Case Study: Manufacturing

Harvesting data to grow a crop of new customers

A leading agribusiness company looked to Cognizant to harmonize its systems and reach customers more cost effectively.

Being a key player in agricultural sales and trading involves working with farmers to ensure the harvest from the field get onto a plate. It is a complex operation, one that can be risky. One leader in the field experienced a $14 billion dent in revenues from trends in the grain market, alone. These trends weren't just hurting the business, they were also affecting its customers—grain farmers in the U.S.

Having recently grown through acquisitions, the company's diverse IT systems were unable to deal with the situation. The company calculated that rationalizing its systems and operations could save $1 billion in costs. They further realized a mine of untapped commercial potential in the data within different system silos.

At a Glance

A major global agribusiness wanted to boost profitability by harmonizing its inherited legacy systems while reaching out to new and existing customers. As part of its digital journey, we developed an app to help convert more farmers into customers while giving them direct access to grain trading for the first time.

Outcomes

- Improved sales outlook by $10 million over a three-year period.
- Reduced cost per new customer acquisition.
- Developed a new insurance product.
- Increased customer base.

Cognizant®

Sowing the seeds of change – farm fresh to market

Connect farmers to market
A key goal was to develop an app that could help farmers bring their products to market more effectively.

Improve direct selling with data

The data could be used to improve direct selling to farmers, facilitate their participation in commodity trading markets and help the company expand its revenues. The company needed the technological solutions to exploit these opportunities for itself and its customers.

In 2015, Cognizant stepped in to help the company prepare for a full-scale enterprise resource planning platform deployment, harmonize its systems and create a platform for integrated data analysis as part of an ongoing engagement.

One key goal in this digital journey was developing an app that could help farmers get their products to market more effectively.

Traditionally, each farmer had to wait for a visit from a sales rep to discuss the best way to sell the harvest, along with when to place orders for products such as seed and fertilizer.

To streamline this process, our team spoke to key client personnel and visited farmers in Iowa and Indiana with early app concepts that they could use.

Smart app for farmer convenience and revenue

Gathering feedback, the team created a test app, validated it further with farmers and then rolled out a final product to the market. Now, instead of waiting to speak to a sales rep, a farmer can use the app to make intelligent decisions about when to sell and what to buy.

Each farmer inputs information such as farm size, crop type, number of seeds sown, utilities costs and so on. The app combines this information with real-time data on market and product prices so farmers can maximize their profits.

The app rolled out on a trial basis, and so far our client has seen:

- **A new digital marketplace for grain** selling futures at a fixed prices providing farmers with access and visibility to commodity pricing.

- **A novel crop insurance product** based on the data released by our team of experts.

- **Incremental sales** of $10 million over a three year period for the U.S. alone.

- **Closer ties to a larger farmer customer base,** at a lower cost per farm.

About Cognizant Manufacturing

Cognizant's Manufacturing business unit operates as a trusted partner to global manufacturing leaders, helping them accelerate business performance in the digital world. The unit is recognized for its forward-looking approach by industry gurus such as IDC MarketScape, which bestowed on it a "Leader" rating for service lifecycle management. Our business consulting professionals ensure that manufacturing and logistics clients receive exceptional business results from their technology investments and sourcing programs. Our domain solutions leverage digital technologies to build smart products, connect with digital consumers, provide real-time visibility into manufacturing operations and automate knowledge work with cognitive computing. Learn more at **https://www.cognizant.com/manufacturing-technology-solutions.**

About Cognizant Digital Systems and Technology

Cognizant Digital Systems and Technology works with clients to simplify, modernize and secure IT infrastructure and applications, unlocking the power trapped in their technology environments. We help clients create and evolve systems that meet the needs of the modern enterprise by delivering industry-leading standards of performance, cost savings and flexibility. To learn more, contact us at **simplify@cognizant.com** or visit **www.cognizant.com/cognizant-digital-systems-technology.**

About Cognizant

Cognizant (Nasdaq-100: CTSH) 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 193 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.**

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