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# **ECOSAP 360°: agribusiness intelligence**

An integrated next-generation agro-platform

A unique solution in the area of customer relationships in the agribusiness

Contact us

**Why is it necessary?**

**Agribusiness challenges**

The agribusiness is changing, and the land market opening only increases the speed of changes and ambiguity. To survive in these conditions, you can no longer make a mistake and should get used to the struggle, making business decisions prudently and quickly at the same time, optimizing quite literally all processes. We believe that the main core of agribusiness will remain the agricultural producer and land as the production’s prime factor. Therefore, they’ve developed a product that looks deeply into agribusiness from different points of view.

**What have we done?**

We’ve combined well-structured and unstructured data sources to form a comprehensive and overall view of the Ukrainian economy and the lands that are under cultivation. Then, based on an in-depth analysis, we segmented the data and prepared a detailed portrait of each Ukrainian farmer and his or her land bank.

**What do we offer you?**

— Make effective business decisions based on an in-depth analysis of agricultural producers and the land on which they work.

— Use in-built analytics to better understand customer needs and prediction.

— Provide cohesive automated interaction with clients across all channels in-context.

— Use an individual microtargeting approach that considers the concise characteristics of an agricultural producer and the geographic features of his or her work.

— Develop your methodology for potential customer verification and protect your business from bad debts.

**What is ECOSAP 360°:**

**agribusiness intelligence (AI-360°)?**

ECOSAP AI-360° is an integrated agro-platform based on an in-depth data analysis and the study of behavioural patterns of all players in the agricultural market, collection of historical data for each field, and analysis of land bank at a national scale to develop personalized strategic communications to enhance competitiveness and increase profitability with uncertainty.

72,000 companies are analysed daily

8 markets for deep data analysis

24 regions in geo segmentation

27.7 million hectares are monitored weekly

**For whom?**

Our solution is to help manufacturers and distributors of crop protection agents, seeds, fertilizers and machinery, traders and agricultural holdings obtain a detailed farmer’s portrait and complete analytics of each field for micro-targeted interaction, to automate business processes of sales and purchase, which are based on supplier credits, forward contracts, agrarian receipts or other programs.

Manufacturers

Distributors

Agricultural holdings

Farmers

Traders

**Components of the ECOSAP 360° ecosystem:**

**agribusiness intelligence (AI-360°)**

ECOSAP AI-360° solutions efficiently integrate with other ECOSAP ecosystem products in Business Intelligence & Customer Insight, creating a next-generation agro-platform that seamlessly implodes all agrarian data and detailed analytics for personalized interaction with each customer or supplier.

**Components**

ECOSAP AI-360°: Core

A full picture of the agricultural producer and his or her behaviour

ECOSAP AI-360°: Sampling

Segmentation and audience organization for further interaction

ECOSAP AI-360°: Portal

Micro-targeted engagement with an agro-producer based on insights and customer experience

ECOSAP AI-360°: Core is the agribusiness informational core

At the heart of which is an industrial mechanism for the collection and the processing of on-line and off-line data

Consists of 4 products, each of the sections include 7 components:

1. **ECOSAP 360°: Harvest**

Crop sales analysis. Optimization of purchase and logistics for cereal crops and oilseeds.

SALES

1.1. Wheat

1.2. Rye

1.3. Barley

1.4. Corn

1.5. Soy

1.6. Sunflower

1.7. Rape

1. **ECOSAP 360°: Benchmarking**

Detection of efficiency gaps and opportunities to improve. Increase in sales and cost optimization

COSTS

2.1. Crop protection

2.2. Seed

2.3. Mineral fertilizers

2.4. Micro fertilizers

2.5. Machinery

2.6. Fuels and lubricants

2.7. Energy

1. **ECOSAP 360°: Customer**

Detailed farmer’s portrait based on an in-depth and well-rounded study of behaviour and profile. Farmer’s creditworthiness assessment for commodity loans and agrarian receipts

PROFILE

3.1. Contacts

3.2. Finances

3.3. Courts

3.4. Property

3.5. Reputation

3.6. KYC

3.7. Farmer Score

1. **ECOSAP 360°: Field**

Passport of each field. Rating assessment of the field for personalized offers and crop forecasting

