AGDATA

BPIA ANNUAL MEETING

MARCH 2025

AGDATA COMPANY OVERVIEW

FOR 40 YEARS, AGDATA HAS BEEN PROVIDING BUSINESS CRITICAL SOLUTIONS TO ALL OF THE LEADING AGRICULTURE MANUFACTURERS AND DISTRIBUTORS
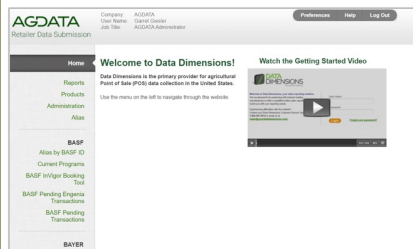
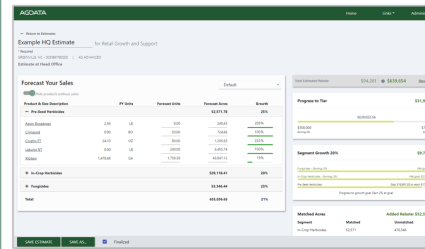# AGDATA'S MODERN AND SCALABLE SOLUTIONS SUPPORT CURRENT AND FUTURE NEEDS

Data Management

A comprehensive set of data management services that enable supply chain visibility and informed decision-making.
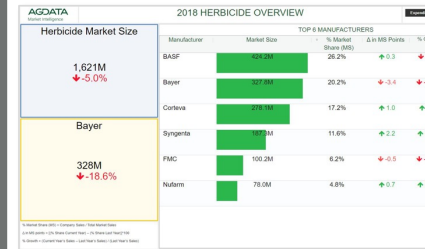

Marketing Program Management

A complete solution that supports planning, calculation, fulfillment and analysis of marketing programs to maximize performance while minimizing execution risk.

Market Intelligence

A North American solution delivering live, reliable insights that drive smarter, faster and better-informed decisions.

Trait License Management

Everything seed manufacturers need to protect and monetize their intellectual property, including grower licensing, compliance management, and reporting.

IN-SEASON AND END-OF-SEASON CROP PROTECTION MARKET INTELLIGENCE SOLUTION

Market Size & Share

Supply Planning

Customer Insights

In-Season Market Intelligence
Updated with daily EDI sales and inventory data
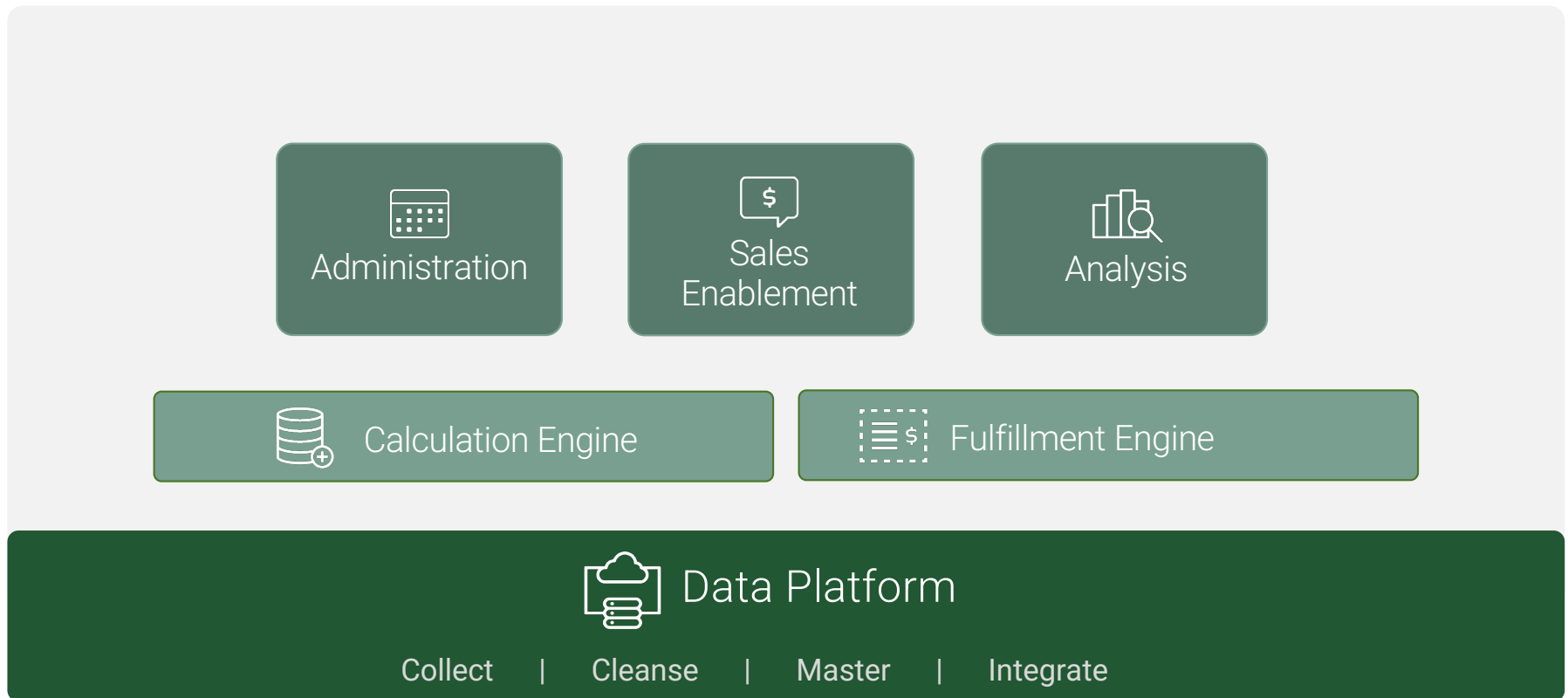*Competitor data 3+ months delayed*

