

Cultivating the Next Generation of Seed Innovation in America



Cropin[®]

How a US Seed Leader Went from Digital
Fragmentation to Real-Time Operational
Fluency – in Under 8 Months

Breeding Excellence: How a US Seed Leader is Digitizing the Future of Food

Scaling smarter. Breeding better.
Powering a legacy with precision.

Industry: Seed company

Location: USA

Key Seeds Produced: Broccoli,
Cauliflower, Lettuce, Cucumbers,
Melons, Tomatoes, Peppers, Onions,
Spinach, Squash, Watermelons

Solution Area: Digitization; Data
Integration; Single-platform view;
Standardization of Global Operations

Product Used: Cropin Grow; Cropin
Data Hub



Cropin

**A Coast-to-Coast
Engine of Innovation**

In the heart of the American seed industry stands a powerhouse built on a legacy of precision and passion. Rooted in the heritage of its world-renowned Japanese parent, this seed major has become the gold standard for vegetable and ornamental breeding across the USA. Their mission transcends business; it is about the biology of the dinner table and the aesthetics of the American garden.

With over 500 experts, 34 crop types, 859 varieties, and farming that must adapt to vastly different microclimates across the US, this is not a simple operation. It is a precision machine – one the company wanted to improve not for a lack of data, but a need for data integration.

By deploying Cropin Grow and Cropin Data Hub, the company achieved end-to-end operational visibility across its entire US footprint in under 8 months – transforming fragmented, lag-heavy reporting into a single, near real-time visibility.

LEGACY VS NEXT GEN

Capability	 State Before Cropin	 Cropin Powered Future
 End-To-End (E2E) Visibility	Operations Were Digitized But Fragmented; Limited Cross-Regional Oversight.	Holistic E2E Transparency From Nurseries To Final Distribution
 Single Platform View Of Production	Data Siloes & Fragmented Views Forced Leaders To Piece Together A Puzzle For Decision-Making	One Single Platform View Across All Regions For Informed Decision-Making
 Near Real-Time Monitoring	Manual Data Delays Created A Lag In Strategic Decision-Making	Near Real-Time Data Visibility Accelerated Data-Driven Agility
 Data Integration	Manual Rework Required To Generate Comprehensive Reports From Siloed Data	Automated, Streamlined Workflows Eliminated Administrative Friction

The Challenge: Already Digital. Still Flying Blind.

Most seed digitization stories begin with pen and paper. This one does not – and that distinction matters.

This US seed major had already ahead of the curve with established digital infrastructure, active ERP systems and tracked field operations.

But as their national footprint expanded, a more insidious problem emerged: digital fragmentation. Data existed, but it was siloed in regional systems that couldn't speak to each other. Strategic reports reached the leadership days after the operational window to act closed. The gap between what was happening in the nursery and visibility for executive suite wasn't lack of technology, it was deficit in *integration and speed*.

Three specific hurdles defined the challenge:

- 1. The Speed Problem:** Strategic decisions in seed production are time-critical. A crop cycle shift, a pest event, a pollination window – these require near real-time data, not week-old reports. The existing infrastructure couldn't deliver that velocity.
- 2. The Unification Problem:** Data trapped in siloed local ERPs and regional systems required stitching to gain cross-regional view. Manual rework of pulling and reconciling was slow and prone to inaccuracies, making high-stakes reporting expensive in both time and accuracy.
- 3. The Visibility Problem:** Leadership lacked "**Nursery-to-Gate**" transparency. Tracking a variety's complete journey from germination in a controlled nursery to field cultivation and final distribution was impossible with fragmented systems. Managing a complex, multi-climate operation with an incomplete picture created a ceiling for growth.

"For an organization of this scale, data was never the problem. Integration was."

The company needed a platform that could digitize nursery-level operations from the ground up, standardize workflows across crops as biologically diverse as Broccoli and Watermelons, integrate seamlessly with existing ERP infrastructure, and deliver a single-platform view for leaders – without a multi-year implementation timeline.

Why Cropin: The Platform Built for Seed Production Complexity

After evaluating multiple technology partners, the company selected Cropin Cloud – the world's first agriculture-specific industry cloud – as its digital transformation partner.



Configurability without complexity.

Cropin Grow's highly configurable workflow engine could be customized to capture the unique agronomic requirements of each seed type – the pollination windows of Onions, the transplant logistics of Tomatoes, the germination tray management of Broccoli – while rolling up into a single, standardized process for the entire organization.



Integration-first architecture

Cropin Data Hub is designed as a "pluggable" integration layer, capable of connecting to existing local ERPs and aggregating field-level operational data without replacing existing infrastructure. This was not a rip-and-replace deployment. It was an intelligence layer built on top of what already existed.



Proven seed industry depth

With over 15 years of specialized experience in global seed production – spanning companies in Europe, Asia, Africa, and the Americas – Cropin brought not just technology but institutional seed industry knowledge to the implementation.

Configurability without complexity.

Cropin Grow was deployed across the company's entire US operational network – from controlled nursery environments to large-scale field production **in under 8 months**. This is a significant milestone in enterprise agtech implementations, where deployments of comparable complexity routinely take 12 to 24 months.

