



Accenture's Point of View regarding Multi-Vendor Agri- Industrial Equipment and Application Integration

C21 Precision Farming Connection Event

15 June 2024



Accenture in a nutshell and across the globe

US\$64.1B Annual revenues – FY 2023	743,000 Employees – As of Q1 FY24	40+ Industries served
US\$2.5B Deployed across 25 acquisitions in FY23	200+ Offices and operations in 49 countries	
	8,300+ Patents and patents pending worldwide	100+ Innovation hubs globally
US\$3B Investment over three years in Accenture’s Data & AI practice to help clients advance and use AI	9,000+ Clients 99 of our top 100 clients have been clients for at least 10 years 89 of the Global Fortune 100	US\$1.3B Invested in R&D in our assets, platforms, and industry and functional solutions in FY23

 Accenture Strategy & Consulting	 Accenture Technology	 Accenture Operations	 Accenture Song	 Accenture Industry X
Communications, Media & Technology	Financial Services	Health & Public Services	Products	Resources

Accenture works extensively with Agriculture, Agri-Chem, Trader and Food leaders around the world

ILLUSTRATIVE & NON-EXHAUSTIVE



Farmer Engagement & Regenerative Agriculture



- Farm & Field Management Systems
- Precision & Regenerative Agriculture Services
- Farm Robotics and Automation
- Soil Health & Pest Management
- Crop Input Metering | Recording | Reporting
- Controlled Environment Agriculture (CEA) | Vertical Farming

Industrial Food Processing & Manufacturing



- Enterprise Asset Management (At Farms/Warehouses/Factories)
- Industrial Asset Performance Mgt. | Health | Availability
- Spare Parts, Maintenance & Security
- Multi-Vendor Asset Mgt. Control Towers
- Materials Management & Food Safety

Agri-Food Network & Supply Chain Optimization



- Supply Chain Control Towers
- Materials Collection Scheduling & Dispatch Optimisation
- Fulfilment Reliability
- Supply Chain Material Track & Track / Location Based Services
- Perishable / Cold Supply Chain Monitoring Services

Material | Ingredient | Energy Sourcing



- Product Lifecycle Mgt. (PLM) | Ingredients Mgt. & Planning
- Ingredient/Recipe Store Keeping Unit (SKU) Rationalisation & Substitution
- Flexible & Resilient Sourcing
- Data Driven Sourcing & Hedging Services
- Carbon Management Services | Carbon Credit Generation & Monetisation
- Industrial Energy Transition Planning & Execution
- Buy-Side Dispute Avoidance Services

Sustainability and Regulatory Reporting



- Comprehensive Farm-to-Fork Sustainability Programs
- Decarbonisation | Energy Transition | Carbon Sequestration Services
- Reduced Energy & Water Consumption | Reduced Industrial Waste
- Reduced Per Unit Manufacturing Costs
- Trusted, Transparent, Automated & Confidential Regulatory Reporting

Market Intelligence, Risk Management & Commodity Trading



- "Risk-Gate" Monitoring & Insights
- Procurement & Arbitrage De-Risking Services
- Geospatial Driven Supply Chain Analytics
- Data-Driven Sourcing & Trade Execution
- Rules Based Trading Services for Regulatory Frameworks | Commodities | Geos

Over 3,500 skilled professionals around the world working with Agri-Food clients

The Dilema:
































Across the Agri-Industrial Equipment & Software Application landscape, the broad options available to both Farmers & Cooperatives will require multi-vendor systems integration capabilities more than ever

Digital Agronomy Services at the Farm & Field Level							
Pre-Campaign Crop Input Storage	Field Management Solutions	Field Sensors & Digital Weather Vanes	Irrigation & Pivot Spray Equipment Management	Earth Observation Services and/or Drone Mgt.	Tractors & Harvesgtors	Post Harvest Silos	Gate-Out Transfer (Trucks, Rail, Barge)

Campaign Planning Management & Operations								
Campaign Planning	Crop Input Sourcing (Feed, Crop Protection, Fertilizers, Seeds, Fuel)	Seasonal & Temporary Labour Sourcing	Agri-Finance (Equipment, Inputs, Capital Projects)	Inusurance • Crop Shortfall • Livestock • Physical & Mobile Assets	B2B Commerce & Pèayments	Cooperative & Group Engagement	Logistics Transfer Scheduling	Sustainability & Compliance Reporting

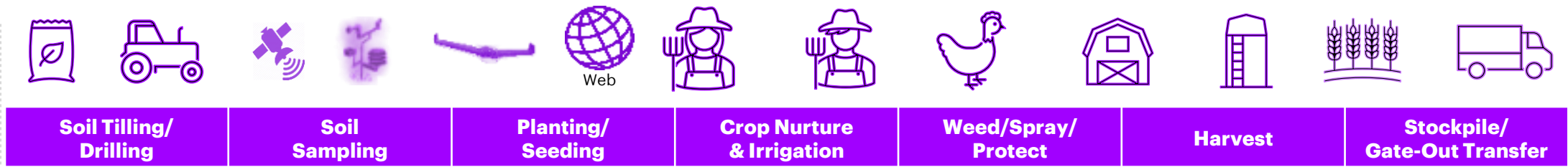
Integrating assets with multiple Agri-Food App & Data Service Providers and your existing data

