Connect Login   Request a Demo

Stay Connected with the Boundless Blog

What are you looking for?

For modern farmers, nothing grows faster than data

July 19, 2018 John Opdycke

BOUNDLESS®
BECAUSE LOCATION MATTERS

In the past, farmers made these important decisions based on historical patterns, tradition, or even by talking shop with neighboring growers and other people in the know. Today, agriculture – just like hundreds of other industries – increasingly relies on technology and data for more informed decision-making.

Canada-based precision agriculture company Farmers Edge helps farmers around the globe use technology and data to effectively manage their farms, while increasing productivity and profitability. Farmers Edge creates variable rate prescription maps based on satellite imagery to assist farmers in applying the correct amount of fertilizer to their fields. Over time, the company also incorporated farm data – realizing that with more information, Farmers Edge can help solve more issues for farmers.

The challenge: High-velocity, high-volume geospatial data

More information sounds like a good thing, right? On the surface, it is. However, it's essential to understand that in modern agriculture, data flows from a number of sources, including machine telemetry, weather stations and ground sensors, soil samples, ground observations, and satellites and drones. While it's true this information accumulates quickly and occupies a lot of server space – and those issues do challenge many organizations – it also requires serious computing power to understand how all those different types of data relate to one another, and to extract valuable business insights from those relationships.

The legacy processing system in place at Farmers Edge simply wasn't able to handle the volume and velocity of inbound data. In addition to challenges with scalability, the system was also not flexible enough to handle multiple data types. There were also issues with cataloging and finding processed data, as well as concerns about costs related to growing customer demand and data volumes.

The solution: A scalable, highly responsive system in the cloud

With these challenge in mind, Farmers Edge anticipated the need for a big data platform capable of handling large volumes of data and imagery, and worked with Boundless to architect a solution that included Boundless Server Enterprise as the foundation. With the deployment of the resulting platform, Farmers Edge realized its strategic vision for a scalable and highly responsive cloud-based system designed to handle considerable data, imagery, and computing demands. The company is now equipped to use resources more efficiently, avoid variable costs where possible, and be flexible in the face of unforeseen circumstances.

BOUNDLESS®
BECAUSE LOCATION MATTERS

Share

John Opdycke

VP of Marketing

John is the VP of Marketing for Boundless and has more than 25 years of experience marketing B2B software and services to companies large and small across multiple industries. He received his B.S. in Public Relations from The Newhouse School of Public Communications at Syracuse University. When John's not working to support the Boundless team to make meaningful connections with community members, prospects, partners and customers, he spends time with his wife Monica trying to keep track of their four children.

‹ Previous

Subscribe to our newsletter to learn more:

Your Email Address   Subscribe

Connect Login   Request a Demo

BOUNDLESS ®
BECAUSE LOCATION MATTERS

Boundless helps reduce the cost and time of deploying and managing geospatial software with a scalable, open GIS platform – including Server, Exchange, Desktop and Connect – and a powerful ecosystem of geospatial knowledge, tools and resources.

Contact Us   Media   Board   Open Source   Education

1-877-673-6436

Privacy Policy   Terms of Service   Legal

Copyright © 2017 Boundless Spatial, Inc.