



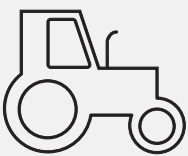
Seenovia
Naturellement proche de l'Agriculteur



SEENOVIA

Seenovia is a farming consultancy firm. We support farmers in the Pays de La Loire and Charente-Maritime regions, by offering them bespoke services that provide added value and help them to develop their plans, get the most out of their work and pre-empt future challenges.

<https://www.seenovia.fr/>



AGRICULTURE

"REMEMBER THAT WHEN OUR EMPLOYEES ARE ON THE GROUND, THEIR MOST IMPORTANT DIGITAL TOOL IS THEIR MOBILE PHONE."

650
EMPLOYEES

81%
OF DAIRY FARMS
(across an area of 6000 farms)

THE CHALLENGE

As an IT project manager, what is your role?

Remember that when our employees are on the ground, their most important digital tool is their mobile phone. So we must provide them with an efficient tool which can withstand everyday life, while providing high-performance professional applications.

How is your company's mobile phone fleet organised?

We have a fleet of approximately 650 mobiles, over half of which are equipped with Crosscall products. The rest is made up of "non-rugged" phones and a few tablets.

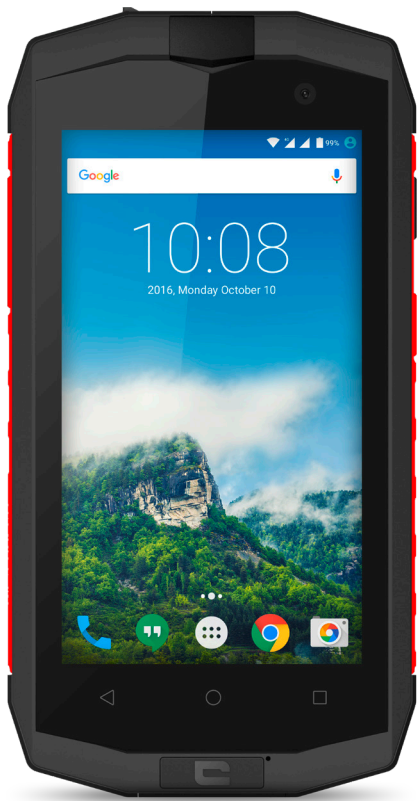
So who has been equipped with Crosscall solutions?

Our employees from the "INDICATORS" department. Their role is to go and collect data at the farms: analysis and quality of the milk, invoice data, the cost of raw materials.

And why do they need a resistant product?

Milking takes place in the morning and evening and milk sampling is carried out on site. The benefit of having a Crosscall device in a milking parlour is that it is an area exposed to liquids, namely milk, cow dung, cow urine, etc. making it an





TREKKER-M1CORE

environment which is not recommended for a traditional phone. In addition to the liquids, there is also a risk of it being dropped. A phone has already been dropped from a height of 2 m.

What solution were you looking for?

We were therefore looking for a rugged phone from a brand with which we could have a strong business relationship. We looked at several brands. Crosscall was recommended by our carrier.

What were the obstacles?

Our entire solution is based on the NFC feature, meaning that, in addition to an ability to withstand hostile environments, the phones needed to have a reliable NFC function.

Why did you choose the Crosscall solution?

We had already worked with brands whose products offered little, if any, resistance. The breakdown failure rate was 30%, or close to 1/3 broken phones in the first year. With Crosscall products, this breakdown rate drastically decreased.

What won you over?

The resistance, the waterproofness, but also the fact that you are a French brand. We work with French farmers and we make a point of working with French products as much as we possibly can. All our manufacturers are French (chips, vials, etc.). This French aspect is important. What's more, we were pleasantly surprised to see a French brand in the mobile phone sector.



THE FRENCH ASPECT IS IMPORTANT FOR US



Could you tell me about the solution? How does it work?

We have been equipped with Crosscall smartphones for several years now. We started out with the **TREKKER-M1**, then the **TREKKER-M1 CORE**. NFC technology is at the heart of our solution. The samples which are taken on the farms are traced by an RFID chip, from the milking parlour to the laboratory.

What are the advantages for your IT department?

Obviously the lower breakdown rate. Also, a greater longevity for our fleet of phones thanks to batteries which hold their charge better and longer. Our work takes place at exactly the same time as the milking, in other words in the morning and evening. Our professional app uses a lot of power and the screen has to stay on all the time.

How did your employees take to it?

The employees we targeted were beginners in IT and yet they quickly mastered it. They were pleasantly surprised by the phones and how easy it was to replace their paper entry.

And what's the next step or challenge for your development?

We are awaiting trials of the **CORE-X3** smartphone and we are working to consolidate our professional apps.

Would you recommend this solution?

Absolutely. The relationship that farmers and breeders have with our employees is so strong that they are forever telling us that they'd like to be equipped with Crosscall products too!

Testimonial of Nicolas Cavarec-Lecomte,
Project Manager - Smart'Lait - PATUFLEX® - Smart'Activ
Ori-Automate - PM Tools