

Farmer Connect Case Study



With Eka's solution, trade and negotiations of company with farmers became easy.



COMPANY BACKGROUND:

This company is a global trading firm focusing on the origination, handling and merchandising of grains and other agricultural products from Europe and the Black Sea region to a wide range of private and government customers in Africa, the Middle East and Asia.

BUSINESS CHALLENGES:

- Better price discovery for deeper access into a new market, with little or no access to the farmers directly
- Track and maintain price matrix so that the merchant can quote prices based on different incoterms and charges, to the farmers

BUSINESS SOLUTION:

The Farmer Connect App helps to increase Farmer loyalty by enabling Farmers to make better contracts with price transparency and alerts coming from multiple sources and channels enabled by the business. The App enables real time updates on tickets, deliveries and validate accounting entries. Farmer Connect App enables both the business and its farmers to be on top of every business activity by giving most refined and relevant business insights and with its alerts/notifications feature.

FUTURE PLANS:

- Enable workflows to reconfirm a bid.
- Flow of data in and out to other systems through Rest API service

BENEFITS DELIVERED:

Seamlessly
Engage with Stakeholders

Intelligently
Buy and sell

Real Time
Information viewing and reporting



ABOUT EKA SOFTWARE SOLUTIONS

Eka is the global leader in providing Smart Commodity Management software solutions. Eka's analytics-driven, end-to-end Commodity Management platform enables companies to efficiently and profitably meet the challenges of complex and volatile markets.

The company's best-of-breed solutions manage commodity trading, enterprise risk, compliance, procurement, supply chain, operations, logistics, bulk handling, processing, and decision support. Eka partners with customers to accelerate growth, increase profitability, improve operational control, and manage risks and exposures.

Eka is a team of 400+ staff with offices in the Americas, Asia, Australia, and EMEA, serving a rapidly growing global client base across multiple commodity segments.

For more information, visit www.ekaplus.com.