



**smag**° SMART  
AGRICULTURE

DESIGNING WEB AND MOBILE SOLUTIONS  
FOR SMART AND CONNECTED FARMING

# AT THE HEART OF SMART FARMING AND THE DIGITALISATION OF AGRICULTURE

SMAG supports farming professionals nationally and internationally in the deployment and integration of agronomic information systems to optimise the technical and financial management of their production.

A pioneer of the agricultural web in France, SMAG is contributing to the modernisation of agricultural processes by providing web and mobile tools to facilitate daily operational tasks (360° farm management, creation of crop rotation, regulatory controls, management of agricultural consultancies, technical and financial assessment).

Marketed to farmers by cooperatives and agribusinesses, these tools make it possible to record, centralise and analyse a considerable number of heterogeneous data throughout a crop year (yield, production, crop calendar, type

and quantity of inputs, mapping, plot geolocation, traceability of interventions, weather, connected items, etc). Real decision-making tools are now essential to facilitate daily decision making, maintain regulatory compliance, predict yields and, most important, to preserve the environment in the interest of our users.

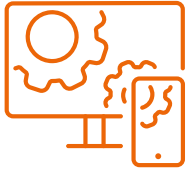
Digital technology is an essential link in the development of a third way for agriculture. It will undoubtedly be your best support as you develop a new, modern, eco-responsible and sustainable farming model.

**Welcome to smart agriculture!**

## OUR KEY TO SUCCESS:

- Usability and internet access to our cloud solutions
- The dual expertise of our engineers in agronomy and management IT systems
- A structured R&D service underpinning our innovation potential
- Our investment in ambitious projects, creating a future for French and international agriculture.



