

A photograph of a farm scene at sunset. In the foreground, a large black and white cow is on the left, and a white cow is on the right. In the background, two white calves are standing in a field. The sun is low on the horizon, creating a warm, golden glow. A dark green rectangular box is in the top left corner, and a white rectangular box is at the bottom center.

*Case Study Review*

# Edleman

## FARM SUPPLY

*IG Managed Services*

# CONTEXT

## Agricultural Trade Matters

- Farm tractors accounted for over 50% of the market share in 2018
- Agricultural Equipment Market size was about 135 Billion USD in 2016 and 140 Billion in 2018
- Forecasted CAGR is 6% for 2018 to 2024
- Projected 2024 value is 200 Billion USD
- Shipments & Exports of equipment generated an additional 15 million for US businesses

## Stagnated Growth?

Despite growth projected for the agricultural equipment market, EFS customer acquisition stagnated & revenue declined...

## Agricultural Trade Matters

Global trade is the economic engine of U.S. agriculture and rural America. Trade helps create markets for U.S. farm and food products, supports U.S. jobs, encourages investment and fosters economic growth.

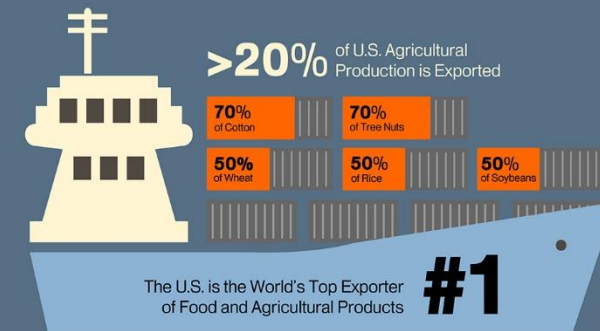
Value of U.S. Food and Farm Products Exported in 2016 **\$135 Billion**

**\$1.27**

Every \$1 in Ag Exports Generates an Additional \$1.27 in Economic Activity

**95%**  
of the World's Consumers Live Outside of the United States

**1,000,000+** Jobs  
Every \$1 Billion in Farm Exports Supports 8,000 jobs



Twitter: @USDAForeignAg Website: [www.fas.usda.gov](http://www.fas.usda.gov)

**USDA**  
United States Department of Agriculture  
Foreign Agricultural Service



# CHALLENGES

Top Three Challenges Edleman Farm Supply Faces

## Data Analysis

- ☐ Inventory Management
- ☐ Supply & Delivery
- ☐ Customer Data
- ☐ Transactional Processing
- ☐ Locale Risk Assessment

## Engagement

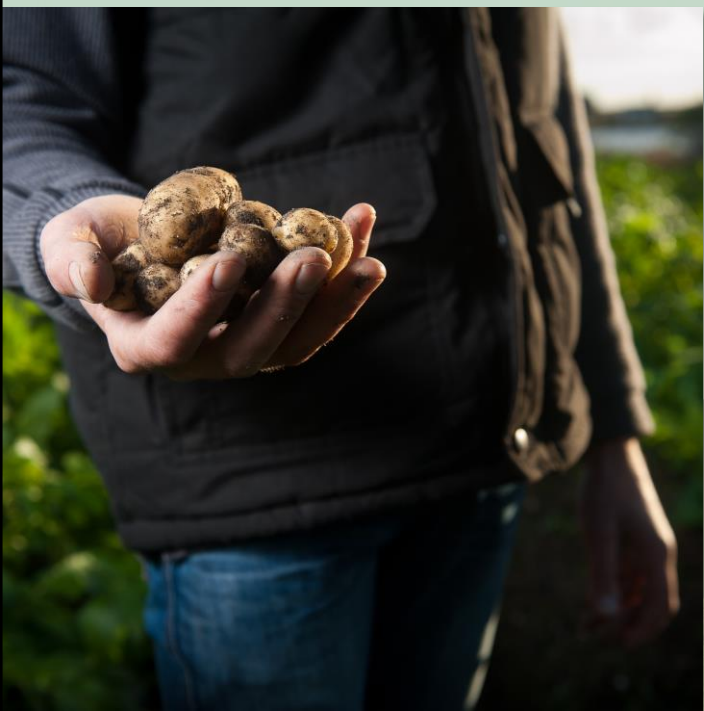
- ☐ Social Media
- ☐ Community Events
- ☐ Website Interaction
- ☐ Vendor Communication
- ☐ Internal Enablement

## Availability

- ☐ Instructional Guides
- ☐ Technical Documentation
- ☐ Service Uptimes
- ☐ IT Monitoring Tools
- ☐ Data Loss Prevention

## STEP 1: STABILIZE

- ✓ Improve stability of service availability & uptimes
- ✓ Regulate maintenance windows
- ✓ Communicate status states clearly
- ✓ Take advantage of colocation DCs
- ✓ Elimination of friendly-fire data-loss
- ✓ Creation of productive & traceable workflows for development
- ✓ Pipeline automation & reporting



## STEP 2: CONNECT

- ✓ Connect with the local community
- ✓ Improve digital marketing
- ✓ Leverage social media
- ✓ Targeted campaigns & sales events
- ✓ Create brand ambassadors
- ✓ Customer care & rewards programs
- ✓ Open communication with vendors

# SOLUTIONS

At Insight Global, we know that Rome wasn't built in a day.

Lasting results take time to implement, which is why we are presenting you with strategic platform separated into phases.

Where together as a team, we can gain momentum, without tackling too much at once.

- RHEL Δ Ubuntu Enterprise
- On-Prem Δ Managed Colocation\*
- Cloud Redundancy
- Stored/Bot Procedural Workflows\*
- Roadmaps for Dev/Feature/Bugs
- JIRA/Spiceworks/Ticketing\*
- CircleCI/Travis/Jenkins\*
- Continuous Integration/Deployments\*





## STEP 3: INTEGRATE

- ✓ Adopt a CRM & ERP strategy
- ✓ Foster better inter-departmental communication in teams
- ✓ Improve premier B2B partnerships
- ✓ Homogenize inventory across POS systems & online platforms
- ✓ Cohesion between payment processors, GVMs & gateways



## STEP 4: ANALYZE

- ✓ Track inventory movement throughout the supply chain
- ✓ Advertising campaigns & brand awareness performance
- ✓ Remarketing strategy with social media & digital marketing
- ✓ Locale analysis for brick & mortar
- ✓ User research & interaction surveys

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- Salesforce Platform(s)\*
- POS Connection with Inventory/ERP\*
- Payment Processor Optimization (Authorize)\*
- NCR Authentic or PA-DCC Compliant Processor\*
- User Feedback Surveys
- Customer Engagement Forms on Signup/Signin
- User driven A/B testing for content layout
- Portal management profiles for users/vendors
- Retargeting campaigns for specific sales\*







# CALENDAR

*Let's meet again for specifics regarding times, costs and tech...*

*IG Managed Services*