

# Where Ag Computing is Headed (and why we need to go there together)

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## Where we've been

- Phase I
  - 300 companies (including big names)
  - Low value placed on service
  - “Obvious” benefits to early adopters
- Phase II
  - Cheaper alternatives
  - Cooler technologies
  - Consolidating agriculture
- Phase III
  - Powerful, specialized technologies
  - Concentration on results
  - Pervasiveness of Internet

## Challenge

### **Main Street Business**

- Frequent and simple transactions

### **Farm**

- Complex and infrequent transactions
- "Too big and complicated to be running four months behind"

## Information age farm

- Dr. Steve Sonka
  - Multi-family operation
  - Highly-specialized responsibilities
  - Rely on consultants

## Mission statement



“**Integrated** information systems for  
agriculture’s **top managers.**”

## Cutting edge

- Intersection between theory (FFSC) and application
- Standardization vs. customization?
- Constantly-changing needs
- Cost-effectiveness?
- Quality control
- Replication
- “Are we consultants or detectives?”


## R&D Options

- Few, periodic improvements
  - Few annoying upgrades!
- Custom programming
  - If you want it, you pay up front for it
- Continuous, random improvements
  - Your internal IT department
  - Paid by future maintenance fees
  - “You can have it tomorrow and the bug fix next week.”

## Only Two Types of Bugs

- Old bugs, frozen in time
- Spanking new bugs

“Fixing old bugs creates new bugs. Fixing new bugs breeds baby bugs.”

A rectangular image with a blue background depicting a calm ocean under a light sky. The text is centered in white.

Tight Integration  
vs.  
Best of Breed?

A rectangular image with a blue background depicting a calm ocean under a light sky. The text is centered in white.

What's the Greatest Need?

When all you've got is a  
hammer....

Vision statement



"The farm financial control center."

## Core Competencies

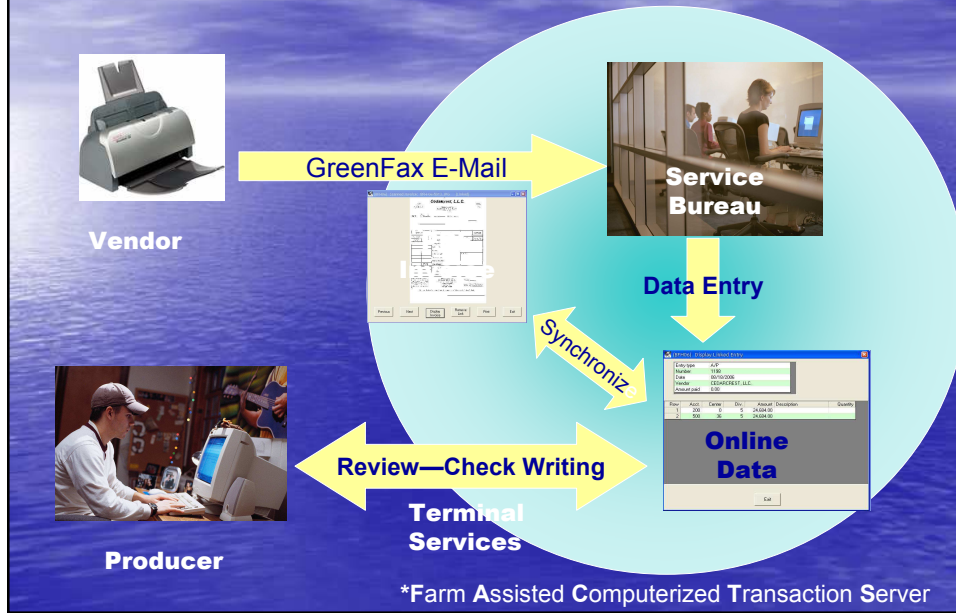
- Integration
- Managerial Accounting
- Broad view of agriculture
- Strategic alliances
- One jump ahead with hosted software

## S.A.A.S.

- "Software As A Service"
- 20% annual growth
- Started in the large enterprise
- But tipping point is SMB market
- Vertical apps greatest potential
- Users want "single tenant, custom database"



# FAX → F.A.C.T.S.\*



Achieving Critical Mass?