

Project title

Wasse & Farmax | Precision Agriculture

Customer

Wasse & Farmax | www.farmaxspitmachines.nl

Sector

Agriculture Industry

Empowered Solution

- Characteristics (soil improvement)
- Financial analysis
- Strategic analysis
- Product analysis
- Precision farming technology
- Content analysis (farmers specific)
- Customer experience
- Software architecture
- Training & Coaching

Period of Execution

- Start: May 2017
- Finish: March 2018

Technologies

- Business model generation
- Value proposition design
- Connected machine (Soil improvement)
- SWOT
- Best of breed CRM software
- Social Listening software

Value added elements

- Software suppliers
- Blueprint (phases roadmap)

Company overview

The Farmax spaders prepare (specific) soil structures on any type of acre with multiple operations in one single passage that saves time, energy, money and a decrease of necessary soil loads. The Spader is a kind of digging machine which mixes soil to a depth of 200 – 400mm incorporating clay, lime, stubble, green manure, fertilizer and / or trace elements. This provides a perfectly prepared bed for planting or sowing, mostly essential for high crop yields. Spading is a familiar technique in the Netherlands and is frequently used for soil improvements.

Business challenge

Can you improve our product strategy related to “precision farming 4.0” and our sales worldwide? The Spaders are designed and manufactured by Farmax and the worldwide sales, service and guarantee is exclusively been carried out by Wasse the Netherlands. We have distributors in different countries, Australia (Grocock Soil Improvement), Canada, USA, Colombia, South-Africa, Finland, Denmark, etc. We would like to improve the segmented businesses and spading technology by new ideas, independent advice and a futures roadmap. We desire to operate more as a team and improve the individual knowledge of the existing resources and expertise between involved parties around Farmax.

Customer quote

Don't settle for good results, always look for more... We are satisfied with the roadmap and possibilities to increase sales and revenues. The relationship between different stakeholders is improved. The blueprint was a right choice to communicate business and technology ideas and expectations for the future. It gives us also a clear view about combinations between different (existing) technologies and secures more data of the product and customers.

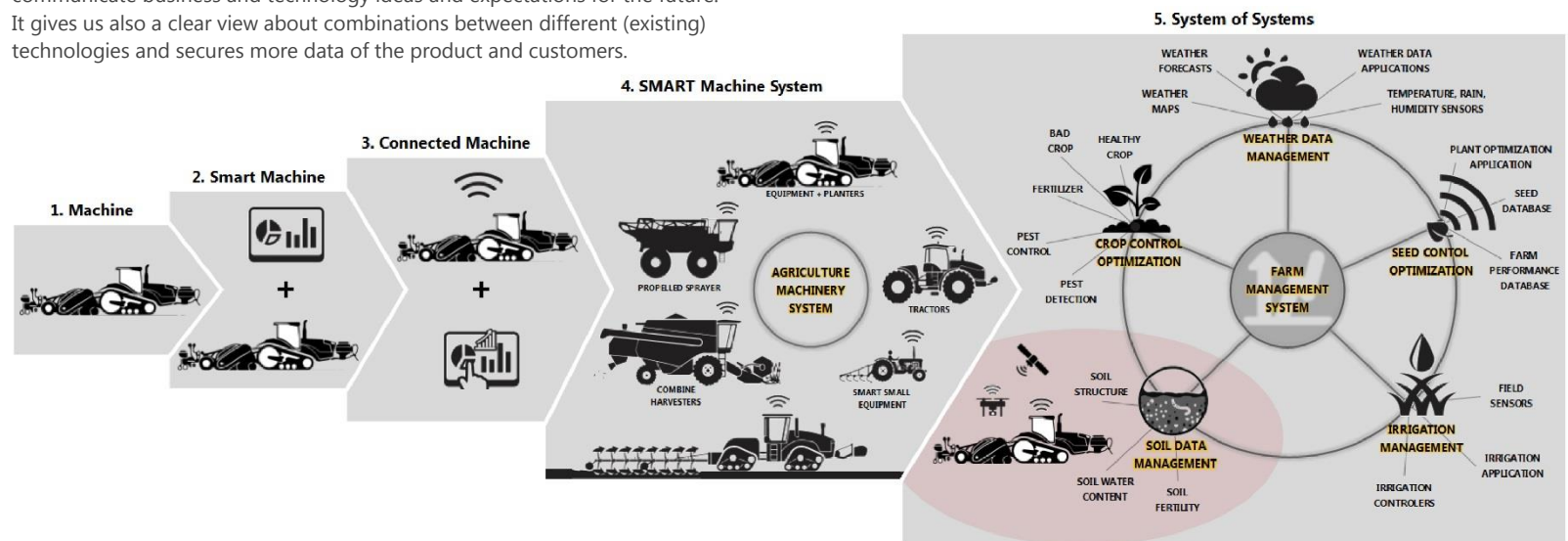
Why Scheper.Co?

Empower your process with smart designs. Scheper has a background in the agriculture world, combined with a deep understanding of customers and machinery. Together with the knowledge about precision farming and existing customer experiences, this forms a unique combination for the next challenges within these sector.

Wasse & Farmax need a conceptual thinking approach, that can feed new ideas to align their existing product within precision farming and create awareness about the worldwide possibilities for soil improvement.

How Scheper.Co helped?

The organizational challenge about one product with different stakeholders at different locations needed to be aligned and improved. We interviewed and coached local and international stakeholders and created (for the time-being) for each stakeholder a scope for the (near) future about cooperation, business expansion and digital (platform) and technology innovation. We achieved this for example by an online sales strategy and in-house software solutions to provide stake-holders, distributors and worldwide clients smart guiding tools. We created a distinct mission for our product, by “increase crop yield by spading”, aligned to precision farming technologies for soil improvement and a new revenue model.



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