



Dacom

M2M helps raise sustainable arable crop production and profits

“ The M2M communications infrastructure provided by Orange is key to Dacom’s go-to-market strategy as customers are requiring global support and connectivity. Orange is our partner of choice because of the company’s international footprint and strong smart agriculture ambition. Orange offers us a single and dedicated entity for managing our global M2M connectivity requirements. ”

Janneke Hadders
CEO
Dacom

Highlights

- Dacom, the world’s number one provider in arable agricultural yield management systems, wanted to launch a new telematics standard to enable agriculture applications and support an installed base of 10,000 sensors in weather stations, field and soil monitoring and irrigation management sites
- We helped Dacom with an Orange M2M solution across 30 countries with tens of thousands of SIM M2M connections and a flexible, scalable M2M communications infrastructure
- The solution has enhanced crop production management, which aids sustainability and increases profits
- Dacom can also rely on seamless data transfer to smartphones and tablets and easy SIM card ordering, activation and tracking via a dedicated management portal



Business
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Issues and challenges

Dacom is the world's number one provider in agricultural yield management systems for profitable and sustainable arable agriculture. From its headquarters in the Netherlands, it has a dealer network covering 20 countries worldwide. The Dacom vision is to use technology to enhance sustainable production in a way that increases farmer's profits. It combines sensor technology and scientific knowledge to continuously monitor and fine-tune the production process throughout the growing season.

The company was looking to launch a new telematics standard and enable a range of agriculture applications on the same platform to support an installed base of 10,000 sensors in weather stations, field and soil monitoring and irrigation management sites. The system offers growers practical solutions for profitable, sustainable and smart agriculture. However, buying SIM cards on a per country basis was becoming an unmanageable and expensive process and a barrier to global deployment.

The objective

Enable farmers to improve sustainable arable crop production and increase profits.

The benefits

The Orange M2M solution has enabled Dacom to move towards its vision of using technology to enhance arable crop production around the world.

Better production

- Continuous crop monitoring throughout the growing season
- Guidance for growers on how to tend each plot of land at specific times

Enhanced service

- Reliable, seamless data transfer
- Device-agnostic smartphones and tablets

Management visibility

- Easy SIM card ordering, activation and tracking via dedicated portal
- Global single point of contact

Greater capability

- Scalable solution to meet growing demand
- Platform for future innovation in agricultural yield management

The Orange Business Services solution

- Orange M2M solution across 30 countries, including Saudi Arabia, South Africa, Sudan and New Zealand, with tens of thousands of SIM M2M connections worldwide
- Flexible, scalable M2M communications infrastructure
- Crop management information via smartphone and tablet
- Dedicated SIM card management portal
- Solution design and development
- Program management

The results

- Increased production yields
- Support for sustainability targets
- Greater profits for farmers
- Global, scalable platform for the future

“ Our partnership has the potential to support us with managed services for Dacom's platform, not only today, but also in the future. ”

For more information about Orange Business Services, visit www.orange-business.com

For more information about Dacom, visit en.dacom.nl



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