CropTrak®

REINVENTING THE DIGITAL WORKFLOW
With CropTrak

Resolving the complexity of data collection and analyses.

Record keeping has transitioned from pencil and paper to simplistic computer programs to large databases. Yet today's digital workflow has to go beyond basic record keeping. Multiple data points, captured from various sources, are constantly interacting with and impacting the information you or your customers need to know. This requires more than a spreadsheet or a logbook. If your business enterprise is experiencing an inability to efficiently collect data when you want, how you want, or where you want, you need CropTrak.

Simplify Data Collection

CropTrak offers agricultural enterprises a simple system for collecting and storing complex data. Its user-friendly interface and customizable components make user adoption smooth and seamless.

Collect Data Anywhere, No Matter How Remote

CropTrak allows for the capture of data from any location. Data can be entered directly into CropTrak with your mobile device, even when an internet connection is not available.

Increase the Accuracy of Data Collection

With CropTrak, data is collected immediately and directly, eliminating inefficiencies and providing users with data that is accurate, reliable, and fresh.

Keep Data Secure

Built by innovative GIS software designers with a proven military design background, CropTrak can be trusted to keep even the most sensitive data secure from threats or loss.

Support and Verify Data with Metadata Collection

By collecting metadata that can verify the user, time, location, and weather conditions at the time of entry, CropTrak can be used to substantiate claims at the time of an audit or other reporting situations.

Standardize Data from Different Sources

Unlike paper or spreadsheet systems, CropTrak's unique platform can standardize data and automatically convert from one unit of measure to another. CropTrak allows for customization by language and location.

Changes in regulation or market forces can necessitate changes in data collection or data reporting needs.

Completely Customize Data Output for Each Need

With CropTrak, data output can be customized for specific requirements and customized reports can be tailored to address specific sustainability and traceability needs while following specific formats as prescribed by regulatory agencies or customer requests.
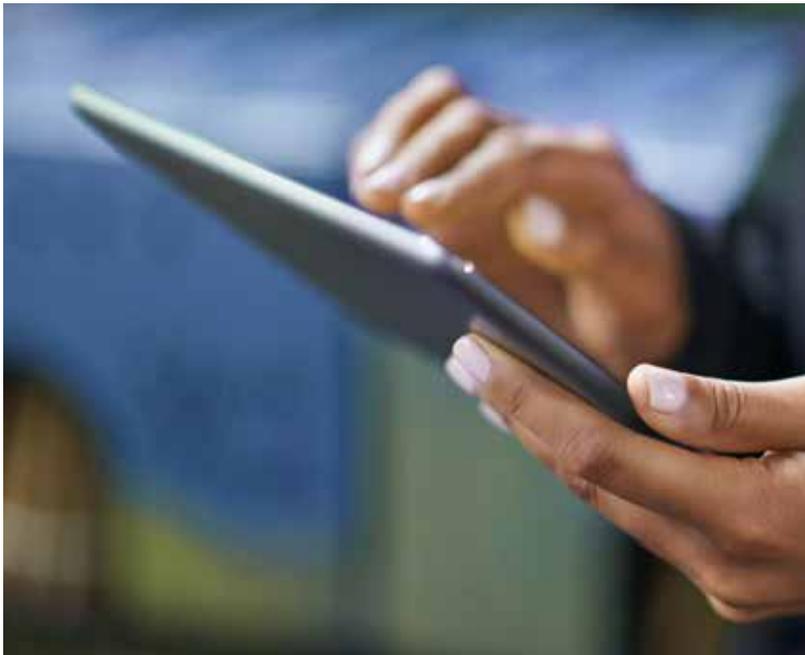
Adjust to Changing Regulatory or Marketing Requirements

CropTrak's digital platform makes it easy to implement changes without having to utilize IT resources, including both big and small changes, quickly and easily without any coding knowledge and without any delay.

"CropTrak allows for the capture of data from any location, even if an internet connection is not available. When connectivity is restored, users can easily sync devices to ensure that all data is captured into one coordinated system."

If your enterprise is ready to change your digital workflow, you're ready for CropTrak.

Call us today or visit croptrack.com to start a conversation.