

The Increased Role of Mobile App Usage in Agribusiness

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Presenters

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Mike Tarning is the Head of Product for Retail and Grain Origination at Greenstone Systems. He is responsible for AGRIS and CINCH, the leading agribusiness information systems in the ag retail, cooperative, grain origination, and grain processing market segments.

Agenda

- Introductions – who are you?
- Why mobile app usage is increasing in agribusiness
- Who within agribusinesses are utilizing mobile apps
- Examples of capabilities that mobile applications can bring to the agribusiness
- Some of the pain points mobile apps are able to address and benefits mobile apps can bring to the agribusiness
- Q & A

Polling Question - What is your ROLE in your company?

- Executive (CEO, CFO, CIO, COO, GM, VP)
- Controller/Office Manager
- Department or Location Manager (e.g., Agronomy, Energy, Feed, Grain, Retail)
- Grain Originator/Procurement, Merchandiser
- Information Technology/Systems Administrator
- Operations (Location or Department) Manager
- Sales
- Other

Polling Question - What best describes your company?

- Ag Retailer
- Cooperative
- Grain Originator (elevator, terminal)
- Grain Processor/Feed or Flour Miller
- Other

Polling Question - What DEPARTMENTS/PRODUCT LINES does your company have?

- Agronomy (i.e., retail seed, fertilizer, crop protection)
- Convenience Stores (C-Stores)
- Energy – bulk delivery &/or retail pumps
- Farm store/supplies
- Feed
- Grain
- Tires, Batteries, Accessories (TBA)
- All of the above
- Other...

Why mobile app usage is increasing in agribusiness:

- Technology advancements including mobile apps bring opportunities to agribusiness
- Workforce
 - Shortages force the need to operate more efficiently. Mobile apps provide ability to operate more efficiently.
 - Younger talent expect “bite sized” apps
- Demand for mobile apps to conduct business
 - Business needs real-time information
 - Increasing farmer / customer expectations for timely information

Who within agribusinesses are utilizing mobile apps:

- Sales people
- Warehouse personnel
- Drivers and applicators
- Growers / Producers
- Vendors (freight & seed companies, etc.)
- Management
- Accounting



Capabilities mobile applications can bring to the agribusiness:

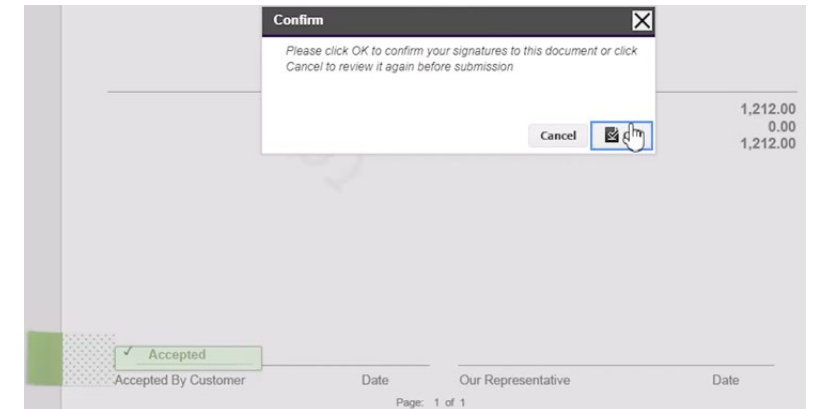
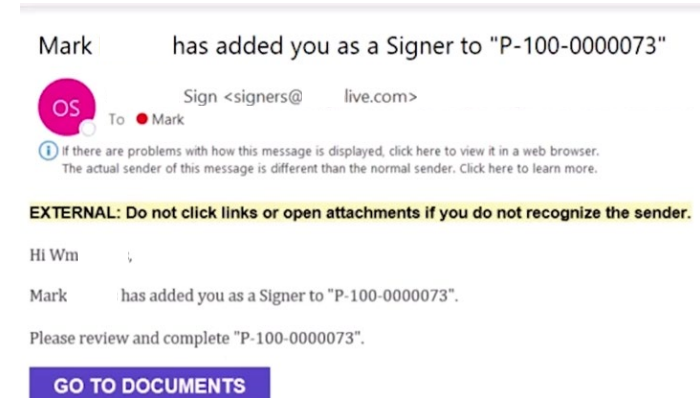
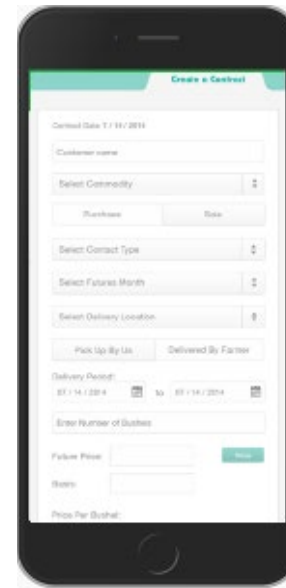
- Accounting: Issue advances, vendor payments, grower settlements
- Warehouse: receive inventory, capture shipments / deliveries, transfers, inventory counts
- Sales people: capture quotes, bookings, prepays orders; view inventory available to sell by location; check customer credit
- Management: view vital information (financial dashboards)
- Growers/Producers: Make offers / contracts, sign contracts, see scale tickets, work orders, contracts, settlements,

