




Global IT | Your Trusted Partners

Technology
with a purpose:

iQuatic



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collect data



T-Mobile Wi-Fi
Weight
Test Farm 1 Pond 1

Hauls

Size	Quantity	Weight (g)	Prom. (g)
super	21	314	14.95
big	11	280	25.45
medium	75	1605	21.4
little	63	1248	19.8

iQuatic: Technology with a purpose

Innovative aspects

Focus on the total customer experience

Goal: help shrimp farmers increase overall productivity and profit from ponds

Vision: Not for tech's sake – better manage your farm

Hard benefits: Partner with Cargill to better collect, manage and view farm data to draw new and meaningful insights

Soft benefits: farmer quality of life, better use of resources (feed, etc.)

Business results

Partnership and customer experience matters

In less than six months:

- Idea
- Incubation
- Pilot
- Commercial launch

Since March 18 commercial launch:

- Promising results against productivity drivers for first-generation app
- Second-generation app is now live – AI, machine learning, IoT integration

Lessons

Focus, learn and pivot quickly

One team focused on purpose:

- Cargill Digital Insights within Cargill Animal Nutrition
- Cargill Digital Labs
- Industry-leading shrimp farm

Focus: faster, better decisions to increase productivity and mitigate risk

- App, cloud feed a live operations dashboard
- Works offline as well
- Pond performance visualized by key measures
- Predictive analytics

