



## Partnership by Digitalization – Online Solutions for optimal cooperation in the supply chain

Dresden, September 30<sup>th</sup>

**File name:** Partnerschaft durch Digitalisierung –  
Onlinelösungen zur optimierten Zusammenarbeit.pptx

**Responsible:** Reiners/Schulte

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**Animation:** no

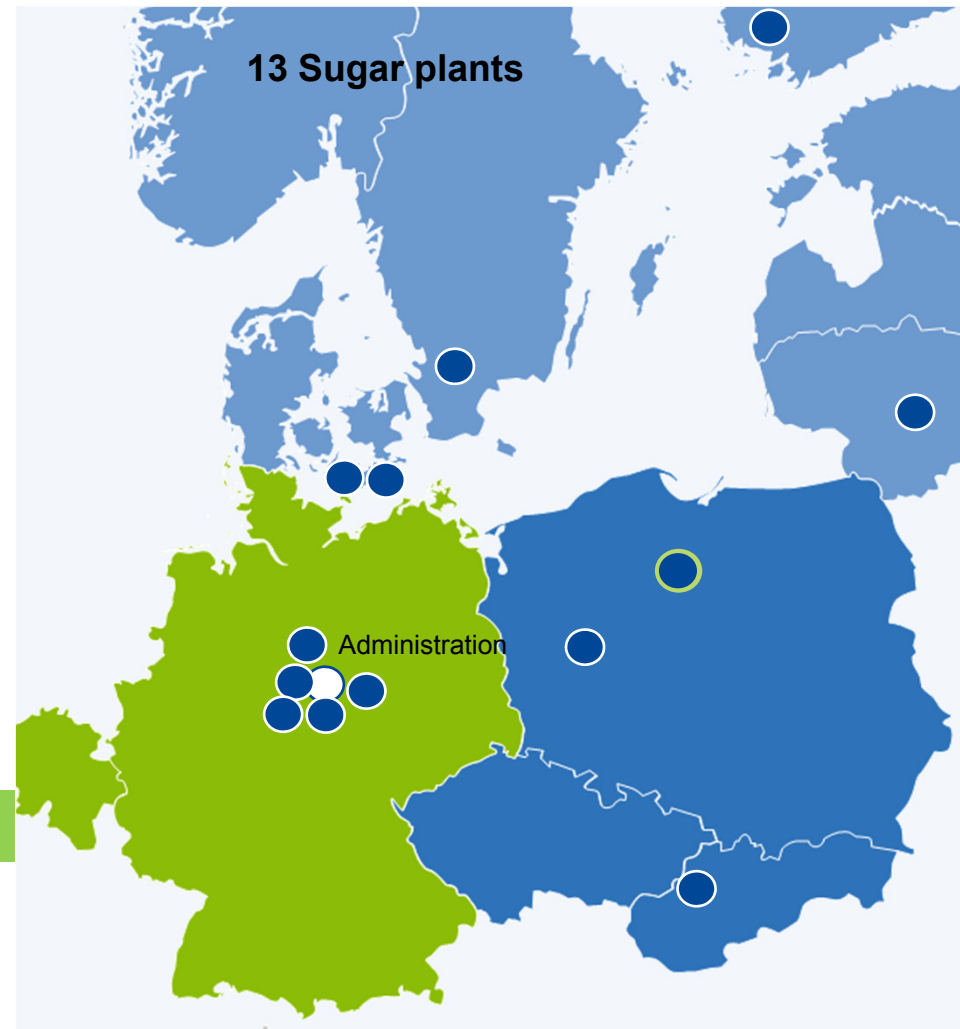
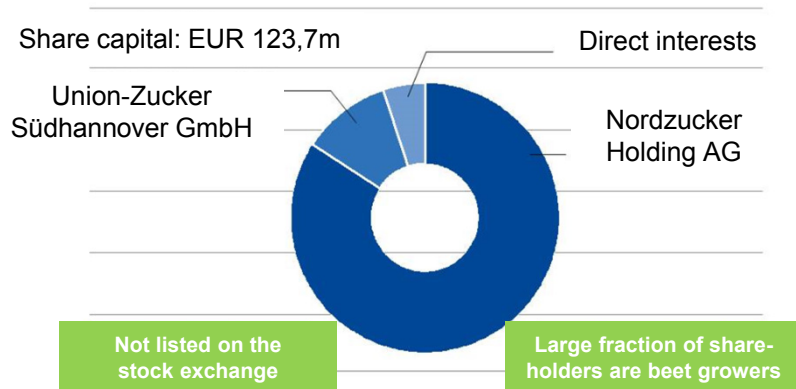
**Language:** english

