How Digital Transformation is Driving Change in Agribusiness

The following case study details the role of digital transformation and disruption in agribusiness, and presents how Solentra Global handles the challenge of constant change with its valued clients.

The way we use digital technologies in our work, personal lives, and across society has always changed the face of business and will continue to do so. In the past, it was the business that drove the rate of adoption for new digital technologies, but now it's the customers who are demanding that businesses transform with support for digital interactions

The rate of digital innovation is now accelerating faster than the pace most companies are transforming to meet the demand. This means that all companies need to define their transformation strategy to becoming a digital organization or fail to compete against more Agile competitors.

The key element of any digital transformation is the customer experience (CX) or "the last mile". To become a digital organization, the whole business must transform to support a digital-first approach to CX.

The Challenge

We understand our agri-supply industry and realize that it is very "traditional". Our customers have a high proportion of employees who are Baby Boomers and Generation Xers, especially in senior leadership positions

Our customers' customers (growers) are also predominantly from the same generation(s), however a new generation of Millennials are now becoming farmers by taking over from their retiring parents.

Millennials (and Generation Xers) are also increasingly replacing our customers' long-tenured employees, and they have different expectations of traditional ERP solutions. Millennials expect 24/7 real-time digital interactions to be the norm, whereas Baby Boomers and Generation Xers tend to prefer more traditional communication methods (ex. phone calls, in-person conversations).

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The Solution

At Solentra, we understand and respond to the need to digitally transform to attract and retain this new generation of farmer customer and disengaged employees, and thrive on developing innovative solutions to positively transform our industry.

Aging technology infrastructure can cause significant challenges for your agribusiness. We believe in preserving the significant investment you have made in technology while continuing to drive you forward.

Our team is made up of individuals who have worked in the agriculture and software industries for decades and have a true understanding of your challenges. We have relied on that expertise to develop our method of digital transformation, creating pathways to modernization while eliminating the need to rip-and-replace critical systems.
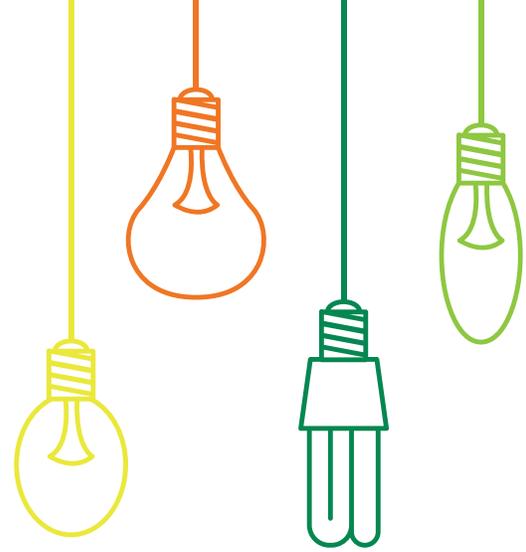
The Impact

Through partnerships with our customers, we help set the precedent for future digital advancement. We consistently provide a customer-centric business strategy, employing new technologies and business processes to better deliver products, services, and experiences to all connected users.

A digital transformation strategy is essential for the long-term survival of agribusinesses, and IT departments tend to be far removed from the business. There are often competing priorities and by the time they deliver a solution, the needs may have changed. Solentra has defined its digital strategy, we regularly review its progress, and continue to adjust when necessary to address changing circumstances.

About Solentra Global

Solentra Global is a part of the Cultura Technologies family, who is owned by Constellation Software, Inc. (CSI), an international vertical market software specialist. Solentra builds innovative software and technology-based solutions for industry-leading global agribusinesses.

For more information, visit
solentraglobal.com or call 800.795.7995

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