

AVEVA PI WORLD

Making Agricultural Data Fair and FAIR

AxisTech

Presented By: Wesley Lawrence

AVEVA

About Me

Wes Lawrence

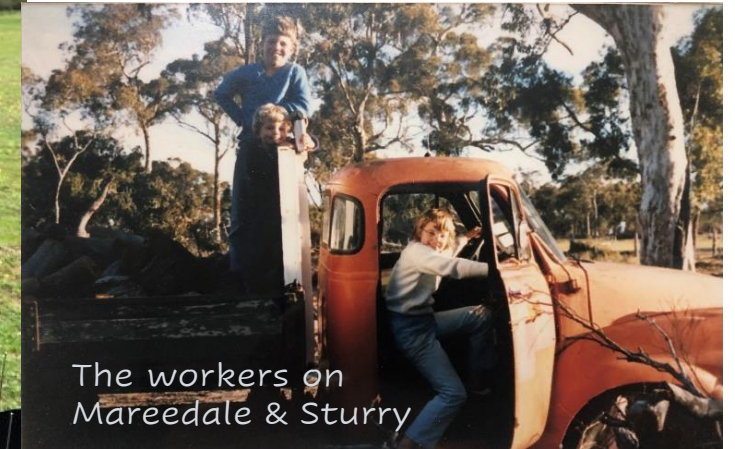
Mixed farming operation,
Great Southern WA.

12+ years in Tech.

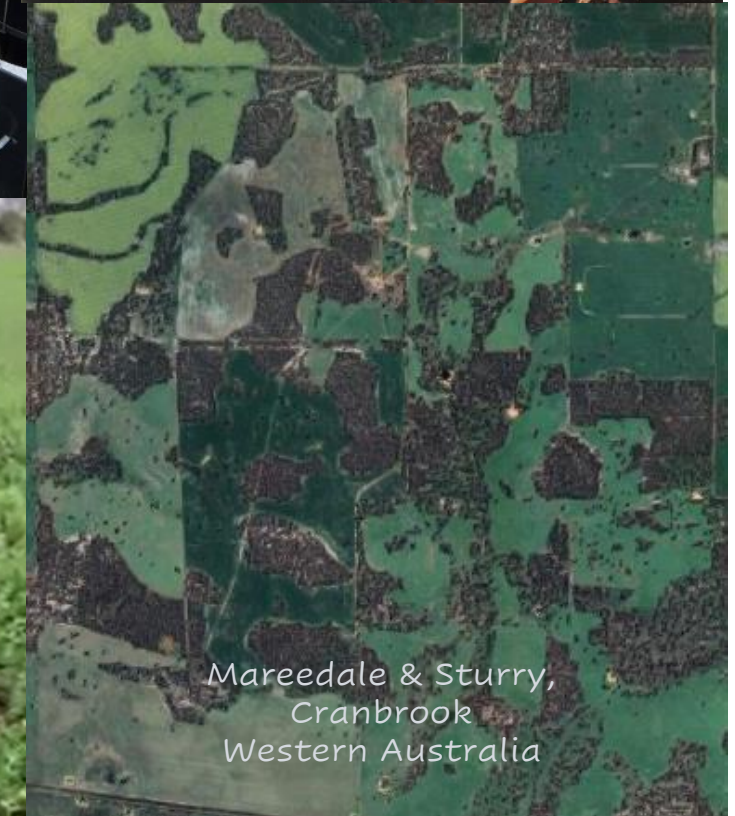
Founded AxisTech 5 years ago.



AxisTech client installs



The workers on
Mareedale & Sturry



Mareedale & Sturry,
Cranbrook
Western Australia

About AxisTech

- Australian based **AgTech solution provider** with a **focus on IoT devices** and **whole-of-business data**.
- Provide end-to-end solution and services covering multiple points in a complex multi-step system that includes:
 - Installation
 - Sensors
 - Cameras and devices
 - RF and connectivity
 - Device management
 - Sensor data handling
 - Data visualization
 - Data storage
 - Data analysis
- We are playing our part in **digitizing agribusiness**.