Illustrative
& Non-Exhaustive

Agri Use Cases	DAS Capability Description	Primary Data Sources	Integrations*
 Field Data Tracking	View and track data collected from farm sensors and external data sources	 <ul style="list-style-type: none"> • NDVI image • RAW image • Thermal Image  <ul style="list-style-type: none"> • Field Weather & Soil Data 	    
 Crop Emergence	Analyse imagery to detect when the crop has started to emerge, in order to identify gaps and therefore areas that can be re-planted.	 <ul style="list-style-type: none"> • NDVI image  <ul style="list-style-type: none"> • Commodity Price  <ul style="list-style-type: none"> • Planting Date/ Replant Cost 	 
 Crop VGR Plant Mgmt.	Measure crop VGR in order to assess if the plants are growing as expected, or if plants are growing too sparsely or too densely and therefore plant management activities need to be taken.	 <ul style="list-style-type: none"> • Planting Date • Number of Nodes  <ul style="list-style-type: none"> • Field image (RGB) 	
 Crop GDD Tracking	Measure crop GDD in order to assess if the plants are growing as expected and to track progress against growth milestones, e.g. first flower, open boll, harvest-ready	 <ul style="list-style-type: none"> • Field Weather Data  <ul style="list-style-type: none"> • Planting Date  <ul style="list-style-type: none"> • Weather Forecast 	
 Crop Health Inspection	Analyse NDVI imagery to assess crop health or stress	 <ul style="list-style-type: none"> • NDVI image • RAW image 	  
 Fuel Price Tracking	Track fuel market price to identify decreasing price trends that can be leveraged for purchasing fuel	 <ul style="list-style-type: none"> • Real-time local fuel prices <p>Web</p>	

Multi-vendor Equipment and Application Integration at the farm

Agri-Food Industry specific support for use cases



- | | |
|--|---|
| <ul style="list-style-type: none">1. Reduction of crop inputs (Seeds)2. Reduction of crop inputs (Fertilizers)3. Reduction of crop inputs (Pesticides)4. Reduction of crop inputs (Water)5. Reduction of Energy Consumption (Diesel)6. Increased Agri-Equipment Health/Availability | <ul style="list-style-type: none">7. Optimisation of Post-Harvest Material Dispatch (Materials Mgt.)8. Multi-Vendor Tractor/Harvester/Irrigation/Silo/Agri-Elevator Mgt.9. Optimised Agri-Crop Yields10. Optimised Agri-Crop Quality11. Trusted Location Based Services for Farm & Crop Origin and Transfer12. Trusted Sustainability Metering/Recording/Reporting |
|--|---|

*Overall equipment effectiveness

Hyperscalers:

Hyper-converged Infrastructure Leaders:

4G & 5G Network Comms:

Agricultural Marketplace Example:

A European bank partnered with Accenture to set up an agriculture e-commerce platform for livestock feed, seeds, fertilizer, machinery and financial services for farmers:

- Suppliers can register to become vendors, upload and sell their products through the marketplace, gaining greater reach and sales
- Farmers can look for competitive pricing

Platform product offering

Agricultural Inputs | Machinery | Digital Products and services | Innovation and Sustainability | Financial Products | Knowledge Repository

Value for Customers

- Farmers can solve all their agricultural purchasing needs in a single platform
- Farmers will be able to access expertise to finance their purchases online
- This will increase their bargaining power, efficiency and modernize their operations

Value for Sellers

- Vendors can set up a trusted online presence quickly
- They will be able to offload customer financing to a bank
- Vendors will more efficiently manage their customer relationships

Monetization

Revenue is generated by charging percent commissions fees to vendors on sales converted on the marketplace, as well as an annual fee for listing their products on the marketplace, operations & continuous support and maintenance. Additionally, vendors and farmers will be able to pay for optional premium services. 3rd parties who are not vendors on the marketplace could pay for paid ads, insights & data.



An aerial photograph of a vast, green agricultural field with distinct vertical furrows. In the upper right quadrant, a small figure of a person on a motorcycle is visible, riding along one of the furrows. The overall scene is bright and green, with a slight gradient from left to right.

Thank you!

accenture

More Agri Use Cases

Soft
Commodity
Crop
Specific
and Tailorable



Crop
Emergence



Crop
Management



Crop GDD
Tracking



Crop Health
Inspection



Crop Field Data
Tracking



Crop Yield Analysis



Crop
Emergence



Crop Yield Impact
In-Season



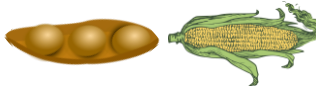
Crop Harvest
Planning



Crop Revenue
Optimization



Crop Field Data
Tracking



Plant Gap
Identification



Health
Inspection



Field
inspection



General



DIY Farm Set-up



Fuel Price
Tracking



Reporting and
Dashboards



Moisture
Tracking



Irrigation Plan
In-Season