Some pain points & benefits mobile apps address & bring to the agribusiness:

Areas	Pain Points	Benefit
Shipments – capturing information into the ERP	<ul style="list-style-type: none">• Latency = inaccurate inventory positions• Latency = delays to invoice	<ul style="list-style-type: none">• Timely, accurate positions• Timely revenue recognition• Faster cash collection
Shipment – paper work	<ul style="list-style-type: none">• Lost / misplaced paper work• Illegible / misunderstood handwriting	<ul style="list-style-type: none">• Reduction of shrink• Minimize invoice error• Timely revenue recognition

Office & Remote – Streamline your contracting process

- Capture contracts anywhere
- Allow growers to enter offers
- Automate offer management
- Automate hedging
- Capture counter-party signatures electronically
- Automate emailing of contracts



Polling Question - time to provide a customer with a PRICE of an item?

- Under 1 minute
- 1-2 minutes
- 2-3 minutes
- 3-4 minutes
- Over 4 minutes
- I don't have any idea

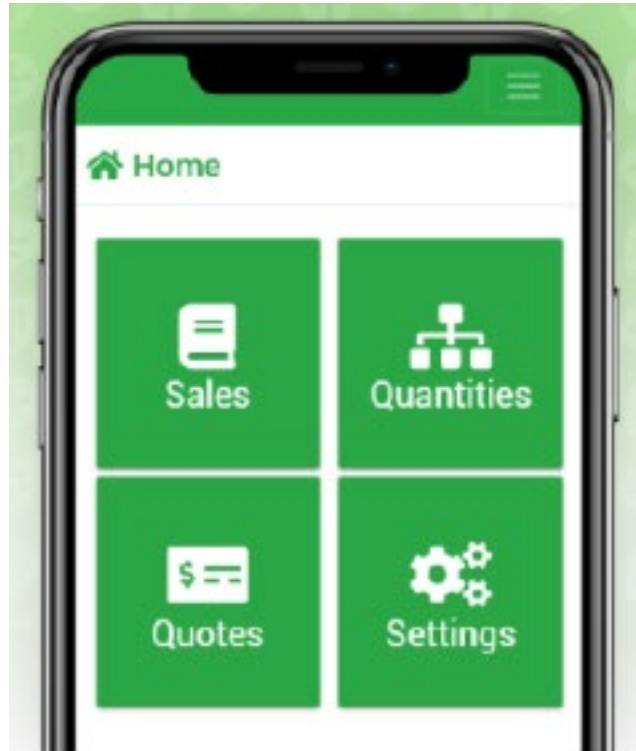
Polling Question - How important is it to grow REVENUE without increasing selling expenses?

- Critical & we're NOT satisfied with our current approach
- Critical & we ARE satisfied with our current approach
- Important & we're NOT satisfied with our current approach
- Important & we ARE satisfied with our current approach
- Not important

Field Sales Team Members:

Pain Points

- Use latest prices without opening an email or printing a report
- Challenging to remotely understand customer credit
- Paper slips or notes are prone to damage, misplacement or loss
- Understanding what inventory is available to sell and where it is located



Benefits

- Reduces time to capture deal information
- Improves the ability to have credit-related discussions with customers
- Minimizes time to convert a conversation into a quote and later a booking or prepay
- Maximizes use of timely inventory price, quantity and position information for better customer conversations, more accurate deals and fulfillment of orders.

