

OI-12 – Ibercaja The IOT Revolution For Young Farmers

OPEN INDUSTRY

CONNECTED TRANSPORT

MANUFACTURING

HEALTHCARE

ENERGY AND UTILITIES

BUILDINGS & INFRASTRUCTURE

ENABLING IoT



OI-12 – Ibercaja The IOT Revolution For Young Farmers

Thursday 31, 12:55h - 13:40h Room 4

This session will explore how Ibercaja, a leading bank in the rural sector in Spain, built a precision agriculture IOT product to digitize new and young farmers.

Due to the expansion of ebanking, Ibercaja was losing physical contact with this main sector of customers in rural areas.

Discover how Smarteye - Agrotech helped to improve their production, control and protect the environment, and finally to create a new business model to transform the engagement with their main clients.

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AGRO TECH

iberCaja 



A testbed of success!

Speakers



**Guillermo
Renancio**

IOT Director
Integra Estrategia y
Tecnología



**Nacho Torre
Solá**

Digital Strategy and
Marketing Director
Ibercaja



**Félix Gil
Martínez**

CEO
Integra Estrategia y
Tecnología



Victor Royo

Digital Strategy and
Innovation Head of
Ibercaja
Ibercaja

Why the Agrotech in Ibercaja?

Ibercaja



1100

Branches

5000

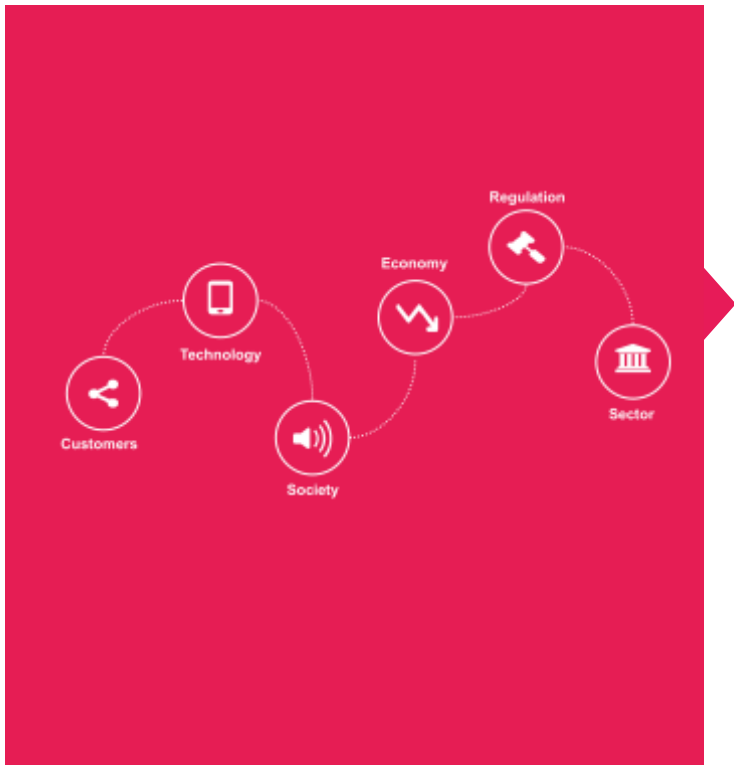
Employees

+140

Years
Able to adapt

ENVIRONMENT & DIFFERENCIATION



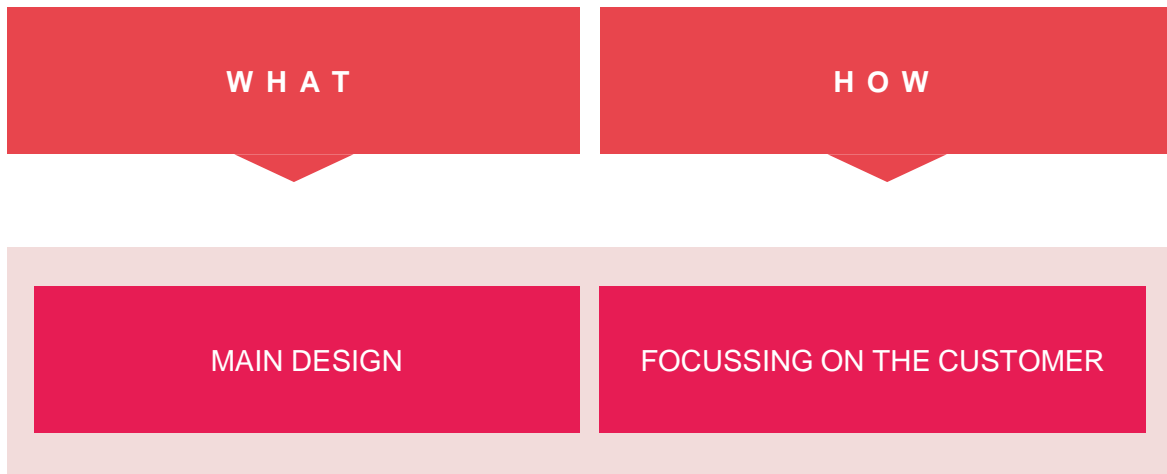


▶ DIFFERENCIATION

▶ ABILITY TO ADAPT

DIFFERENCIATION

→ DIFFERENTIATION



➔ MAIN DESIGN



HUMAN FACTOR



CONVENIENT



USEFUL



AUTHENTIC

➔ FOCUSING ON THE CUSTOMER



RESEARCH



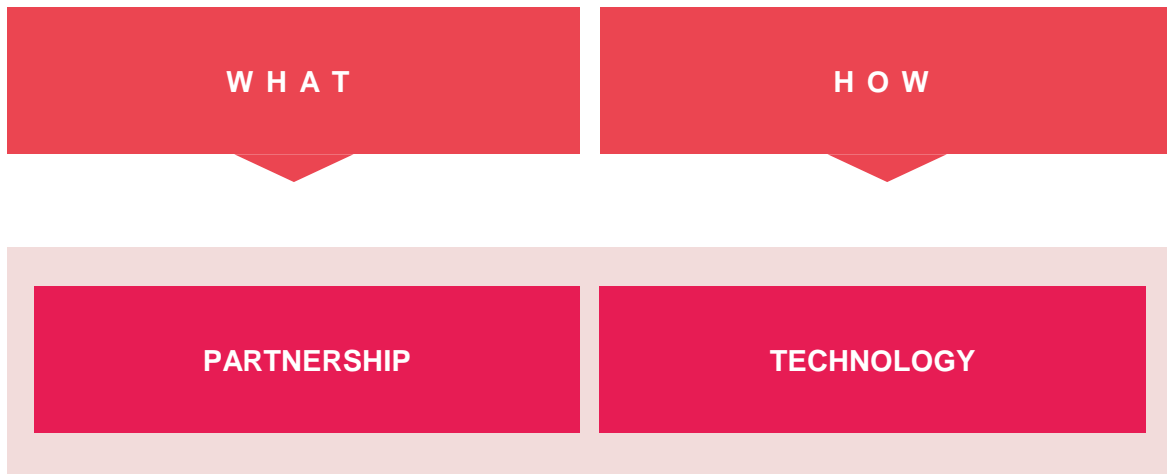
DEVELOPMENT



**MEASUREMENT
& IMPROVEMENT**

ABILITY TO ADAPT

→ ABILITY TO ADAPT



iberCaja 

EL BANCO
DEL
vamos



vamos

How to make agrotech real?

HOW?

▶ **COLLABORATION**

▶ **CHANGING THE WAY
OF WORKING:**

- Focus on Customer Needs
- Minimum Viable Product
- Scrum Methodology

From your IT consulting point of view, how is to work with a Bank creating an IoT Project to be sold to the farmers?