## Nordzucker – Sugar company in north of Europe

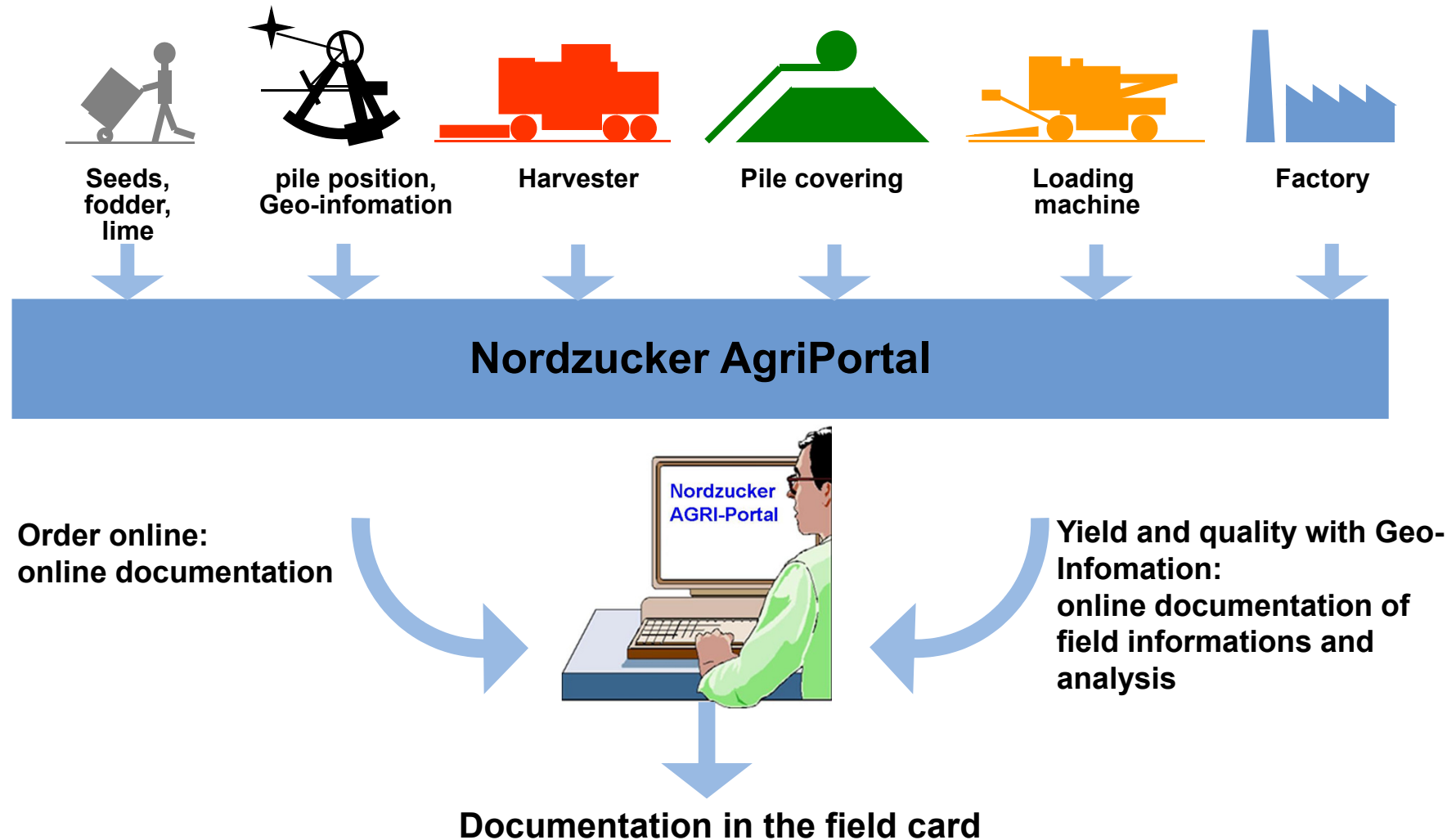
### Key figures 2015/16

Revenues	1,6 Mrd. €
