.msg
global

A Smart Extension
for **SAP Intelligent Agriculture**

msg.**Digital Farmer**

SAP Silver Partner

SAP Pinnacle Awards 2024 Winner
AI PARTNER INNOVATION
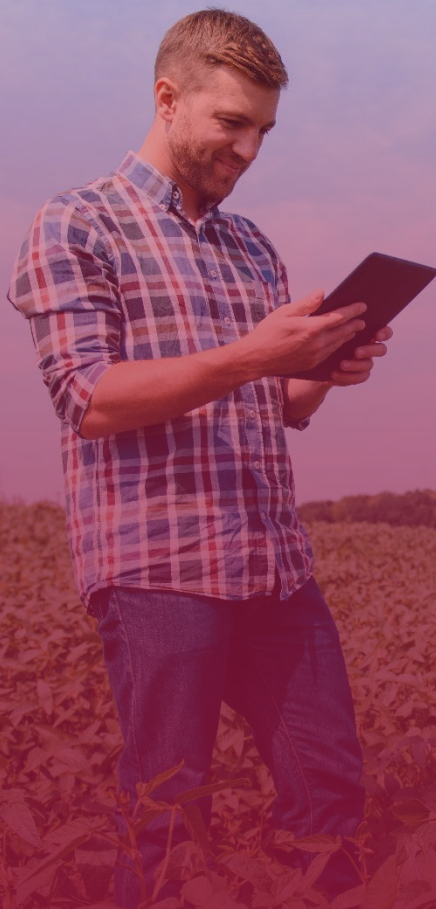
SAP Pinnacle Awards 2023 Winner
INDUSTRY CLOUD

Empower Farmers

with a **Fully Digital Platform**

Digital Farmer is a seamless front-end solution built to enhance SAP Intelligent Agriculture by enabling farmers and growers to efficiently plan, manage, and optimize agricultural activities.

Designed to run in the SAP Cloud, Digital Farmer extends SAP Intelligent Agriculture by offering intuitive mobile and desktop access, enabling real-time collaboration between farmers and agribusiness stakeholders.

With Digital Farmer, producers and service providers can equip farmers and growers with an interface to access SAP Intelligent Agriculture for task planning, field management, and optimization. This will enable farmers to make data-driven decisions, execute field activities efficiently, and seamlessly integrate with SAP for improved efficiency, productivity, and sustainability.

Engagement
Anywhere

Connect with your growers to enable them to efficiently manage their work.

A user-friendly mobile interface provides anywhere access to optimize resources, enhance productivity, and drive sustainable farming practices

- ✓ Manage and track tasks
- ✓ Field monitoring and management
- ✓ Satellite imagery
- ✓ End-to-end process integration
- ✓ Sustainable farming
- ✓ Phone, Tablet, and PC
- ✓ Single sign-on

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Benefits
Delivered

Access.
Equip farmers with SAP Intelligent Agriculture via a user-friendly mobile and desktop interface to optimize resources, enhance productivity, and drive sustainable farming practices.
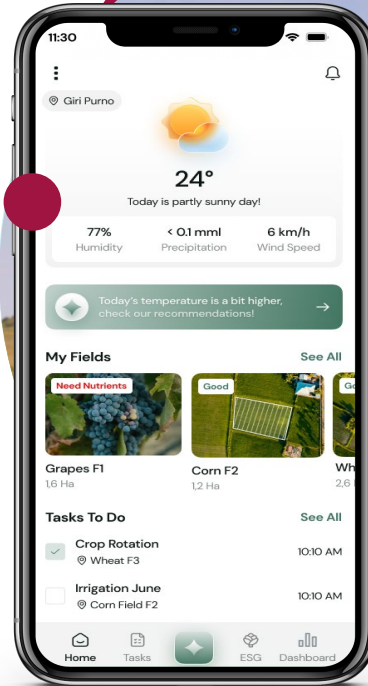
Productivity.
Improve productivity with real-time task planning and execution. Plan, assign, and track field tasks for increased productivity, reduced operational costs, and more sustainable farming practices.

Optimize Operations.
Access to up-to-date field activities, crop conditions, and resource usage to improve efficiency, enhance decision-making, and strengthen farmer relationships.

Smarter Decisions.
Deliver AI-driven recommendations to optimize crop planning, field activities, and resource management, leading to higher yields and reduced waste.

Features
Delivered

msg.Digital Farmer is a ready-to-use solution that bridges the gap between field operations and decision support models. Benefit from built-in best practices that optimize operations, enhance productivity, and leverage AI and IoT devices.

☐ Access real-time weather, field status, and task management overview

☐ Set up or access field boundaries, crop details, and key attributes

☐ Create and assign tasks for efficient field activity management

☐ Visualize and manage tasks with flexible views and filters

☐ Recommend tasks to guide farmers with confidence

msg.Digital Farmer

Why work with us?
Technical Solution Expertise + Agribusiness Industry Knowledge

msg global adds value by offering technical expertise plus agribusiness industry knowledge. We utilize cutting-edge software developed to address industry challenges, and as SAP's strategic development partner for agribusiness, we are your best source for solution expertise.
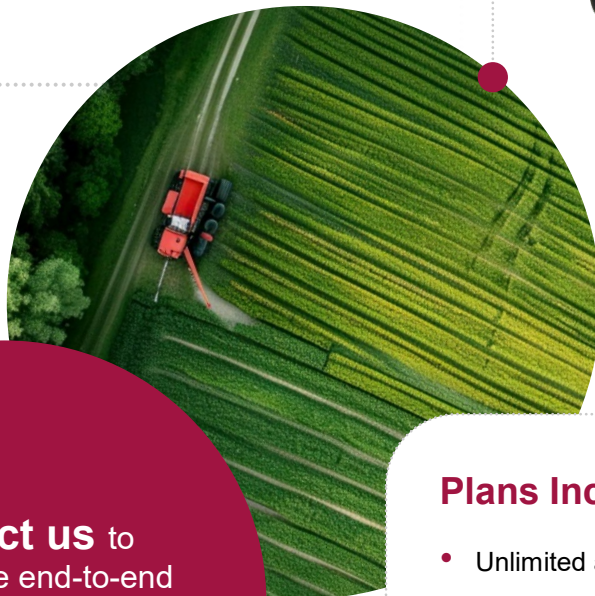
Available on
SAP Store

Contact us to discover the end-to-end solutions that will feed your business needs now and into the future.

Plans Include

- Unlimited amount of users

- Continuously updated to align with every upgrade of SAP Intelligent Agriculture

- Supports multiple languages to meet regional needs

- Integrated into SAP Intelligent Agriculture

- Available worldwide

Technical Information

- Extension of SAP Intelligent Agriculture

- Integrates with SAP Cloud Solutions

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