CLOUD INTEGRATION FOR AGRICULTURE

PRECISION AG DATA INTEGRATION & ANALYTICS

E-BUSINESS/B2B SOLUTIONS & SERVICES
WHO IS F4F?

F4F is the world’s leading provider of integration solutions for agriculture.

F4F’s integration and connectivity solutions are used by agriculture industry participants across the supply chain globally. From internal systems integration and supply chain connectivity to Precision Agriculture enablement, connecting systems and standardising data is our business. F4F is now part of Proagrica, a global provider of critical decision-support to the agricultural industry by delivering high-value insight and data, trusted workflow tools, proven integration technology and effective channels-to-market.

Since 1999, F4F has expanded to four continents with 11 international offices and offers services and integration expertise, enabling end-to-end supply chain visibility in all sectors of agriculture, including: crop protection, crop nutrition, seed, grain, animal health, machinery and retail/distribution.

Increasingly, F4F is involved in bringing together solutions that streamline business processes and optimize decision-making through superior integration and access to critical data – from the farm all the way to back office systems.

In today’s world where speed, data volume and access to a wide variety of data sources are critical, you need a partner like F4F who is skilled in both connectivity and delivery of solutions targeted to the needs of your business.

WHAT DOES F4F DO?

F4F provides the expertise and the technology solutions frameworks needed to integrate all parts of the agricultural supply chain, manufacturers, logistics partners, distributors, agronomists and growers. This enables F4F’s customers to work more effectively together, to meet the challenges of 21st century farming. Our business solutions are designed to address:

- Delivering precision agriculture data integration and analytics
- Helping manufacturers get closer to their customer
- Providing real-time data and delivering custom information services
- Streamlining logistics and distribution processes across 3rd parties
- Making enterprise information and processes accessible in the field
- Creating real-time visibility into business processes and business performance

WHY CHOOSE F4F?

The success of F4F has been built on providing effective e-Business solutions to agricultural businesses, big and small, across the globe.

Our in-depth knowledge of the sector enables us to offer our customers technology and business solutions which allow them to deliver new services and operate more efficiently in a crowded marketplace.

Clients are able to focus on their core business objectives, leaving the integration and application complexities to F4F. This approach helps clients minimize IT costs and maximize the value their IT team brings to the business.

Working with F4F, customers benefit from a robust cloud-based integration platform, ag-focused business solutions and an F4F team delivering proven cloud technology used by thousands of companies around the world. Years of specialist experience enable us to deliver projects reliably, efficiently and on budget.

HOW DOES F4F DO IT?

Our customers’ success starts with taking the time to understand their business challenges. F4F then leverages its deep knowledge of agriculture and solution design expertise, and the best software technology in the marketplace, to develop the ideal solution for each specific business.

Over the past 15 years F4F has developed proven technologies such as our Adaptris Cirrus™ cloud integration platform and the Adaptris Interlok™ adapter framework with 300+ business system, protocol and middleware adapters. These core technologies are further enhanced by F4F’s broad range of cloud-based e-Business services, including electronic message exchange (e-commerce, B2B messaging using XML or EDI), ordering portals, CRM portals and mobile solutions.

F4F infrastructure enables buyers, sellers, logistics businesses and other supply chain participants to have one interface to their business. F4F takes care of making the integrations work with all their partners up and down the supply chain.

F4F achieves flexibility and reliability by using the latest cloud-based software, fault tolerant servers, robust enterprise middleware and custom web applications. For customers whose trading partners have limited integration abilities, F4F offers e-Business enablement services, web applications and integration adapters with cloud-based mapping and validation.
OUR SYSTEM CONNECTIONS
At F4F we have over 300 pre-built Adaptris Interlok™ adapters, including connectivity for the industry’s most popular business systems and middleware technologies:

OUR SOLUTIONS
F4F provides a variety of e-Business integration capabilities, cloud-based services and web-based applications which enable agricultural trading partner communities to conduct business electronically, flexibly and cost-effectively. Key applications include:

- **Precision agriculture data integration and analytics** – a top priority for many F4F customers. F4F’s cloud integration technology is used extensively for a wide array of data integration needs which go well beyond order lifecycle. F4F addresses integration from the farm all the way to the back office systems, including: farm management systems, machinery, soil labs, veterinary labs, weather, commodities markets, cloud data storage, business intelligence solutions, input manufacturers, agronomists and more.

