



Case Study: Manufacturing

Lely creates new unique online market for used dairy robots

A new online trading platform helps farmers find high-quality used Lely robots at a great value to improve efficiency on their farms.

Renowned for its innovative spirit, Netherlands-based Lely is an international family business in the agricultural sector. Because farmers want to produce milk in an animal-friendly and environmentally sustainable way, Lely develops and markets state-of-the-art dairy farm robots. In 1995, Lely brings its first robotic milking system to the market, and today the company is a global market leader. Lely also provides guidance on how to organize a dairy farm smartly with the use of various management systems.

The challenge

In the dairy farming sector, maintaining sustainable operations and using the latest innovations is important, for both farmers and animals. This approach, however, sometimes means farmers switch to the latest models even though Lely equipment is built for longer-lasting use. The trend not only drives demand for new equipment but also contributes to the plethora of dairy farmers looking for older machines, which results in a growing second-hand market of dairy robots.

At a glance

Agriculture equipment innovator Lely chose Cognizant to develop a state-of-the-art digital platform to serve as a secure market for used dairy farming robots. The successful implementation helped the company achieve a range of benefits:

- The platform attracted 3,100 monthly visitors in the first half-year after soft launch
- Two months after launch, 15% of all Lely Centers around the world had used the platform
- There are currently 100+ dairy robots listed on the platform, with an average price of \$48,000
- The platform strengthens Lely's brand promise to be sustainable, profitable and enjoyable for both farmers and cows



“Even given the complexity of our project, we were pleasantly surprised that Cognizant was able to make a budget, set a target and deliver on the promise. The cooperation was excellent, and I would recommend the Cognizant team to any customer given their knowledge, skills and access to partners.”

– **Leendert Huis, Business Manager Used & Product Owner for used.lely.com at Lely**

Goals for the new platform

Determined to service the second-hand dairy robot market and guarantee the quality of its products, Lely reached out to Cognizant to develop an innovative digital platform that dairy farmers could use to buy and sell pre-owned machines in a transparent and reliable way via their trusted Lely Center franchise network. Until this partnership was formed, connecting supply and demand on the used machine market was outside of Lely's reach.

Leendert Huis, Business Manager Used and product owner for the new and online used trader platform shared a less obvious but no less important goal of the project, stating, "Lely's values include a responsibility to not only farmers but the health of cows by ensuring Lely used equipment will be properly refurbished, installed and maintained. The platform serves as an active brand promise to shepherd and protect the health of the farmers' businesses, the cows and the equipment."

Another key goal of the platform was to build it to ensure user adoption and offer a solid product portfolio. With customer experience as a priority, Lely wanted to share ads across other platforms in a way that was accessible, easy to manage for everyone and responsive to local languages.

The approach

The decision to choose Cognizant was due to our standing in the space and expertise in the technology behind the proposed solution. Lely was also confident that we had the ability to create a solution that could be scaled for the long term. Our recommendation of a central data hub with various touchpoints and a human-centered design was the final point to convince Lely that Cognizant would be the right partner.

Moving forward, we used an omnichannel approach that engages users on their preferred channel while maintaining transaction management on the Lely platform. This cloud-native platform uses AWS components in a microservices architecture to enable the quick build out of functionalities. Serverless computing keeps costs low, and Lely pays only for the services it uses.

Used Lely: a new platform

The new trading platform connects the full ecosystem of customers, leads and distribution partners, who can support the sales journey and emphasize the Lely brand, its product quality and service.

On the Used Lely platform, dairy farmers can easily search for pre-owned machines and review maintenance history dating back three years. The platform connects Lely customers with the right Lely Center. For example, a farm in the Amsterdam area can easily purchase an Astronaut A5 milking robot available in Munchen, thanks to the dedicated support offered by the local Lely Center.

Business outcomes

Reaching the goal of getting Lely to market quickly, from sign on to launch, we delivered the all-new Used Lely platform in three months.

Current business outcomes of the implementation include:

- Lely commands a 50% market share in the used dairy robot marketplace
- The platform attracted 3,100 monthly visitors in the first half year after soft launch
- Two months after launch, 15% of all Lely Centers around the world had used the platform
- The platform has approximately 100 products listed, with an average price of \$48,000

In closing, Huis adds, "Even given the complexity of our project, we were pleasantly surprised that Cognizant was able to make a budget, set a target and deliver on the promise. The cooperation was excellent, and I would recommend the Cognizant team to any customer given their knowledge, skills and access to partners."

About Lely

Lely Industries N.V. is a Dutch agricultural machine manufacturer based in Maassluis, the Netherlands. The company was founded in 1948 by the Lely brothers, Cornelis van der Lely and Arij van der Lely. For more information, visit <https://www.lely.com/>.

About Cognizant

Cognizant (Nasdaq-100: CTSI) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 185 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us [@Cognizant](https://twitter.com/Cognizant).

Cognizant

World Headquarters

300 Frank W. Burr Blvd.
Suite 36, 6th Floor
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277

European Headquarters

1 Kingdom Street
Paddington Central
London W2 6BD England
Phone: +44 (0) 20 7297 7600
Fax: +44 (0) 20 7121 0102

India Operations Headquarters

#5/535 Old Mahabalipuram Road
Okkiyam Pettai, Thoraipakkam
Chennai, 600 096 India
Phone: +91 (0) 44 4209 6000
Fax: +91 (0) 44 4209 6060

APAC Headquarters

1 Changi Business Park Crescent
Plaza 8@CBP # 07-04/05/06
Tower A, Singapore 486025
Phone: + 65 6812 4051
Fax: + 65 6324 4051