End-of-Season Market Intelligence
Combine EDI with survey data for crop and grower-level insights, delivered shortly after season end.
Competitor data survey only, delivered months after season end

Easy to Use Online Platform
Simplifies Exploration and Insights
Consistent in-season and end-of-season data

AGDATA DELIVERS AN INTEGRATED DATA AND MARKETING PROGRAM MANAGEMENT ENTERPRISE SOLUTION THAT OPTIMIZES THE PROCESS, CUSTOMER EXPERIENCE, AND DECISION-MAKING

Administration

Sales Enablement

Analysis

Calculation Engine

Fulfillment Engine

Data Platform

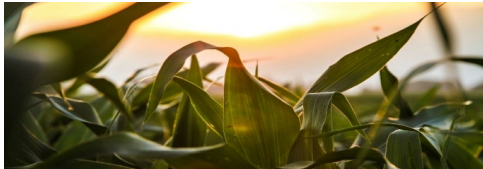Collect | Cleanse | Master | Integrate

OUR SOLUTIONS ARE PROVEN AND UNMATCHED IN SCALE AND REACH ACROSS THE AG SUPPLY CHAIN

We process over 56 million sales transactions annually

AGDATA

We manage over $5 billion annually in marketing program funds

We process over 234k payments on behalf of clients

We collect data from over 8k distributors and retailers in North America

We manage over 450k grower seed trait licenses

AGDATA SERVICE APPROACH

OUR BUSINESS MODEL AND APPROACH REMAIN KEY FACTORS IN OUR CUSTOMERS' SUCCESS

*AGDATA is dedicated to one industry and one thing: **Agriculture Supply Chain Operational Excellence**.*
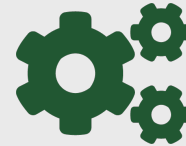*We achieve this through the proper combination of Business Process, Technology and People.*