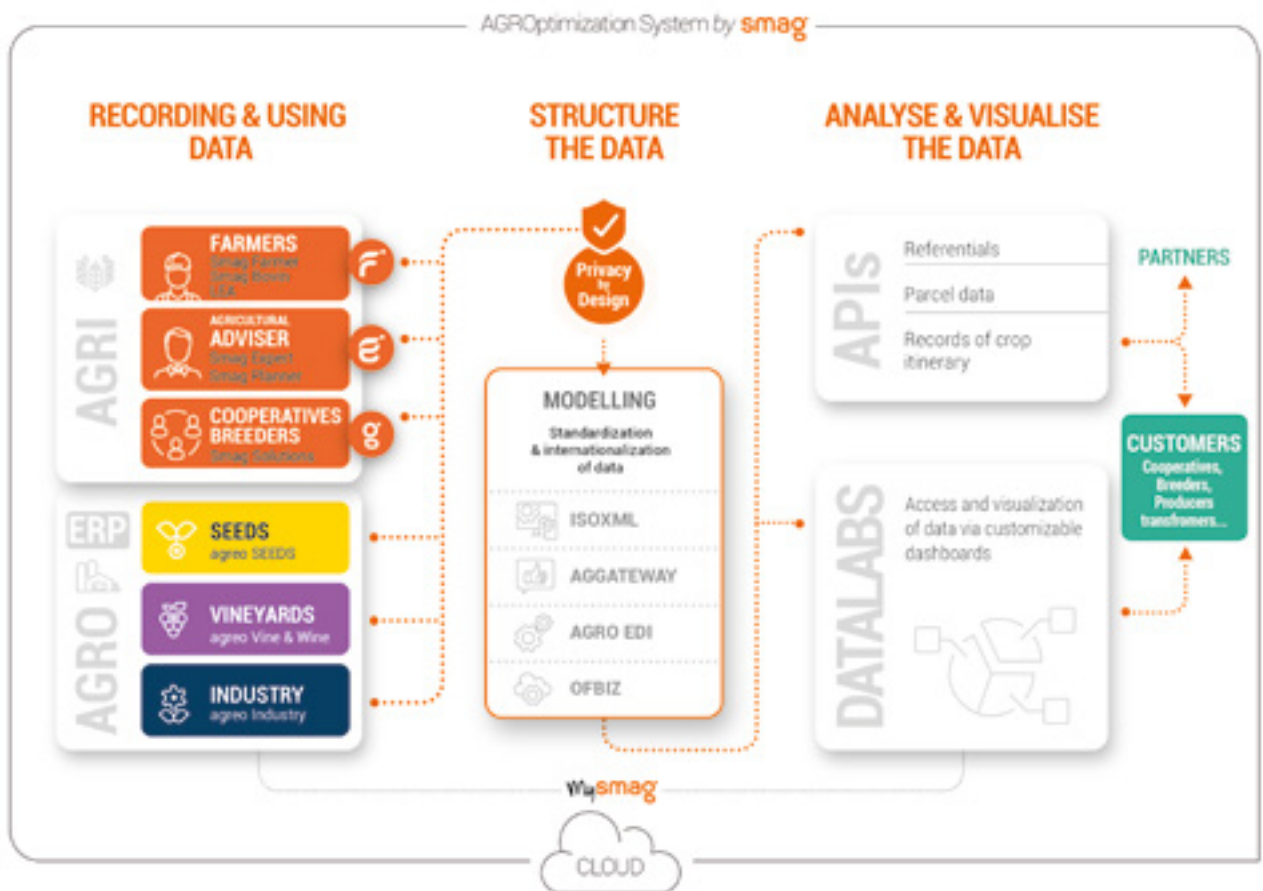


# THE AGROPTIMIZATION SYSTEM BY SMAG

The AGROptimization System is the only digital solutions environment to date capable of creating an operational link between farmers, agricultural advisors and farming organisations. It offers the guarantees of transparency and security that make SMAG an innovative software publisher, focused on farm performance and the optimisation of farming practices.

## THE ADVANTAGES

- ➔ Simplified input for all users,
- ➔ Complete traceability of crop interventions,
- ➔ An analytic visualisation of aggregate data for better decision-making (financial and environmental indicators)
- ➔ Data security through the establishment of best practices and cloud computing platforms





# OUR RANGE OF SOFTWARE

## 100 % CLOUD, MOBILE & DATA

FARMERS  
AGRICULTURAL CONTRACTORS

### SMAG FARMER

#### Web solution for management and monitoring of farms

(weather, farm management, regulatory control, recording of advice).  
Our offer includes access to the software on the web and a mobile application.

### LEA

#### Simple web solution for management of agricultural contractors

(Recording of work from the tractor cab with mobile app, billing, management of equipment, staff and stock).



AGRICULTURAL ADVISER

### SMAG EXPERT

#### Recording of recommendations and observations during crop tours

The advisor uses a smartphone to record in real time the observations made in the field (general condition of the crops, density, rooting, presence of diseases or pests etc).

### SMAG PLANNER

#### Off-season consulting

To directly establish a complete diagnosis of the past season (yields, impacts of crop management on the plots) while on the farm and to offer the farmer a complete and targeted programme of tailored recommendations.



AGRIBUSINESS

### AGREO SEEDS

To cover all the processes in the seed station (production planning, processing, logistics and batch invoicing).

### AGREO VINEYARD AND WINE

To manage, trace and control all wine-making and oenological activity, from the vineyard to the bottle.

### AGREO INDUSTRY

To optimise the technical management of crops and track the quality of supplies for major agri-food groups..



### SMAG DATALABS

Visualisation by data dashboard and key indicators of the financial, agronomic and environmental performance of member farms or clients

### SMAG LINK

A set of open APIs (plot data, event histories) and business reference systems (plant protection, crop fertilisation, varieties etc.) made available to our technical partners and distributors of Smag solutions.

COOPERATIVES, BREEDERS  
AGRIBUSINESS

TECHNICAL PARTNERS



## WHY CHOOSE SMAG SOLUTIONS?

Technological and organisational changes in farming are paving the way for innovative projects. We are ready for the challenge. SMAG guides you in making the right choices, putting your information system at the heart of your long-term business strategy. .

WITH SMAG...

### **Choose a responsive, competent and flexible partner**

which develops modern IT solutions based on new web technologies adapted to each sector and business

### **Use simple, user-friendly and powerful tools**

to meet the new challenges of traceability in agriculture, required by French legislation

### **Boost your service offer to your farmers**

by offering them a set of agronomic services carried out by our staff on your behalf

### **Become an innovator and modernise your processes,**

guaranteeing that your organisation will be open and sustainable

### **Invest in AgTech and the technologies of the future**

to build a new, smarter, connected and eco-responsible farming model, in line with consumer expectations..

#### **+ 400 clients**

from the farming and agri-food sectors

#### **A network**

of distribution partners throughout the country

#### **35 000 users**

of our solutions

#### **10M hectares managed**

through our platforms

#### **170 employees**

based in 5 locations in France

# SMAG, THE GUARANTEE OF ASSISTANCE TAILORED TO YOUR NEEDS °

## Personalised Follow-up

Benefit from personalised and certified project management. Setup studies and specific configurations are undertaken by experts at all the key stages of deployment of your future SMAG platform.

## A support Team at your service

On our Users' site [www.mysmag.tech](http://www.mysmag.tech), you will find all the online help you need to use our solutions. Our telephone hotline is of course always available to assist you technically and with functionality.

## Training adapted to every user profile

Our trainers help your organisation make rapid and optimal use of your solution. Benefit from tailor-made training programmes, individual or group, adapted to the needs of your staff.

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SMAG, une filiale du groupe **inVivo**°