Employees	3.206
Beet farmers	14.300

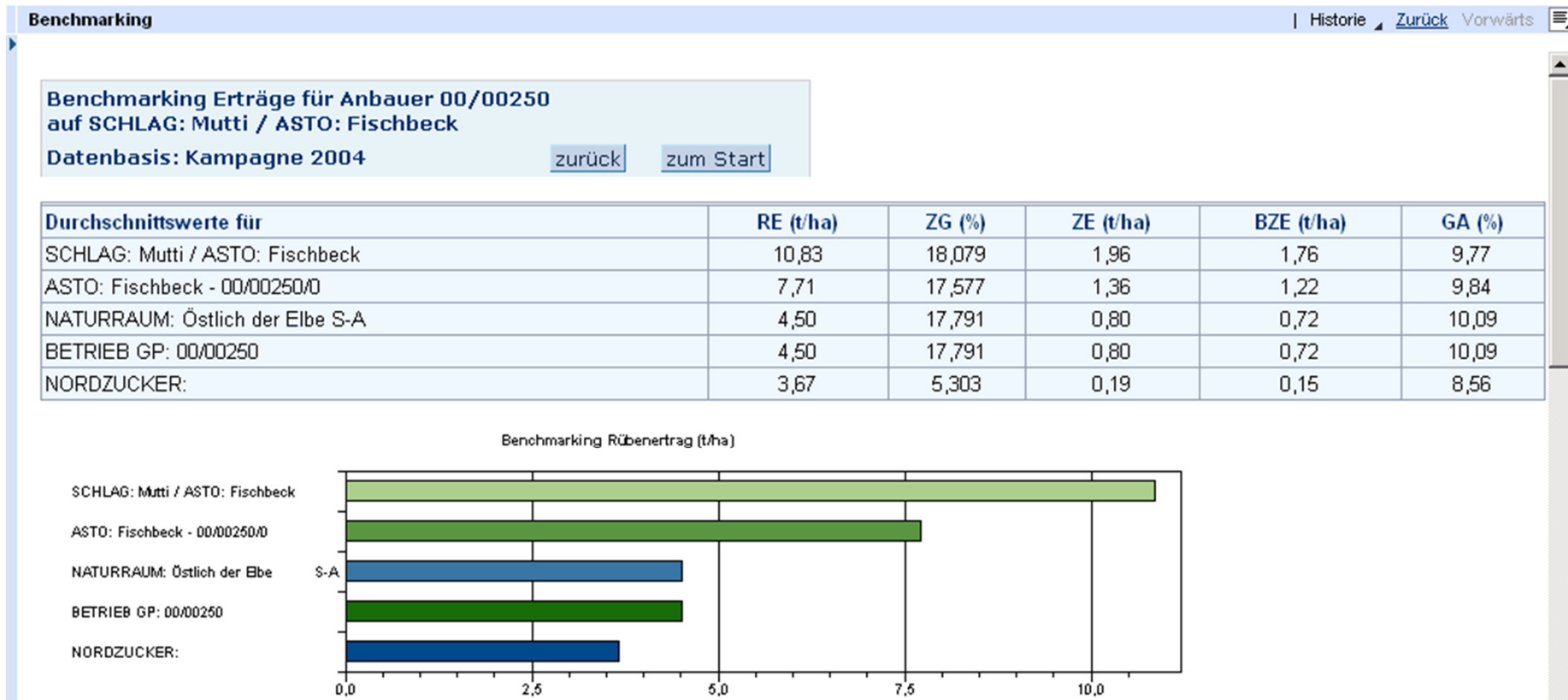
### Shareholders' structure of Nordzucker AG



