AUGMENTING THE AG-TECH EXPERIENCE: POWERED BY INFOSYS HX+.AI PLATFORM

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Agriculture is key for economic development, contributing trillions of dollars toward global Gross Domestic Product (GDP). Agriculture and ancillary businesses ensure food security and sustain millions of families. The agriculture sector accounts for 10.4% of total employment in USA, according to the Economic Research Service of the U.S. Department of Agriculture . More than 44 million people are employed in the agriculture and food-related industries in the European Union . Notably, it is the cornerstone of rural community development across Asia.

The agriculture industry offers direct and indirect employment spanning on-farm labor, food processing, transportation, and distribution sectors. AgTech roles range from agronomists and agricultural economists to sustainability consultants.

Managing the stakeholder experience is crucial to attract talent, ensure operational excellence, and drive adoption of technological interventions to improve farming practices and boost agricultural output.

Introducing Infosys HX+.AI platform

The Infosys Cobalt Agri-Chemical Cloud HX+.AI platform enhances the user experience for customers, employees and partners. It deepens interaction across the value chain, empowering agri-chemical enterprises to significantly improve the human experience (HX) by personalizing stakeholder journeys.
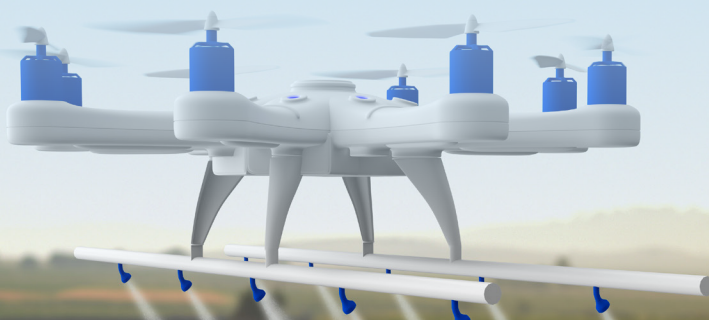
Infosys combines an AI-first approach with cloud-native architecture to simplify workloads and drive outcomes, be it customer loyalty or employee satisfaction.

The Infosys Cobalt Agri-Chemical Cloud HX+.AI platform puts people at the center of the agri-chem enterprise. This facilitates the adoption of advanced practices for workplace transformation, which is imperative to create a sentient enterprise that senses and responds to business dynamics and opportunities. The Infosys platform drives human-centric operations at AgTech-first enterprises.

Empowers R&D specialists to accelerate discovery

Infosys R&D Data Management platform drives productivity, efficiency and innovation by enabling real-time collaboration and knowledge sharing between agri-chemical data scientists, researchers, analysts, and chemists. The cloud-hosted, AI platform standardizes R&D processes, while a data integration hub offers centralized, secure data access. Further, visualization and predictive analytics mitigate experimentation risks, and support integration of green chemistry practices.

Persona-based AI / ML solutions of the Infosys R&D platform accelerate discovery of biological compounds for plant protection, plant-based protein, pest control, and seed varieties. Algorithms offer predictive insights and recommend alternative formulations, enabling R&D teams to accelerate time-to-market and rationalize costs. Notably, the platform enriches HX by streamlining regulatory compliance, including patent protection.

Simplifies tasks for the operations team

Infosys Connected Operations platform integrates operational and information technology, which facilitates smart automation to simplify operations at farmlands, food processing units, dairy farms, and warehouses. A repository of preconfigured, modular applications enhances the HX quotient by connecting employees with data, processes and machines.

In-built analytical models and simulation tools process data from telemetric crop growth monitoring and disease detection systems, including drones, IoT devices, GPS trackers, and remote sensors. Notably, the AI models support personalized, on-demand advisory services. Predictive insights and real-time recommendations

enable farmers to take timely, informed decisions to better manage the crop lifecycle, optimize inputs, and maximize yield.

Automated operations ensure safe working conditions at livestock packing centers, distilleries and grain elevator facilities. Predictive maintenance of equipment further enhances HX by mitigating health and safety risks.

The Infosys Bulk Tank and Inventory Capture platform eliminates physical inspection and manual record keeping of crop protection chemicals. The platform enhances the experience for tank farm operators by automatically tracking inventory, and supporting remote monitoring and analysis.

Augments expertise of supply chain managers

Infosys Integrated Supply Chain platform maximizes the HX quotient by transforming fragmented supply chains into a unified digital ecosystem. Agri-chemical manufacturers can reconfigure global supply chains by leveraging our best-in-class offerings:

Infosys Cobalt, our ecosystem of cloud services, solutions and platforms

Infosys Equinox, our human-centric commerce and marketing platform for hyper-personalized experiences across digital channels and touchpoints

Infosys TradeEdge, our intelligent supply chain management platform for maximum channel visibility, retail execution and market access

The Infosys AI platform allows supply chain professionals to extract insights from critical touchpoints to drive autonomous and sustainable operations. An intuitive, highly configurable order management and fulfillment system simplifies demand and dealer management.

Our platform aggregates product, sales and inventory data across channels. This facilitates accurate region-specific demand forecasting and fulfillment. Further, the solution boosts the dealer experience by accelerating onboarding. Significantly, AI-powered farm-to-fork product traceability streamlines compliance with food safety regulations, which augments the customer experience.

Unlocks the potential of sales personnel

Infosys' AI-based solutions for agriculture and chemicals commodity trading support smart contracts between farmers, manufacturers, traders, suppliers, and distributors. Moreover, personalized AI assistants that undertake routine tasks and resolve inquiries enhance the user experience for sales and marketing teams. Better control over product, pricing and promotions helps professionals maximize business growth.

Infosys Cortex, our AI-driven customer service platform, transforms HX at contact centers. It deepens customer engagement by empowering agents with insights for targeted communication. In addition, recommendations for the 'next best action' provide opportunities for up-selling and cross-selling.

Infosys Cobalt Agri-Chemical Cloud HX+.AI platform delights business users with AI-enabled, persona-based human experiences. It allows agri-chem enterprises not only to mitigate talent gaps, but also boost productivity, rationalize resource usage, and maximize operational efficiency.

i.   https://www.ers.usda.gov/data-products/ag-and-food-statistics-charting-the-essentials/ag-and-food-sectors-and-the-economy

ii. https://european-union.europa.eu/priorities-and-actions/actions-topic/agriculture_en

About the Author

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He specializes in helping large corporations with transformation strategies, including **energy transition, responsible AI & automation, and human experience-based digital solutions.**

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