



Solentra Global: Driving Success Through Focused Client Engagement

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YOU ARE a major agricultural enterprise supporting and delivering to a complex supply chain in order to help meet food demands across the globe. Government regulations, environmental concerns, customer consolidation, trade wars, increasing demands for transparency, disruptive technologies, and turnover of aging workforce represent both challenges and opportunities for you.

Your Dilemma

In a volatile, commodity-based environment, increased access to actionable data is needed in order to make informed decisions about how to manage the daily risk you face. This access would allow you to safely and profitably source, process, and deliver goods and services to the market.

Your current software and data application structure is comprised of both modern

and aging applications. Leveraging new technologies to gain insights, provide information to workers, and interact in richer ways with customers and suppliers is the logical next step.

As a technology leader, you fully realize that investing in a “box” software solution will not address the multi-faceted needs of your agribusiness.

Your Opportunity

You need a partner who will both respect the past and focus on the future. You need a progressive thinker who will innovate in ways that take advantage of legacy systems while providing a fresh approach with new technologies. You know that simplifying build versus buy decisions, deploying newer technologies, and supporting while slowly sunsetting existing systems is key to meeting the future demands of your business.

Meet Solentra Global

Solentra Global is an agribusiness services and software business that leverages a growing number of solutions and services in order to meet the demands of clients in the agriculture sector. As a member of the Cultura Technologies family, Solentra collaborates with agribusinesses by utilizing technology, internal systems, and industry experts to achieve client objectives and drive successful outcomes.

Solentra takes the noise out of supplier relationships with an approach that gives clients access to a growing set of applications and services. Client-focused teams identify challenges in the business, and develop or acquire solutions to solve the complex issues that are unique to agribusinesses.

Solentra's business model consists of:

- Navigating the process of managing aging software applications
- Combining modern platforms with legacy mission-critical systems
- Providing "fit for form" mobile or web-based applications to reduce both cost and time to market

Value-Based Agreements are Key

A one-size-fits-all software solution simply does not work for large, complex agribusinesses. Solentra's business model is designed to support this type of client by providing access to a wide range of services, products, and technologies the Cultura family of companies offers.

Engagements are designed according to the unique characteristics of each client and tuned to meet key business objectives. The approach is transparent, collaborative, and flexible.

The Solentra approach to client engagement consists of three basic components:

1. Discovery – Defining of business objectives, scope, and requirements
2. Proposed Solution – Development of a unique engagement model balanced with client investment
3. High Trust Engagement – Creation of dedicated teams, complete with regular review and refinement

The High Trust Engagement Difference

An engagement manager is assigned to each client in order to provide them with regular progress updates. This level of dedication ensures that Solentra can consistently:

- Review operations and strategy goals with the client
- Leverage its technology relationships to the client's benefit
- Keep the engagement agile, focusing on the client's current and future requirements

The Solentra engagement model has proven key to the success of their clients, but it is not always easy or simple. With authenticity and integrity as primary components of its core values, Solentra is not afraid to try new approaches and pivot when those approaches are not mutually beneficial.

These high-trust relationships ensure that Solentra is continuously innovating and challenging their team, in addition to aligning the Cultura portfolio according to client needs.

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Family Ties

Solentra is a core component of the agribusiness portfolio of companies provided by Cultura Technologies. Cultura acquires, strengthens, and grows vertical market

software companies in the global agriculture space. Within Cultura, Solentra leverages investments in innovation, sharing of best practices, and access to global technology.

"Solentra Global is the concierge to a strong and growing global group of AgTech software providers," shares Rich Reynertson, COO of Cultura Technologies. "Together we strive for technical excellence and sustainable change, all in the name of our valued shareholders and clients."

Looking Ahead

Moving into 2020 and beyond, Solentra will continue to focus on intuitive offerings that allow their clients to focus more on their customers. Dedicated engagement teams will remain at the hub of it all, with clients relying on Solentra to help manage the increasingly technical complexities of global agribusiness.

"Our people are our best asset," shares Dale Jefferson, General Manager of Solentra Global. "We are proud to be a part of Cultura Technologies, and to leverage our industry and software knowledge to the benefit of our clients. The Solentra team will continue to grow and expand our business through innovation, creative thinking, leveraging an expanding list of Cultura companies, and keeping our sincere passion for agriculture at the forefront." ♦