# Nordzucker AgriPortal Network of informations



# Benchmark – Analysis and example of value added

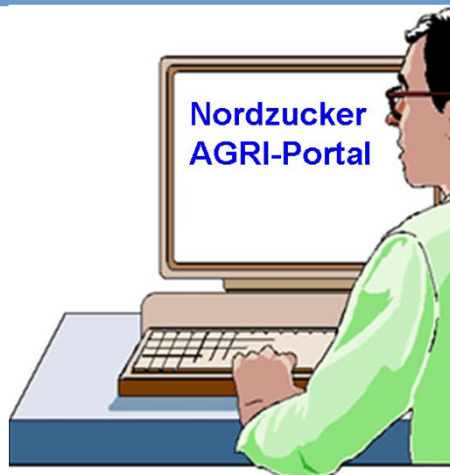


## Nordzucker AgriPortal Medium of the future

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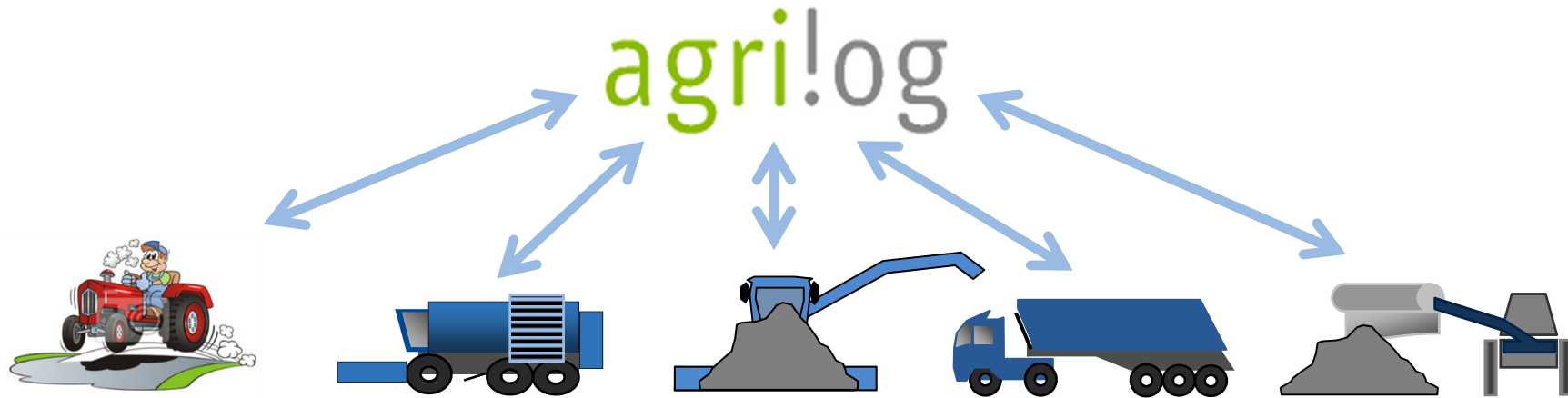
- Fast and up to date
- Network of communication, information, products und finance
- Documentation and traceability
- Farmmanagement for competitive advantage
- Creates an added value