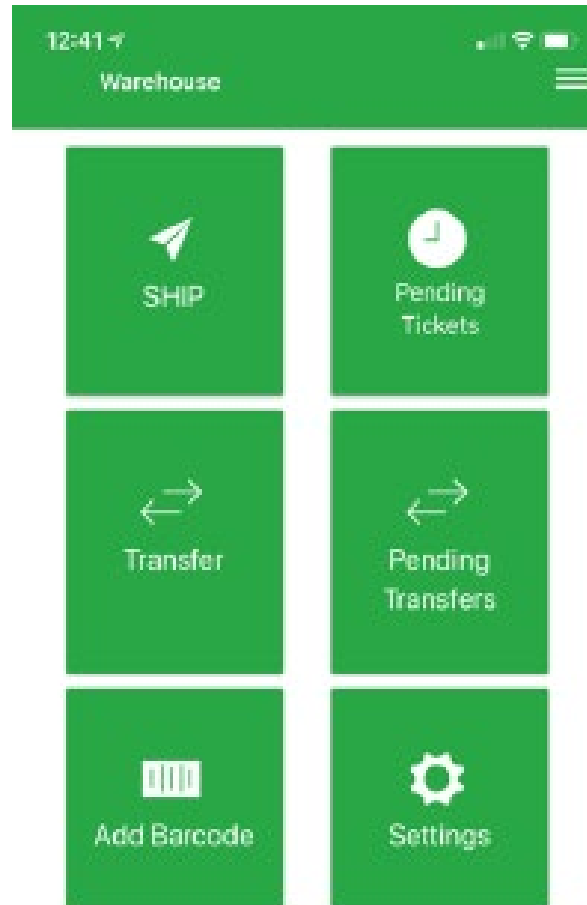
Polling Question - most UNDER-SERVED ROLE in your company with information tools

- C-Suite (Executive, Financial, Information, Operations, Risk)
- Customer service/front-office staff/accounting staff
- Dispatch, scheduling, staging, traffic staff
- Grain originators/procurement, merchandiser staff
- Growers/customers
- Inventory control/quality/location/site managers
- Sales people
- Scale operators
- Truck drivers
- Warehouse staff

Warehouse Workers and Operations:

Pain Points

- Capturing accurate product / items on paper tickets
- Shipping items to customers over credit limit
- Paper slips or notes are prone to damage, misplacement or loss
- Understanding what inventory is available to sell and where it is located

