

How Solinftec Increases Grain Traders' Productivity and Improves Their Workflows



Solinftec is devoted to bringing technology and innovation to farmers and agricultural operations around the world. Founded in Aracatuba, São Paulo, Brazil, in 2007 by a group of Cuban automation engineers, the team first set out to improve the sugarcane industry, then quickly expanded into grains, fiber, and perennials. In 2018, Solinftec stepped foot in the US and worked with clients to measure efficiency on more than four million acres across the corn belt. In the process, they discovered dramatic efficiency opportunities. Today they help retailers and service providers apply 50% more acres per rig and provide a better service to farmers so they can grow their business. In 2021, Solinftec launched a new software solution for grain traders to bring efficiency and transparency to the way they trade, handle and store grain.

THE PROBLEM

In addition to their commitment to bringing technology and innovation to farmers and agricultural professionals around the world, Solinftec wanted to make sure their clients were being as productive as possible. When developing their new solution for grain traders, they went in search of a data provider that would be able to offer the data and tools to integrate into their solution to help them improve their clients' workflows.

THE SOLUTION

Solinftec discovered that Barchart would be able to provide them with the data and tools they needed – in a modern, convenient way – to complement their existing technology. Solinftec now integrates a variety of Barchart's flexible, cloud-based APIs into its web app. With these APIs, farmers and service providers in agriculture who use Solinftec can access up-to-date, reliable information such as cash bids, weather, market news, grain instruments, and more.

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"Not only is the data we receive from Barchart accurate, but the implementation process also couldn't have been more seamless," said Bret Sitzmann, Head of Ecosystem & Grain at Solinftec. "Farmers across the world will now be able to access this crucial data from Barchart at any time, making them more productive than ever before," added Sitzmann.

"It is of utmost importance to our team here at Barchart to give agricultural professionals around the globe access to the data and modern tools they need in order to grow," said Tateme Pouliot, Regional Sales Director, at Barchart. "That's why we are thrilled when we are able to help companies, like Solinftec, fuel this initiative - and we will do anything we can to tailor to their needs" added Pouliot.

With a fluid business plan, Solinftec is set to continue growing at a rapid pace. And now with Barchart's valuable, up-to-date data integrated into their solution for grain traders, they've grown the value of their technology for its users. With the data farmers and ag professionals rely on, they're on their way to bringing pivotal innovation to farmers in every country and every region. To learn more about Solinftec, please visit www.solinftec.com.

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