### Nordzucker AgriPortal



# agri!og - Logistic for the beet chain

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## Our target

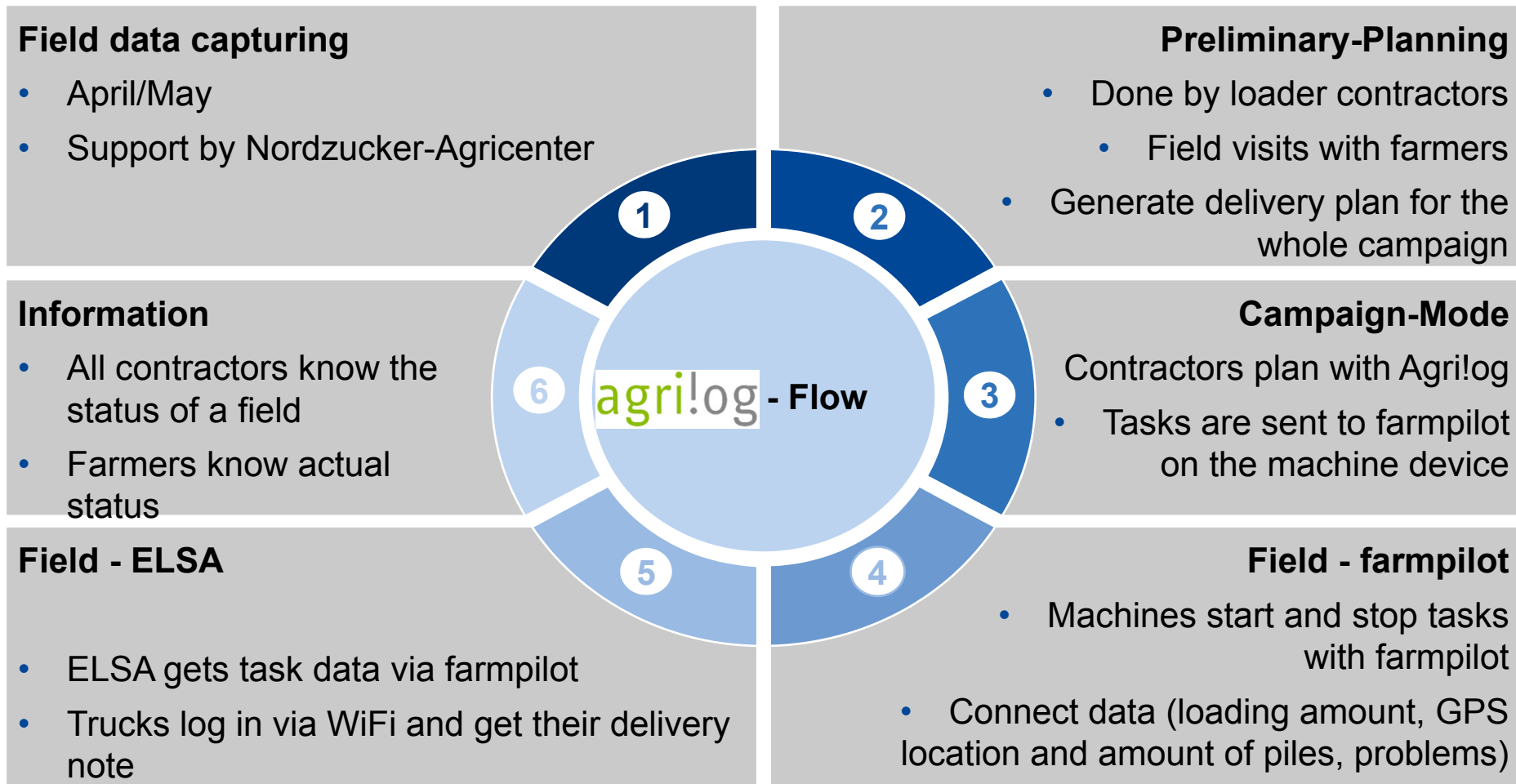
Creating one logistic system for the whole Nordzucker Group

## agri!og - involved systems

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System	Funktion
NZ - SAP	<ul style="list-style-type: none"> <li>• Leading system Nordzucker</li> <li>• Provide and manage master data</li> </ul>
Agriportal - Nordzucker	<ul style="list-style-type: none"> <li>• Leading system for farmers and contract partners</li> <li>• Reports</li> </ul>
agri!og	<ul style="list-style-type: none"> <li>• Planning for contract partners</li> <li>• Communication between NZ and contract partner and between contract partner</li> </ul>
ELSA	<ul style="list-style-type: none"> <li>• Delivery note system for Loader-Maus and Transporter</li> <li>• Sending the delivery note via WiFi from the Loader-Maus to the truck</li> </ul>
farmpilot	<ul style="list-style-type: none"> <li>• Field data capturing for farmers</li> <li>• Farm management system used by contract partners</li> <li>• Data capturing on the machine, navigation</li> </ul>

