



The Yield



Who

The Yield is an agriculture data analytics company which offers digital solutions for corporate agriculture companies. The company provides predictions around weather and harvest quality and quantity which allow its customers to mitigate risks, maximise returns, and improve their commercial outcomes and accountability.

What - problem

The Yield needed a partner to help it scale. The company's analytics is based on data either provided by its own IoT solution using sensors, or by plugging into its customers' information systems. As The Yield specialises in corporate growers with perennial crops, its clients are scattered in pockets, from far north Queensland to the north coast of Tasmania and South Australia's wine regions. The Yield needed a partner which could provide a hardware deployment solution and that had a presence across Australia.

How - what Best did

Best has been providing The Yield with a presence on the ground in locations around Australia since December 2017. By looking after servicing, connection and installation needs, Best frees up The Yield to focus on the network design, setup, and integration of its IoT solution, along with the data and service it provides its clients.

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Result – why Best is good



Best has allowed The Yield to scale its business and bring its innovative offerings to remote pockets of Australia.

Taimoor Qasim, Operations Manager, The Yield, says the company understood that the best way to scale was by working with a partner with aligned values and patience.

“Using IoT on farms is just brand new, it’s cutting edge,” he explains. “To make something that fresh work, you need to be agile, you need to learn from your mistakes and have patience to let the system work itself.”

“We had the best project manager, John Burrows specifically, and the Best project management team was super agile. They were very keen to learn from mistakes and turn them into successes.” When the COVID-19 crisis hit, The Yield was faced with significant challenges. Best’s ability to provide resources across Australia had always helped The Yield keep travel costs down, but when borders closed, Best’s national network became even more important. Through its partnership with Best, The Yield was able to de-risk its operating model by upskilling people within each state and ultimately mitigate the pandemic’s impact on its customers.

“If a company with resources only in Sydney covered all our locations, it would just be impossible, especially with COVID-19,” declares Taimoor.

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