

SMART AGRO

Precision Agriculture

HOW CAN TELEFÓNICA TECH HELP?

We help you manage your farm more efficiently and sustainably by digitalizing and monitoring your crops.

The primary sector faces critical challenges such as the climate emergency, soil desertification, water scarcity, rising fertilizer prices and the growing demand for food from a constantly growing population. Consumers are also demanding greater traceability and sustainability in agricultural products.

Telefónica Tech offers you the Precision Agriculture solution, designed to make **crop management more efficient, competitive and sustainable**. This solution uses advanced technologies such as IoT devices, satellite images and Artificial Intelligence algorithms to help you **make better agronomic decisions, optimize resources, and maximize the yield of your crops**.

WHO IS THIS SERVICE FOR?



Agricultural holdings and agri-food producers: As well as cooperatives and associations of farmers interested in digitalizing their plots to improve the efficiency and sustainability of their production.



Companies that manufacture agricultural inputs: Seeking to offer their customers personalized recommendations based on the monitoring of crop status to maximize the yield of their products.



Insurance companies and financial institutions: Interested in accessing accurate information about the activities of their customers in the agricultural sector, in order to design products and services tailored to their specific needs.

OUR VALUE PROPOSITION

Our service

Our Precision Agriculture solution helps you make more informed decisions in the management of your farms. We collect key data on the status of crops, the environment and the soil using IoT devices and satellite images. This data is monitored and analyzed through a Cloud platform with Artificial Intelligence.

The platform offers advanced tools to **optimize the use of resources according to the specific needs of each crop**. This not only **reduces operating costs, but also contributes to maximizing yields and ensuring more efficient and sustainable** management of the farm.

What does it allow you to do?

Our Precision Agriculture solution will allow you to:

- › **Make better agronomic decisions:** Monitor key climate, soil and crop parameters through IoT devices.
- › **Have a complete view of the state of the crop:** Integrate data from multiple sources, including satellite imagery.
- › **Analyze key information:** Use the agronomic management platform to interpret data and facilitate decision making.
- › **Optimize agronomic tasks:** Organize and plan activities such as irrigation, fertilization and fumigation according to the specific needs of the crop.
- › **Plan activities according to environmental conditions:** Adapt your agricultural work to soil and climate conditions.
- › **Connect areas that are difficult to access:** Take advantage of NB-IoT communications to guarantee data transmission with low energy consumption and long battery life.

Benefits

Improved agronomic decision making

Thanks to the data collected by IoT devices and satellite images, a detailed knowledge of the state of the crop is obtained, which facilitates more efficient decisions to maximize yield.

Quick reaction to adverse events

Act quickly in the face of unforeseen events and changes in the environment, adapting production processes to minimize negative impacts.

Pest and disease prevention

Risk of plant disease can be detected using Artificial Intelligence algorithms, allowing early action and avoiding significant losses due to pests.

Optimization of resources and time

The variable application of inputs, irrigation recommendations based on crop needs, and the digitalization of agricultural tasks, such as the digital field notebook, make it possible to reduce costs, increase sustainability, and improve the planning of future campaigns.

Telefónica Tech's differential value



Advanced integration in the AgroTech sector:

Our solution combines the best tools on the market in an agronomic management platform and IoT devices that allow the monitoring of climate and soil parameters. It also integrates with existing systems, such as ERPs, to maximize efficiency in farm management.



Customized and comprehensible data analysis:

We offer data analysis tools tailored to the specific needs of each customer, facilitating the interpretation and use of information to optimize agronomic decision-making.



Training and expert support:

We accompany farmers throughout the process of digitalizing their plots, providing personalized training to ensure the successful implementation of the solution and maximize its benefits.

BUSINESS MODEL

After a detailed analysis of your farm and your specific needs, we define the most appropriate solution to deploy, establishing the number, type, and location of the devices to be installed on your plots. The service includes both the necessary hardware and software, with the option to contract installation.

Our solution is modular, which means that the hardware will always be accompanied by a platform that allows you to monitor and analyze data in real-time. You can also choose an annual subscription for the agronomic management platform, either as a stand-alone service or integrated with the IoT devices deployed on your farm.

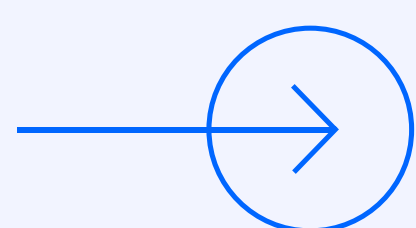
RELATED PARTNERS



RELATED SERVICES

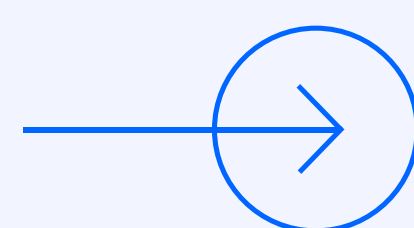
Smart Irrigation Management

We help you deploy smart irrigation telecontrol systems to ensure more efficient water consumption, contributing to sustainability, optimizing management time, and reducing costs.



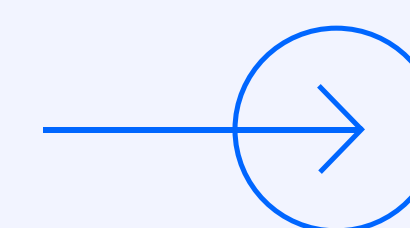
Computer Vision

An integrated solution designed to optimize efficiency in end-to-end manufacturing processes. It enables the management of APS/SCM planning, DCS/SCADA/MES production, QMS quality control, SGA logistics, and GMAO maintenance.



OT & IoT Security Professional Services

Our experts support you in developing industrial cybersecurity master plans, conducting regulatory compliance analyses, providing technical consultancy, and performing penetration tests, including security assessments for robots.



Contact us to start the digital transformation of your organization.