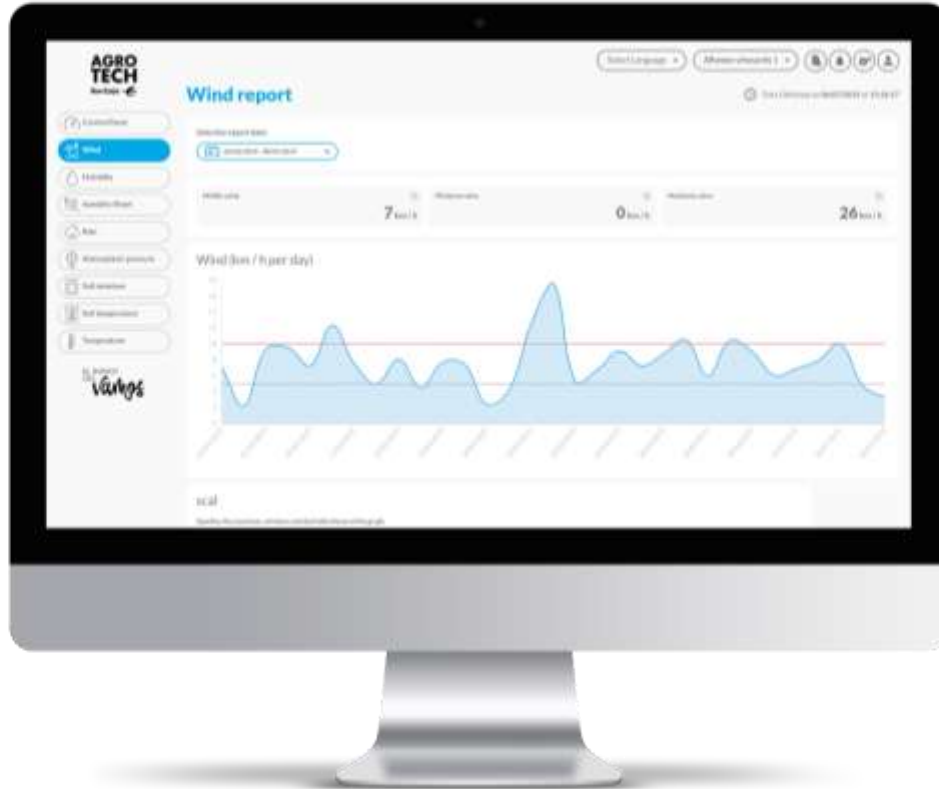
What are the deliverables of the project?

What are the final products a Farmer is able to buy or to rent to IBERCAJA?

