

Britz-Simplot uses Pitney Bowes location intelligence technology to boost business

Customer profile

Britz-Simplot LLC

- California-based full-service agricultural retailer and wholesaler of fertilizers, seed and other applications
- Provider of precision agriculture and crop mapping services
- Customer base of close to 10,000 farmers, including permanent crop growers for citrus, cotton, produce, nuts and grapes

Britz-Simplot LLC

Helping agriculture grow more with less

Britz-Simplot LLC is a large full-service California agricultural retailer and wholesaler of fertilizers, seed and other applications. Britz-Simplot also provides precision agriculture and crop mapping services for its customers — a farming management concept based on observing and responding to soil variations to make growth predictions and determine appropriate applications for each specific field. Modern precision agriculture uses satellite imagery, mapping and location intelligence technology to improve everything from crop strategy to the equipment used.

Business challenge

With its innovative nature, precision agriculture has its challenges. Growers want to purchase and use less product (fertilizer, etc.) and still yield higher results. There are also environmental concerns with agriculture and compliance challenges. For Britz-Simplot, the goal is to serve customers with the experience and technology foresight that produces high-quality recommendations and cost-effective solutions for the industry's issues. The challenge is leveraging rapid technology advancements for the betterment of growers across the state.

“We wouldn’t be where we are today without [Pitney Bowes’] powerful location intelligence technology.”

— **Tim Stone, Precision Agriculture Coordinator**

Technology used

- MapInfo Professional®, a powerful mapping and geographic analysis application that is compatible with many existing operating systems, databases and office applications
- MapInfo ProViewer™

“Partnering with Pitney Bowes was an obvious choice. We wanted a partner that would work with us and be available at all times. Not all of the companies we assessed could provide this.”

— Tim Stone, Precision Agriculture Coordinator



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Solution

Precision agriculture isn't a short and easy process. When a customer calls, Britz-Simplot experts pull field data and create a map, which is then used to identify appropriate soil sampling zones. Britz-Simplot then analyzes the soil samples, makes an application recommendation, and pre-programs the equipment for automatic distribution into specific fields.

However, to continue growing its own business and meet customer demands for less application and better results, Britz-Simplot needed a strong technology partner that could provide advanced location intelligence solutions to improve mapping accuracy and enable Britz-Simplot to offer precise recommendations to its customers.

“Growers want to be able to use imagery and maps to make intelligent business decisions, but if they can't understand the data or technology we're using, no one is going to be satisfied,” stated Tim Stone, Precision Agriculture Coordinator. “At the same time, we wanted a partner that would work with us and be available at all times. Not all of the companies we assessed could provide this.”

Britz-Simplot turned to Pitney Bowes as a company that met its specific partner criteria — strong tech support and an easy-to-learn, user-friendly solution. The company began integrating Pitney Bowes MapInfo Professional as a powerful web-based mapping and geographic analysis application designed to easily visualize the relationships between data and geography.

This product quickly helped Britz-Simplot to gain new insights into the fields with information-rich maps and graphs that improved strategic decision making, enabling the company to make strong recommendations about crops and applications to its customers. In addition, Stone used MapInfo ProViewer to share the location intelligence with his clients and co-workers, allowing them to more easily open, view and manipulate the maps, tables and analyses created with MapInfo Professional.

Benefits

Britz-Simplot's precision agriculture business has always seen consistent growth, but with the support and renowned technology of Pitney Bowes, Britz-Simplot has been able to offer even stronger capabilities. For example, one Britz-Simplot customer, a cotton grower, is now using one third less application with higher results. The savings realized from the process paid for the new equipment in just one year; therefore, the grower experienced stronger ROI overall.

For one wine grape customer, Britz-Simplot's use of Pitney Bowes software has helped produce 20 percent more yield across 80 acres of land, using the same fertilizer as the competitors. The process has been so successful that the grower is now using Britz-Simplot for more than 4,500 acres of land.