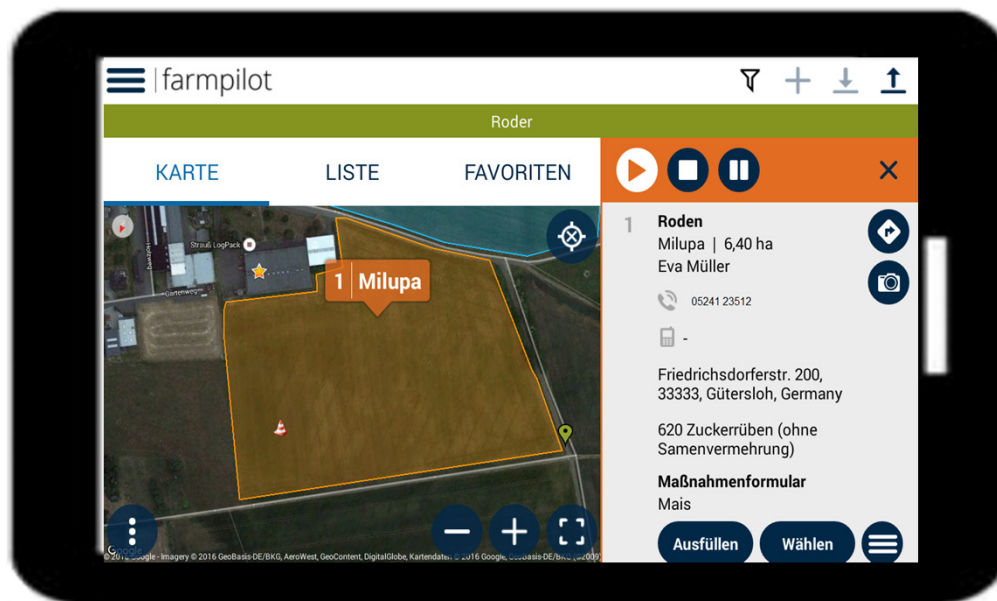
# agri!og - Flow



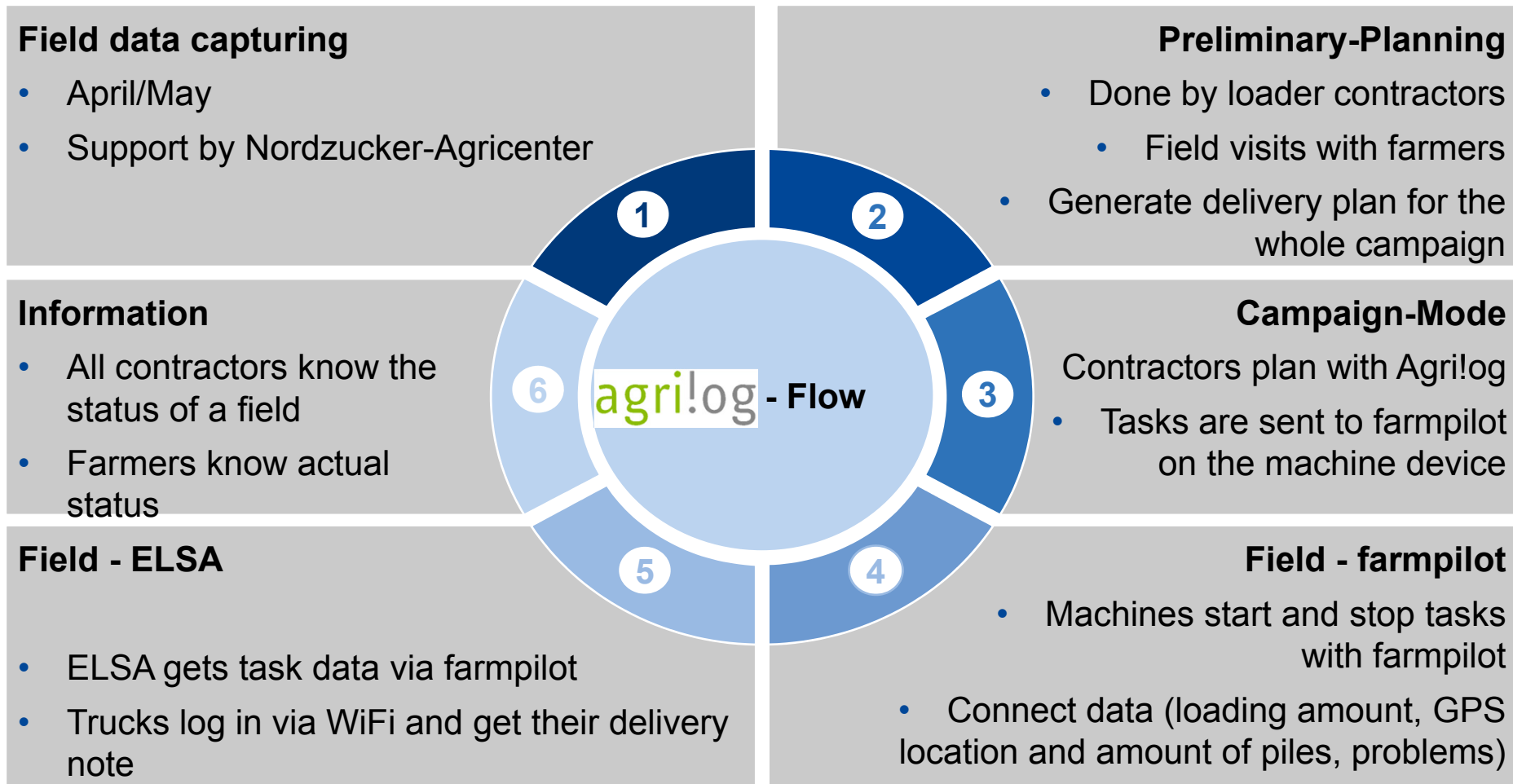


## Farm pilot – mobile App

- Working package (daily, some days or weekly) for harvester, Loader-Maus and pile coverer
- Navigation for trucks even on farm tracks
- Machine data capturing
- Documentation



# agri!og - Flow



Loader-Maus

ELSA



## LKW-Beladung

## Auftragsdaten

Auftragsnummer: 0135  
Landwirt Kdnr.: 0010017393  
Landwirtname: Henning Hölscher  
Schlagnummer: 150173  
Schlagname: Am Baum (1)

farmpilotauftrag wechseln

## Verbundene LKW 1

LKW H-H12345  
Seit 10.08.16 / 10:03:35 im  
Belademodus

abbrechen

Momentane Ladungsanzahl:  
Letzte Lieferscheinnr.: 11600033  
Kennzeichen Anhänger: H-B7890  
Kennzeichen Anhänger 2:  
Zulässiges Gesamtgewicht: 40.0t  
Leergewicht: 14.0t  
Bereits geladen: 0.0t  
Noch mögliche Zuladung: 26.0t

Fahrername: Willi Rübe  
Telefonnummer:

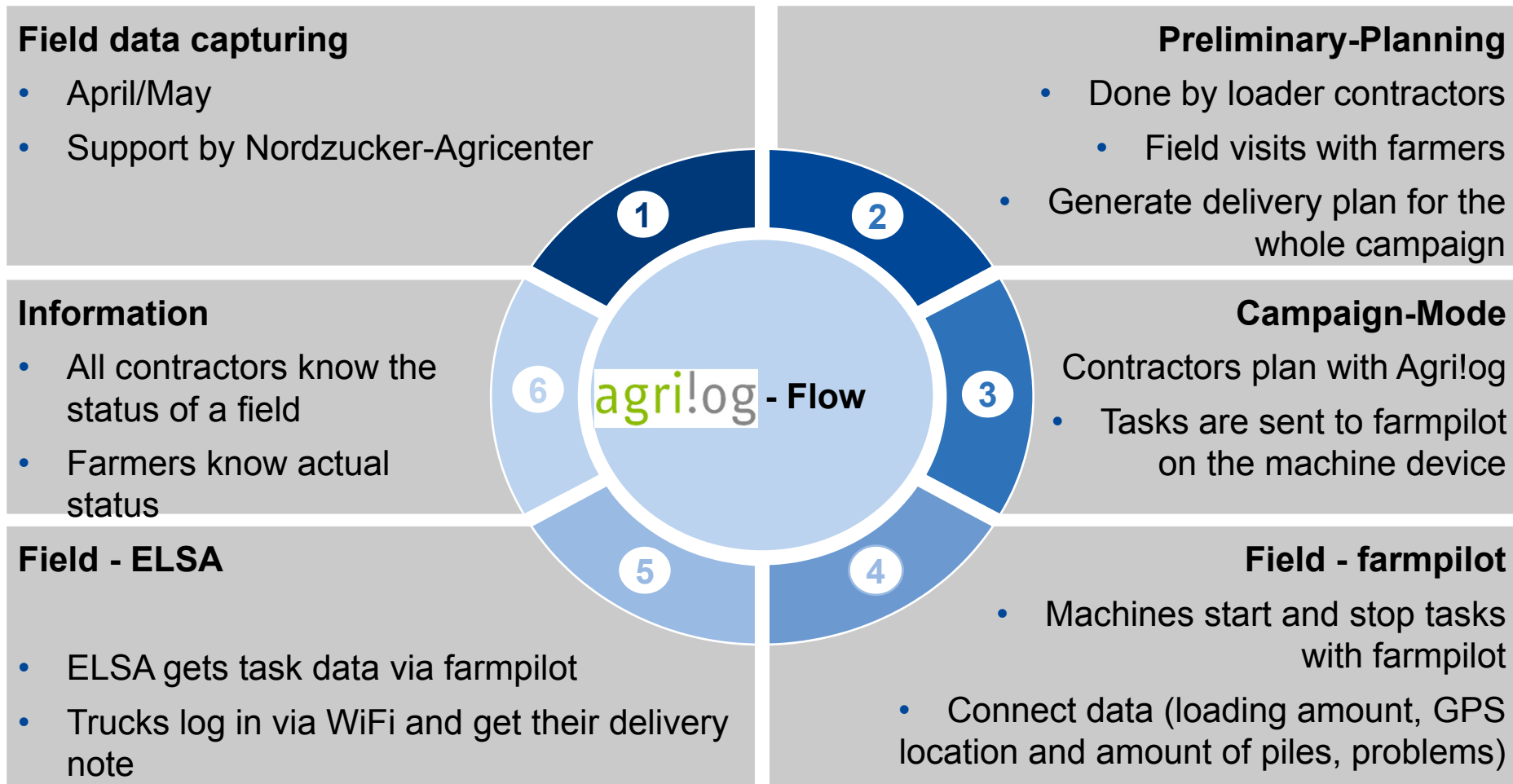
Transp. GP-Nr:  
Transporteurname:

Neue Ladung erstellen

Zuladung erstellen

- Screenshot Loader-Maus device
- Loading mode
- Truck is connected

# agri!og - Flow



## Tasks while development

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- Time-Line
  - Development started in 2012
  - Pilot phase in 2014 and 2015
  - Roll out 2016 (60% of beets in Germany)
- Pulling at the same rope
  - Defining a common goal for all parties
- Understanding
  - Speaking the same language does not mean to understand each other
    - Operational persons are not trained to speak and think in IT-structured way and vice versa
- Setback
  - Is not plannable but for sure it will come
- Other participants
  - Keep operationalists in the loop

## Advantages of agri!og

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- Transparency for all parties
- Field data capturing only once a year
- Less health risk at the Loader-Maus for truck drivers
- Sustainability and traceability
- Fleet steering for trucks
- Navigation for transporters even on farm tracks
- One logistic system for the Nordzucker-Group

## Road Map agri!og

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### Timeline

- Roll out in Germany, Denmark, Sweden, Finland, Lithuania, Poland and Slovakia over the next years

### Development

- Getting more information field data capturing
- Reporting in Agri!og

### Outlook

- Using Agri!og for carbo lime and hp pulp
- Getting more efficiency with fleet steering

## Conclusion

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- The NZ-Agriportal offers to farmers and contractors all the information needed
  - Different sources deliver the shown information
  - Different programs can be entered via the Agriportal
- Develop and run a platform is a never ending job
- The idea of automating as much as possible shrinks the flexibility of the process and of the individual