- **E-Commerce Portals** – designed to serve your business needs including: customer online ordering, 3rd party product processing visibility, product management, customer self-service, marketing/promotions and business-to-business online ordering. F4F takes its e-Commerce Portal Framework and through both configuration and customization tailors it to suit your business processes and back office systems. The result is a customer facing portal with rich functionality, flexibility and value.

- **Sales data collection and marketing program enablement** – focused on getting accurate sales data quickly and using it support your marketing programs. F4F can deliver your sales data faster and more accurately. A range of sales data collection options are provided, ranging from e-Business integrations (AgGateway XML PMR/IAU or EDI/X12), to automatic CSV file upload via sftp and user friendly web applications. Partners sending high volumes of sales data are typically integrated using e-Business integrations. Smaller distributors/retailers often use MeppelWeb, our rich web-based application for semi-automated sales and inventory reporting. For those in the mid-range we offer MeppelWeb Plus which supports automatic sftp based file uploads, automatic processing and delivery to manufacturers. F4F also offers web-based applications for rebate/incentive program management as well as sales data stores with dashboards which allow your marketing team to manage marketing and sales programs in real-time.

- **E-Mobile applications** – providing real-time automation tools. F4F specializes in providing mobile apps in geographies where contracting with farmers has been very paper-intensive. Our solutions provide easy-to-use and robust electronic contracting with offline caching capability, and can transform the efficiency, accuracy and communication of supplier and customer commitments.

- **Real-time data reporting** – providing industry-leading real-time dashboarding and analytics, generating web pages to ensure that up-to-date and informative data is presented in a clear and precise manner. Organizations have instant access to vital data in an easy-to-interpret format, with fully interactive graphs which allow the user to drill down through the data to single line item detail with simple mouse click operations. Data is updated 24/7, ensuring the right data at the right time. These capabilities are commonly used for real-time management sales/order data and precision agriculture data analytics.

- **Agency inventory management** – a challenge for anyone supporting an agency sales model. F4F has the solution you need to gain visibility into inventory in the field, whether it is in third party warehouses or at your distributors’ facilities. A rich set of user interfaces and e-Business integrations are used to provide visibility into inventory levels in the field. Web-based inventory management interfaces are also provided for 3rd parties which are not integrated.

- **Traditional e-Business integration** – covering order to invoice, logistics and beyond using the latest AgGateway XML interfaces and traditional EDI/X12. F4F’s Cirrus cloud integration platform and our Interlok business system adapters make it easy to integrate your business processes and business systems with your partners, big and small. For smaller partners and those not in a position to pursue a B2B integration we offer cloud based applications. Our WebSupplier™ application enables small to medium suppliers to receive orders electronically, confirm them and generate electronic ship notices and invoices from a user friendly web interface.

F4F and the farmer-centric partnership opportunity

![Diagram of farmer-centric partnership opportunity]

**Farmer**
+ **Advisor**
+ **Inputs**
+ **F4F Platform**
= **Farmer**

**PRESCRIPTION**
**PREVENTION**
**OPPORTUNITY**
Advisory and Distribution Service
Input Manufacturer Service
CUSTOMER Market and Industry Services
COLLECT ANALYSE MONITOR
Farmer + Advisor + Inputs + F4F Platform = Farmer
WHAT OUR CUSTOMERS SAY

“Retailers tend to experience the same level of benefit that suppliers do. There is a massive benefit at the store level when ordering via b2b. The orders are transmitted immediately and usually within 10 to 15 minutes you have a priced order confirmation and delivery time. We then have confidence that the stock will arrive on time and the customers are happy. At the back end of the process, the invoice comes through and is uploaded onto our system. This takes all the manual processing out of our hands and lets us concentrate on efficiency utilizing our people, rather than keying invoices.”

ForFarmers

“We tried a number of service providers and found that after months of wasted time and money we had made no progress. In F4F we did not only get a service provider but a trusted advisor. F4F brought knowledge and experience to the table that brought a new dimension and momentum to AgriNet’s electronic communication up and down the supply chain.”

AgriNet

“The EDI system with F4F is a valuable tool for sending proactive communications to customers. We use it to confirm orders as well as update customers about back orders if required. This allows my team to utilize their time for more value-added tasks. In addition, by reducing manual orders we also reduce keying effort/time and errors, further increasing time available for value-added work.”

Zoetis

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Norco Rural & Agribusiness