CASE STUDY

Arborea Co-Op less Vulnerable to Milk Price Volatility with Pentaho

Sardinia's Main Dairy Company uses jAPS Entando and Pentaho to Help Farmers Master their Businesses

About

S3A Latte Arborea is Sardinia's leading dairy and food producer. The co-operative collects 90 percent of all Sardinian cow milk from its 286 farmers, who produce 200 million liters of milk annually.

Challenges

Over the last few decades, dairy markets have been subject to globalization. As a result, farmers are now affected strongly by milk price volatility and need to compete beyond their regional boundaries. 3A Latte Arborea used Excel to analyze the status of its business before they initiated a project together with APA (association for cattle breeding and genetic improvement) and the University of Sassari . Together they developed one of Italy's first Business Intelligence (BI) systems that enables a dairy chain to eff ectively support farmers in mastering their businesses.

The co-operative turned to its web agency J-Service to support them in finding an affordable BI solution that was also easy enough to use by farmers with very little business, IT and even computer experience.

Solutions

- Pentaho BI Enterprise Edition
- Pentaho Data Integration to extract, transform and load (ETL) capabilities (from three data sources)
- Pentaho reporting for easily accessing, formatting and distributing information to the portal by farmers and business users/administrators within the dairy chain
- Pentaho Analysis puts rich analytics power in the hands of the farmers to be able to slice, dice and explore their data multi-dimensionally
- Implemented jAPS Entando, a next-generation, open-source information management platform, that helps companies and governments operate more efficiently through information sharing and online collaboration

Arborea

L'isola felice delle mucche

QUICK FACTS

- Industry: Manufacturing/Agriculture
- Headquarters: Arborea, Italy
- Website: www.arborea.it
- Products/Services: Pentaho Data Integration, Pentaho Reporting, Pentaho Analysis
- Third Party: jAPS Entando Open Sour next generation portal. www. japsportal.com

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> Bringing Pentaho and jAPS Entando together means a true integration of Business Intelligence with enterprise content. Farmers and decision makers in the dairy chain can easily access and interact with data and content in way that's compatible with their normal social media and online experience.
>
> – WALTER AMBU
> *Co-Founder, jAPS*

- The web agency J-Service carried ou tthe integration work and customized the portal to meet the special requirements of 3A Latte Arborea's farmers

Results

For dairy farmers:

- 88 farmers trained and using the web portal to date, with ongoing training for the remaining 198 farmers
- Ability to optimize production costs and technical/ economic efficiency
- Ability to identify strengths and weaknesses of different 'what-if' scenarios
- Analyzing their own data in comparison to the other farmers of the co-operative made such a strong impact that the farmers asked to have even more data and reports available in their personal portal
- Improved short and long-term planning information and alternatives

For the dairy chain:

- Ability to gain valuable insight on which factors most often affect productino costs across the chain
- Ability to quickly and easily identify critical issues such as feeding costs or shortage of soil
- Ability to plan and take action within the system to overcome critical issues and lower production costs

To improve overall planning capabilities, raise output and lower costs, 3A Arborea uses Pentaho BI for real-time, personalized KPIs on critical issues such as feeding costs or shortage of soil.

Summary

3A Latte Arborea co-operative collects 90 percent of all Sardinian-produced cow milk from its 286 farmers. Sardinian farmers, like all others today, are affected by milk price volatility and global competition. Business Intelligence is helping to make the Sardinian dairy chain more effi cient and competitive but it first needed to overcome two big challenges: price and extreme ease of use; the users would be farmers with little to no computer experience. The co-operative solved this by combining two cost-efficient open

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source solutions: Pentaho Business Intelligence Enterprise Edition, utilizing the data integration (ETL), reporting (design) and analysis (query) features included in the platform and jAPS Entando, a portal and content management platform that allows easy access and interaction with data and content and a 'web 2.0' experience. The combined systems enable farmers to access their reports in real-time and see how they are performing against a range of KPIs. This has helped the farmers to make more profi table decisions about production costs, optimize operational efficiency, identify strengths and weaknesses in the supply chain, and improve short and long-term planning overall.

> Getting information from across the whole dairy chain helped 3A Latte Arborea to gather valuable insight on which factors affect production costs the most, identify threats on the horizon such as feeding cost increases or soil shortages, allowing us to take remedial action before they have a chance to escalate.
>
> – FRANCESCO CASULA
> *General Manager, 3A Latte Arborea*

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