LAND

4.1. The Land Bank

4.2. Land under cultivation

4.3. Rent

4.4. Electronic maps

4.5. NDVI

4.6. Amount of fertilizer

4.7. Field Score

**ECOSAP AI-360°: Sampling is the data SAMPLING**

At the core of which is the selection and review of client clusters on an automatic basis consists of 4 steps:

**Data Sampling**

* Search and segmentation of the audience by a wide variety of exact tests
* Comparative analysis and comparison with the market and regional standards
* Audit and verification of counterparties for financial or reputational risks
* Macro- and micro-community audience selection and its formation for precise personalized communication

**ECOSAP AI-360°: Portal is the b2b PORTAL**

At the heart of which is the new generation of client relationships’ technology in the agribusiness.

An innovative tool for the digital transformation of distribution.

**b2b Portals**

Transforms the traditional distribution into the digital one

**Distribution Portal**

Transforms an agricultural producer into a sales representative

**Customer Portal**

An interactive map for accurate and informed solutions before and after the land market opening

**Method**

It is based on automated analytical models prepared in terms of the behaviour of players in the agricultural market.

As soon as the operational analytics process is approved and launched, it automatically makes thousands or millions of decisions.

**Big DATA**

Collection and structuring of data to form an informational core

**DATA Science**

Data analysis and removal of valuable information from them, creation and unification of a detailed portrait of a farmer and field cards, structure of automatic scoring models

* Farmer’s portrait
* Field card

**Targeting**

Personalized micro-targeted proposals based on an in-depth study of data on farmers’ behaviour patterns

Increase in sales

Analytics and benchmarking

Cost optimization and logistics

Field evaluation and crop forecasting

Recommendations on crediting and agrarian receipts

KYC & Due Diligence

Market insights

**Try the ECOSAP AI-360° in action!**

Customer experience comprehension and targeted interaction with ECOSAP AI-360° are the right solutions today and leadership in the agribusiness tomorrow.

**Sources and technologies**

The key aspect of the online platform is the use of different data sources and valuers’ statements in a single system, which allows you to see the market from different sides, to have a rich picture of the main trends in your segment and to be sure of the reliability of the information presented.

Thanks to Data Science and Machine Learning technologies, we can collect and process a large amount of data from a variety of sources such as opened official registers, financial reporting data, satellite and GIS data, publications in the social media, market reviews, expert polls, in-house expert review, and more.

Data accuracy is provided by a multi-step verification of information using big data processing methods and comparison of indices that come from different sources and evaluation of input information by profile analysts.

Advantages

Risk control throughout all stages

Formation of an overall view with the best completeness for each agricultural producer and field of Ukraine for monitoring, assessment, and risk management.

Personal touch

Opportunity to design the platform according to your business tasks in the most convenient format for you

Data update operativeness

Allows you to quickly respond to any changes in market trends

Integratedness

Everything is in one platform in a single format, which eliminates the need to constantly search for the right sources, and allows the correct data comparison

Accessibility

Ability to use the system day-and-night online from any device

Interactivity

All visualizations are automatically rebuilt when you change your filtering options

Qualitative conclusions concerning analytics

Possibility to get a market overview or to separately order technical studies with expert reviews from experienced analysts

Solutions of a wide range of tasks

A large number of sources and attributes, a flexible data segmentation systems solve the broadest range of tasks, for example, from the costs’ analysis, agricultural holdings’ income and the control of their land under cultivation to in-depth research.

The uniqueness of the information presented

It is ensured by the availability of exclusive sources and a multi-step quality audit of the input data.

Historical data

Capability to analyse the economic activity of the agricultural producer and the entire history of each Ukrainian field since 2016

Computer-Assisted Teaching and Artificial Intelligence

Adequate commodity-based comparisons, automatic field boundaries’ detection and, crop classification to an accuracy of 85-90%.

Time savings on collection and analysis of data

High level of automation, i.e., an automatic data filtering, detailed segmentation by agricultural producers and land properties, personalized reports.