



Addressing Agribusiness Challenges with Comprehensive Software

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Michelle R. Blomberg
 President / CEO



The agriculture industry is beset with a plethora of challenges that present significant obstacles to the growth and sustainability of businesses operating within the sector. These challenges include the complexities of supply chain management, crop management and forecasting, financial management, and traceability and quality control.

The management of the agriculture supply chain is a formidable undertaking that necessitates efficient coordination and collaboration among the various actors involved in production, processing, and distribution. Similarly, crop management and forecasting are critical components of the agriculture industry as businesses need to monitor crop growth, yields, and

weather patterns to forecast crop yields accurately.

Moreover, the management of complex financial processes, including budgeting, forecasting, and accounting, is a significant challenge for agriculture businesses. Complications in these processes can be avoided with the use of appropriate software and enterprise resource planning (ERP) systems which automate financial processes, track expenses, and generate reports, enabling businesses to make informed financial decisions. But the agriculture industry largely faces challenges because of the lack of these softwares and systems.

AgVantage Software is a comprehensive agriculture software solution that addresses the challenges faced by businesses in the industry. It

offers features that enable businesses to manage supply chains, track inventory, optimize logistics, and manage financials, leading to better outcomes and reduced costs. It is a valuable tool for businesses seeking to optimize their operations and achieve better outcomes.

AgVantage Software: Streamlining Operations for Agriculture Businesses

AgVantage Software, Inc. has been providing integrated software solutions to agriculture businesses across the United States for the past 47 years. Located in Rochester, Minnesota, the company has built a reputation for developing software systems that build efficiencies for agribusinesses of all types, including ag stores, grain elevators, feed manufacturers, fertilizer/chemical

dealers, cooperatives, seed companies, and fuel distributors.

Founded in 1976, the company has a long history of innovation in the agriculture software industry. AgVantage became an IBM Business Partner, providing hardware and software solutions for agribusinesses across the United States. In 2001, Michelle Blomberg became the CEO of the company and under her leadership, the organization continues providing cutting-edge software solutions to its customers.

Today, approximately 550 ag-businesses with thousands of users and locations utilize the AgVantage systems across the United States. Based on integrity, longevity, and stability, the company has built strong relationships with its customers that make for a powerful alliance in

customizing its software to meet the ever-changing needs of the agriculture industry. "The number one reason AgVantage has grown and excelled as a leader in the ag-related software business for 47 years is that we have learned how to make our customers happy. Without that, we would be nothing. It is our entire philosophy!" says Michelle. As an essential part of the AgVantage Software team, its customers provide ongoing input and vision toward the direction of the company.

AgVantage Software's holistic software solutions enable agriculture businesses to manage their operations more efficiently, from financial processes like budgeting and forecasting to supply chain management, and crop forecasting. Michelle quotes the company's vision

as "Always to be a leader in the ag-industry, along with continued growth within the team culture of the company." The company's staff, located in many states, provide ongoing support to its customers, ensuring they are always up to date with the latest software solutions.

AgVantage Software: Fully Integrated System for Agribusiness

AgVantage is a software solutions provider catering to the needs of farmers, grain elevators, and agribusinesses. The company offers an array of software services designed to streamline the entire agricultural process, from field planning and fertilizer blending to dispatching and GPS mapping.

The company's Agronomy Solutions offer a range of features, including field planning, fertilizer blending, chemical tracking, dispatching, GPS mapping, and billing and payment processing. With support for price levels, prepay and booking contracts, discounts, and other features, the software provides full-service support for growers.

AgVantage Grain Software is known as the premier software for grain elevators nationwide. With RFID readers and Grain Scale handling software, it makes it easy to manage grain purchases, sales, and settlements. The software also provides a live grain Position and many other grain management reports. The POCKET app allows growers to see their contracts and balances live with every transaction and make quick payments on their accounts.

The Feed System of the enterprise helps customers effectively care for their animals from start to finish. With support for unique feed blends, medications, lot numbers, and order processing routines, the system provides a range of pricing options. It integrates with automated blenders, making manufacturing fast and accurate. Future enhancements include delivery mapping and dispatching.

AgVantage Accounting Software provides a fully integrated solution for agribusinesses. With a complete inventory system, customer accounts and credit management, patronage equity, check writing, 1099 processing, payroll, and time and attendance tracking, it provides a comprehensive suite of features to help businesses manage their finances.

The Customer Relationship Manager (CRM) software of the enterprise provides a web-based platform for all customer communication, making it easy to track communications and enhance relationships with customers and teammates.

The Energy Customer Portal provides access to customer information, tank management, delivery history, and tank maintenance features. The mapping feature allows businesses to see a geographical layout of all their tanks and define routes with overlap as well as areas to market. AgVantage offers software systems for the drivers to follow turn-by-turn directions if needed for the most efficient routing.

Company's Focus on Delivering Exceptional Customer Satisfaction

AgVantage offers a program known as "AgVisor" which provides customers with a range of prepaid services, including unlimited eTraining, access to instant messaging with senior staff, and attendance at national conferences. Customers who take advantage of this service offering are assigned a dedicated team member who regularly reaches out to keep special projects at the forefront of both companies. This program has proven highly valuable, as many of the business's largest customers cannot imagine functioning without it.

At the annual national conference, the organization follows a "customer-driven development" philosophy. During the meeting, customers are invited to bring forward suggestions for enhancements they would like to see in the software, which is then documented and reviewed by the evaluation team. The evaluation team meets regularly to work on suggestions and design new features, which are then entered into the

development pipeline for release. In addition to the national conference, enhancement requests are also considered for development during bi-weekly meetings, ensuring that customers directly impact the development process.

During the system installation process, the enterprise takes a hands-on approach and works closely with the new client and their team. They provide on-site support during the planning, training, transition, and follow-up stages, with excellent communication throughout the process. This approach also extends to mergers, ensuring a smooth transition and successful conversion of financial information.

Furthermore, the organization offers regional training conferences, allowing customers to receive training in their area, in addition to task-oriented e-training classes that are available every week. This comprehensive approach ensures that customers receive the support and training they need to utilize the company's software solutions fully.

The Road Ahead

AgVantage is committed to delivering top-notch services and software solutions to meet the unique needs of the agribusiness sector. They harness the power of technology and client feedback to facilitate greater efficiency, precision, and profitability for their customers. With their expert guidance and cutting-edge tools, agribusinesses can optimize their operations and achieve their business objectives more effectively. With revolutionary products in place, AgVantage is all set to redefine the future of ag-related software industry.