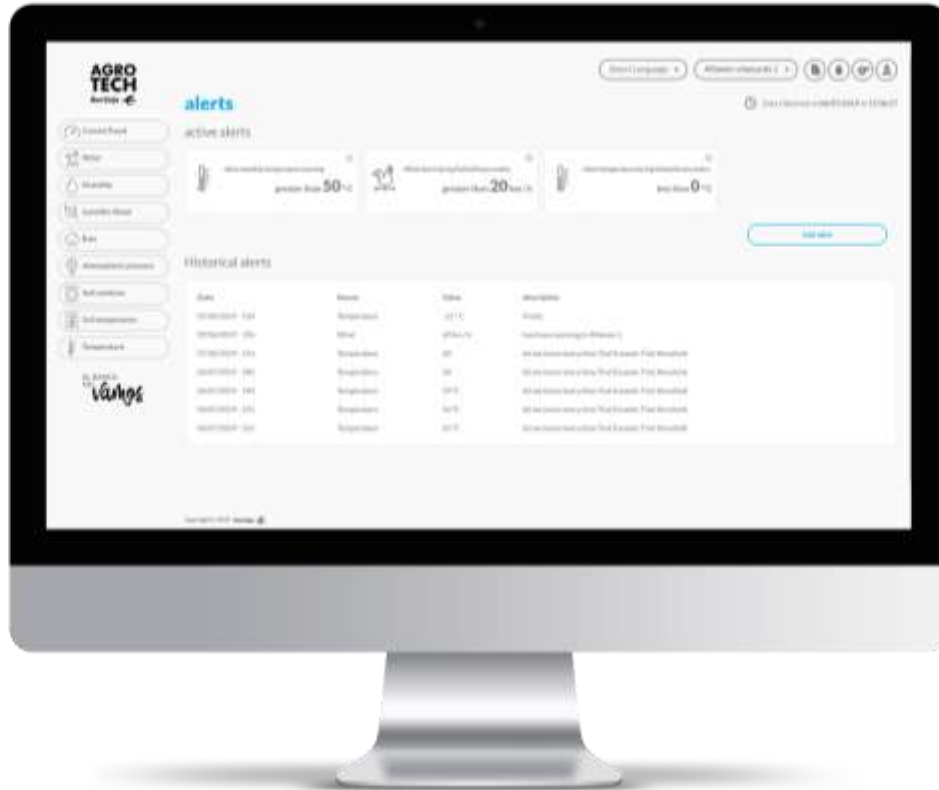
Control panel



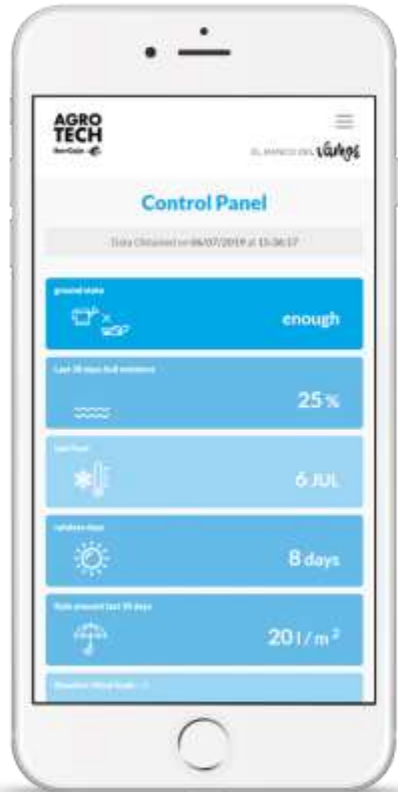
Control specific variables



Alerts

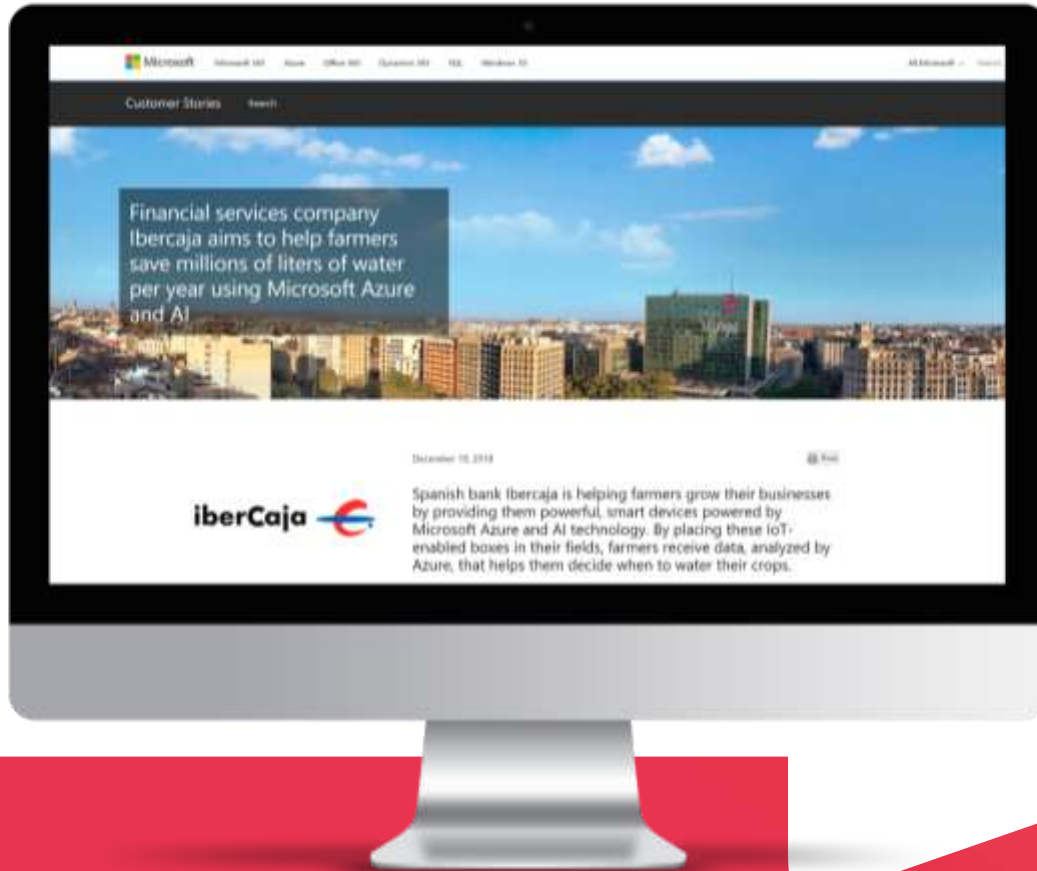


Multidevice



Which is the role of MICROSOFT
in the project?

Why this project is a success story
for MICROSOFT?



How have you launched the marketing and commercial plan to sell this product to the final customers, the farmers?

- ▶ **Democratizacion**
- ▶ **Confidence**
- ▶ **Useful**



DIGITALIZING INDUSTRIES

COME JOIN US!



SAVE THE DATE
29 - 31 October 2019



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FOR MORE INFO VISIT
www.iotsworldcongress.com