The speed was possible because of Cropin's structured customer success methodology: phased onboarding, role-specific training for field staff, agronomists, and managers, and a configuration process that adapted to existing workflows rather than demanding that the organization rebuild around new ones.



Standardization Across 34 Crops

Cropin Cloud's high configurability powered customized workflows across the company's portfolio – from the indoor germination to the large-scale field pollination. Each process was designed to capture unique seed nuances, while maintaining consistency required for unified organizational reporting.

The result: whether monitoring California Cauliflower or Florida Tomato, leadership accessed identical near real-time data in a single dashboard - zero toggling required. This shift from reactive to proactive management empowered teams to resolve on-ground issues before they compromised seed quality or yield.

ERP Integration via Cropin Data Hub

Cropin Data Hub was the interface for the entire implementation. By integrating with existing local ERPs, it eliminated the manual rework previously required to generate cross-regional reports. Field-level operational data captured in Cropin Grow flowed automatically into the unified data layer, creating a single source of truth accessible to every stakeholder — from field staff on a mobile device to the C-suite on a web dashboard.

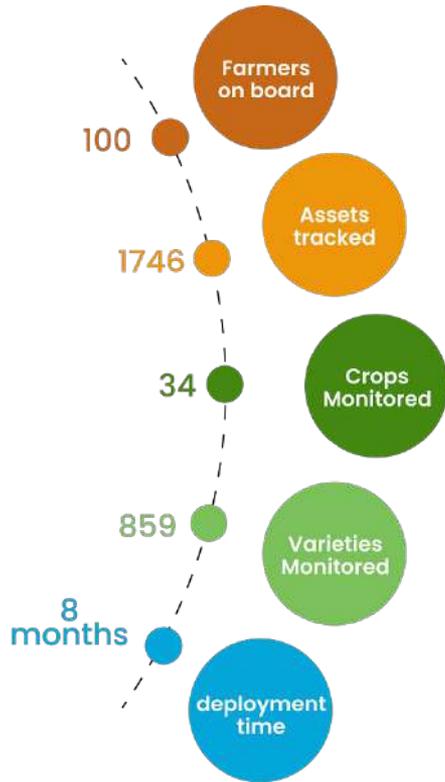


DIY Reporting via Sisense Integration

Direct access to Cropin platform empowered teams to build and customize their own reports via Sisense. Teams across the organization built and customized their own reports without routing requests through IT. This DIY approach eliminates IT bottlenecks and allows for hyper-specific analysis, accelerating the pace of strategic decision-making.



The Impact That's Just Getting Started



Drastic Reduction in Time Lag

The data lag that previously stretched to days has been eliminated. Field activities is now visible in near real-time, resulting in new levels of transparency. The management has moved from reactive to proactive.

Empowered Field Teams

Multi-modal data capture – text, images, geo-coordinates – combined with offline functionality ensures data quality even in remote production locations without reliable connectivity.

Strategic Decision-Making

Automated data flows between Cropin Grow and existing ERP systems have eliminated manual report generation. DIY Reports, custom dashboards, and single platform view have empowered **strategic decision-making**.

End-to-End Transparency

For the first time, leadership has true "Nursery-to-Gate" visibility – tracking every variety's journey from the earliest germination tray through field cultivation, harvest, and final distribution – on a single platform.

Data encryption

Data security and privacy are ensured with high levels of encryption.

Organizational Confidence: The company's recent decision to upload historical data from 2023 and 2024 into the platform is a telling signal. It reflects not just satisfaction with the current implementation, but a strategic commitment to Cropin as the long-term infrastructure for production tracking and continuity planning.

The Road Ahead: From Digital Transformation to Predictive Intelligence



Phase I is complete. The foundation — clean, unified, real-time data across 34 crops and 859 varieties is now in place. What comes next is the more consequential shift.

The company is actively planning an expansion of the Cropin platform to additional geographies beyond the US. And critically, the accumulated plot-level data now makes possible something that manual reporting never could: predictive intelligence.

By layering AI-driven insights into the existing data foundation, the company's next phase will move from *recording what happened* to *predicting what will happen* — optimizing seed purity, forecasting yield potential, and anticipating climate-driven risk before it reaches the field.

This is the inflection point that separates companies that digitized from companies that became intelligent. This seed major is making that leap — and the 8-month foundation they built with Cropin is what makes it possible.



Founded in 2010, Cropin is the world's most advanced AI Platform for Food and Agriculture. Cropin Cloud, the world's first industry cloud for agriculture, has computed 10% of the world's cultivable lands. Implemented by over 250+ enterprises, Cropin empowers stakeholders to make informed decisions that enhance farming efficiency, productivity, and sustainability. Our teams are spread across India, the United States of America, Italy, the Netherlands, and Brazil. We have digitized 30 million acres of farmland and positively impacted over 7 million farmers worldwide. Our crop knowledge graph, spanning 400+ crops and 10,000+ varieties in 103 countries, powers the Cropin Cloud. We are at the forefront of uniting agribusinesses, development agencies, international organizations, and governments to leverage Agtech systems to transform global food systems and attain climate goals. Cropin is backed by Google, Bill & Melinda Gates Foundation, ABC Impact, and Chiratae Ventures, among other notable investors.

