

Vantage Point

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A MESSAGE FROM OUR PRESIDENT Embrace The Future



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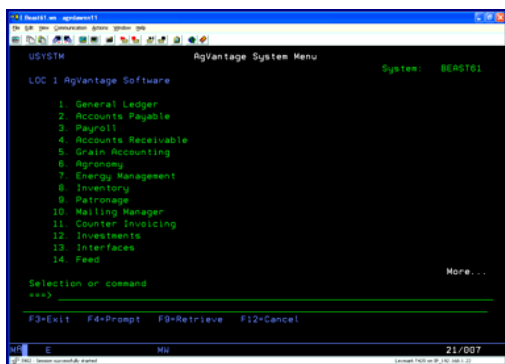
“Turns out, the other ag-software companies didn’t care about their customers the way we do, so POOF, we took them over.”

Michelle Blomberg, AgVantage Software in the year 2020

My biggest THANKS to all of you who attended or sent your team to the AgVantage 28th National User Conference a few weeks ago in Minneapolis. As in the past, this one amazed me with the amount of customer engagement, excitement for new product and just overall passion for learning and people. The theme this year was “Embracing the Future” and to kick off the conference, I was beamed to Mars in 2020, where I spoke to the audience. If you missed it or want to see it again, take a look on YouTube. You can just search on YouTube for Michelle on Mars and scroll down to my happy face, or just click on the link under my picture.



<http://youtu.be/PBu61md9yTw>



This year, we showcased a new project that has begun at AgVantage and was received with excitement by the attendees. I’d like to take this newsletter to introduce this project to you as it was shown at the conference. As many of you have experienced and expressed to me, some of your newer, younger employees coming into your workplace are setback slightly by the “look” of some of the legacy screens of the AgVantage system. And even though the system is very innovative, the look gives a different impression. Kind of like dating someone who is not pretty, but really smart. :)

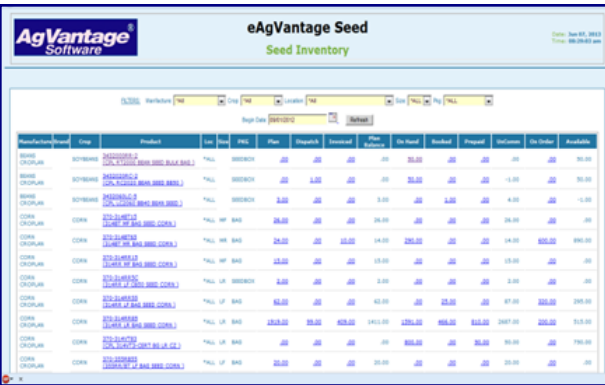
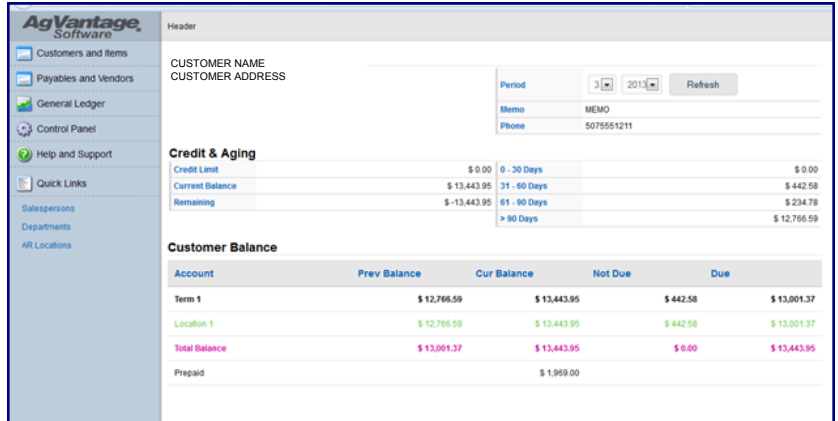
We have begun to re-write these portions of the system to be web-faced. The business logic – which is our bread and butter of 37 years – is getting an overhaul, but the biggest change will be in the face of the system. Our team has spent many months and much research finding the best ways to handle this process without disrupting your daily lives. We have determined that, rather than just scrape our screens, which many of our competitors have done; we’re redesigning the entire software process to structure the system for your future.

The timing on this is what makes it so great, because out at your locations – grain, agronomy, fuel, stores – those areas of the system are already written in Windows and sending data back to the master database “live”. Meaning, your employees working in those departments already have an easy to use, familiar face to the system and you get the value of a fully integrated, “live” system – even if the faces of the system do not look the same. In addition, your customers, the farmers and producers, use eAgVantage to access their account information, which is web-faced. And, let’s not forget the management of your company – that information, including sales and financial data, is

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already web-faced.

What is of the most value is the data. Getting information into the data and pulling it out – that’s what makes a system superior, so a secure, fast, unbreakable way to do that is where the value lies. At AgVantage, we continue to work towards ways to innovatively get information into your hands in the most reliable, trust-worthy ways, adding mobility as we go. I believe you will love what we’re doing with the legacy systems as we begin to incorporate those into your business practices. We’re referring to this project at “AgVantagePAC”, which stands for “People And Computers”. Stay tuned for updates on this as we move forward and as in our usual fashion of our Customer Driven Development (CDD) process, we will be getting your input.

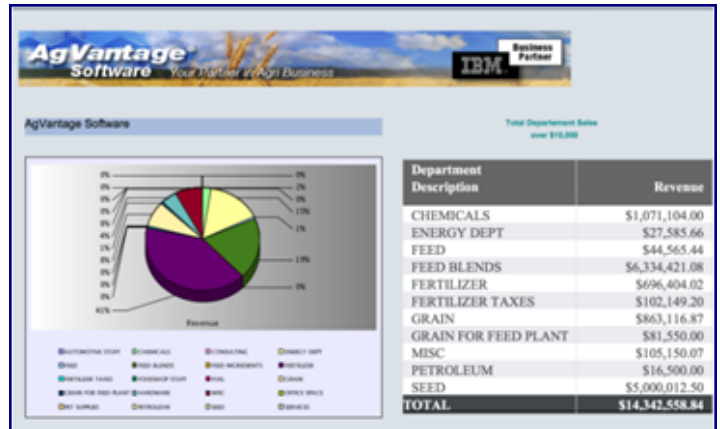


The other new product introduced at the conference was the new AgVantagePC Seed product, which includes many things including integration with AgGateway to efficiently streamline seed supply into the system. Further, we developed a seed inventory product through eAgVantage, making it easy to view the products sold and on order. Your agronomy sales team and your agronomy hubs can utilize the product on their mobile devices running Windows.

And for those of you looking for ways to retrieve data from the system in a graphical manner, we did a two hour session on

IBM Web Query, which was received very well by the attendees, is a way to use web tools to query data vs. character-based tools. From there, your options are limitless. You can graph, create user-defined portals, etc. Here’s a screen shot.

Besides these products, we were able to show many more AgVantage products, as well as business partners integrations. If there is something you need or that you’re thinking about, call me and we can work together to find ways to “Embrace your Future” together.



In our 37th year of business at AgVantage Software, I want to thank you all for your continued business. I realize you have many choices for software providers. I will do my best, each and every day, to assure your happiness in your choice of AgVantage® Software as your Agri-Business Accounting system.