribusiness industry if applied at the enterprise level.

Today, Farmers Edge is leveraging our legacy of agricultural innovation to become a strategic partner for agribusinesses, offering outsourced R&D and innovation to help you find the edge over your competition without breaking the bank on internal development and staffing. We leverage over **50 million acres of data**, more than **100 in-house experts**, and upwards of **19+ patented innovations** to deliver a unique blend of expertise and service to our customers that they won't find with other IT providers.

**No other company** is positioned to do this as successfully for enterprise agribusiness partners because no other company has the pedigree we do. The unparalleled knowledge and expertise we've gained through our unique and valuable experience puts Farmers Edge in a class all our own.





## Agribusiness CIOs who partner with Farmers Edge enjoy:

### Enhanced Enterprise Agility

Scale quickly, adapt to changing demands, and take solutions to market faster. You're in control and can throttle resources up or down to suit your needs, improving flexibility without the burden of huge internal investments.

### Expertise in Agronomy, Data, and Technology

We've built our brand in agriculture. Unlike other traditional IT providers, we combine an unmatched knowledge of your industry as well as data and technology. No matter the challenge, we understand it and can offer tailored, impactful solutions.

### Predictable Management of Total Cost of Ownership

Internal projects are notorious for exceeding planned budget and failing to live up to promised capabilities. We offer fixed and predictable costs eliminating the need for you to adjust budgets for IT spending. You can count on it

## Who Can We Help?

Our team has the perfect blend of agronomy, data, and technological proficiency to help organizations in a wide variety of agribusiness verticals.

Farmers Edge Managed Services offers agribusinesses a comprehensive solution that addresses complex technology needs through strategic IT management. Our managed services model allows businesses to reduce operational costs, enhance efficiency, and access specialized expertise in agronomy, data, and technology without the need for heavy internal investment.

Our scalable, cost-effective solutions and focus on digital transformation empower agribusinesses to focus on their core operations while ensuring continuous innovation and growth.

To learn more about how Farmers Edge Managed Services team can support your business grow, tackle on industry challenges or increase their market share, visit

<https://farmersedge.ca/managed-services> or contact [Partners@FarmersEdge.ca](mailto:Partners@FarmersEdge.ca).



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