AGDATA Technology
The ability to manage technologies will allow customers to succeed now and grow later, while minimizing risk to the customer experience.
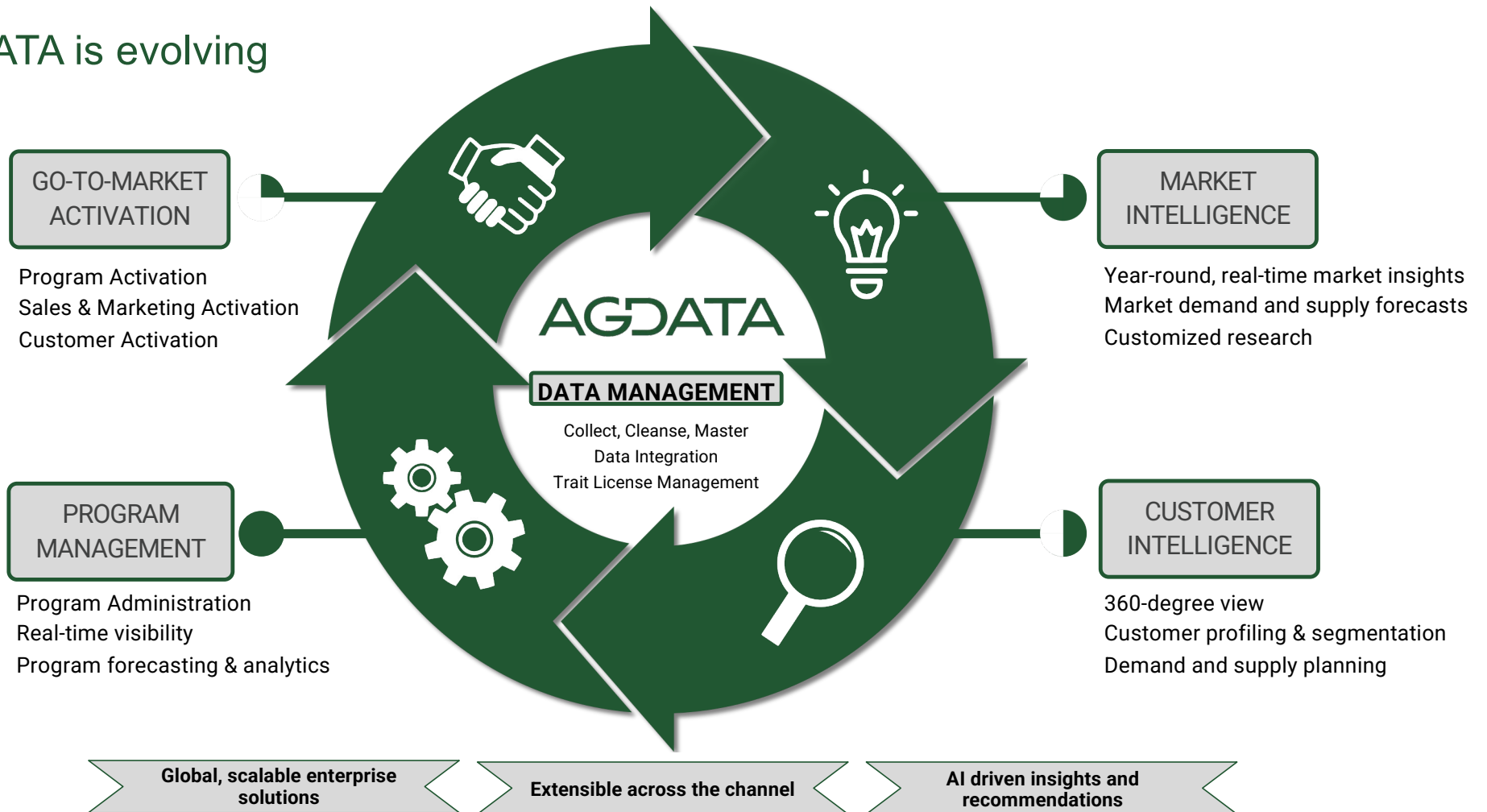
AGDATA Business Process
High quality, on-time outcomes are a by-product of outstanding business process. No one's processes have been battle-tested like AGDATA's.

AGDATA People
Focus and experience matter. Our people and their understanding of the agriculture industry, are the key to customer success.

AGDATA is evolving

GO-TO-MARKET ACTIVATION

Program Activation
Sales & Marketing Activation
Customer Activation

MARKET INTELLIGENCE

Year-round, real-time market insights
Market demand and supply forecasts
Customized research

AGDATA

DATA MANAGEMENT

Collect, Cleanse, Master
Data Integration
Trait License Management

PROGRAM MANAGEMENT

Program Administration
Real-time visibility
Program forecasting & analytics

CUSTOMER INTELLIGENCE

360-degree view
Customer profiling & segmentation
Demand and supply planning

Global, scalable enterprise solutions

Extensible across the channel

AI driven insights and recommendations

AGDATA