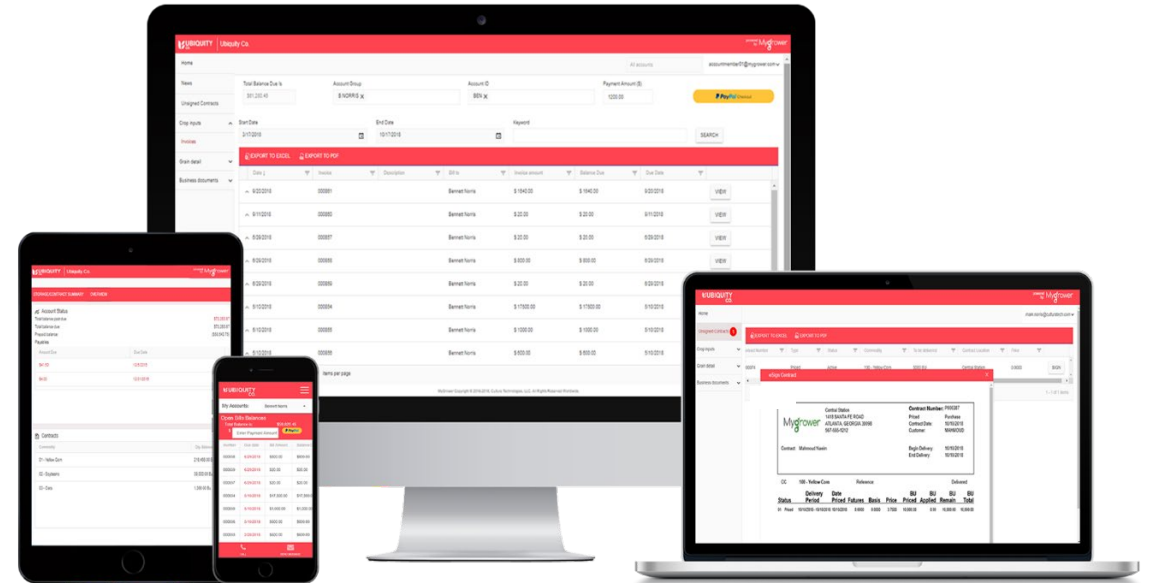


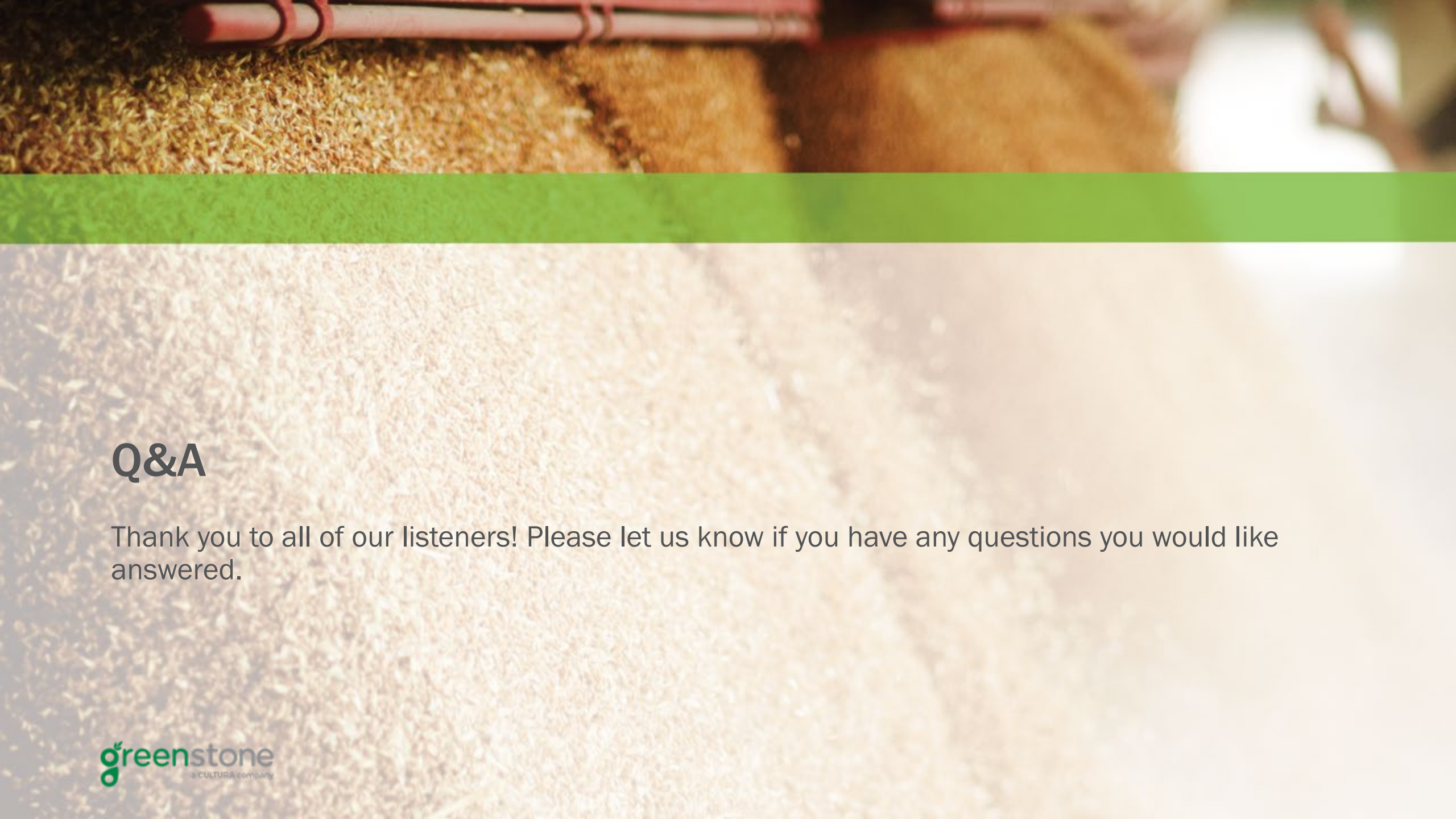
Benefits

- Warehouse team
 - Reduce time writing things on paper
 - Minimize delays capturing information into system.
- Operations and warehouse manager(s)
 - Reduce paperwork
 - Increase accurate inventory quantities.
- Credit manager
 - Prevent items from getting to customers who do not comply with your credit policies
 - Maximize collections and reduce write-offs

Office & Remote – Seek to use grower-facing technologies

- Help customers **stay connected** to their business activity
- Enable customers to access vital, real-time **information anywhere** from their mobile devices
- Allow customers to **launch activities** like offers and settlement requests
- **Streamline communication** by providing access to detailed reports anytime
- Provide a **better customer service experience** via self-service





Q&A

Thank you to all of our listeners! Please let us know if you have any questions you would like answered.