The opportunity

Australia

- 85,000+ commercial farming enterprises plus other supply chain and research participants
- Farmers are managing approximately 50% of the Australian land mass (Australia is roughly equivalent size of the lower 48 states of the US)
- The agricultural industry is currently worth US\$48 billion with a target of USD\$78 billion by 2030.

Global

- Global agricultural industry is expected to grow from US\$9.6 trillion to \$13.1 trillion in 2025*
- World population is growing, currently 7.9 billion, forecast 10 billion by 2050
- Income growth in developing countries is leading to diet change to increased proteins and dairy **
- Arable land availability is decreasing **
- Food production needs to increase by 70%, off less arable land * **

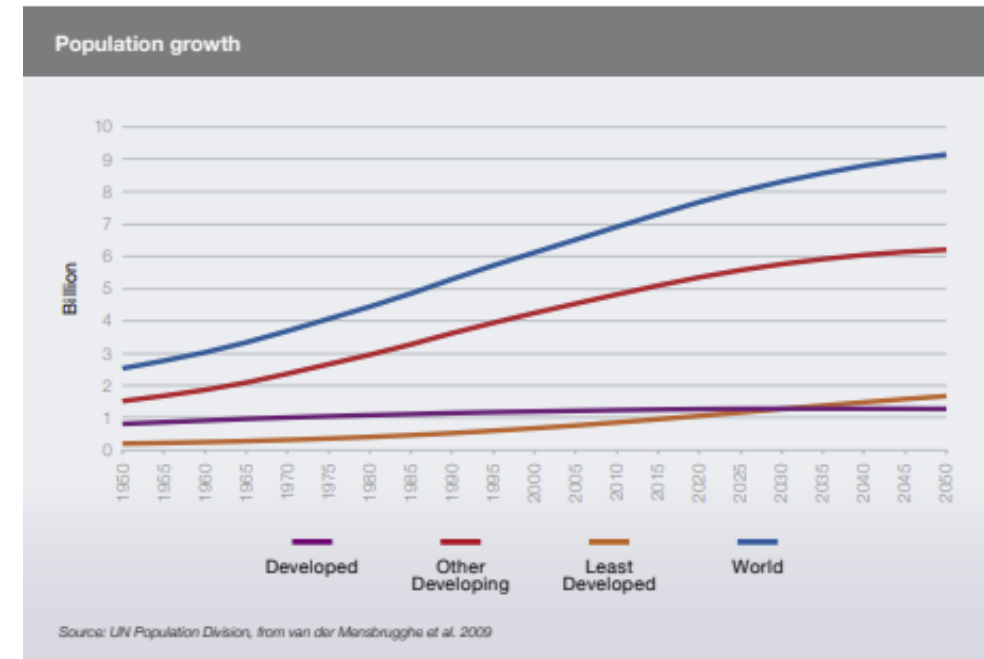
References:

*Agriculture Global Market Report 2021 - By Type (Animal Produce, Crop Production, Rural Activities), By End-User (B2B, B2C), COVID-19 Impact And Recovery

**How to Feed the World 2050 -

http://www.fao.org/fileadmin/templates/wsfs/docs/Issues_papers/HLEF2050_Global_Agriculture.pdf

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Challenge: disparate and fragmented data

Growers



	A	B	C	D	E
1	Row	Store	Product A	Product B	Product C
2	1	Store A	23	53	48
3	2	Store B	24	95	87
4	3	Store C	67	49	97
5	4	Store D	53	73	50
6	5	Store E	72	5	15
7	6	Store F	50		
8	7	Store G	88		
9	8	Store H	52		
10	9	Store I	4		
11	10	Store J			
12	11	Store K			
13	12	Store L			
14	13	Store M			
15	14	Store N			
16	15	Store O			
17	16	Store P			
18	17	Store Q			

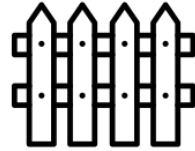


Challenge: disparate and fragmented supply chain

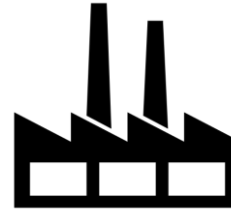
Growers



Intensive



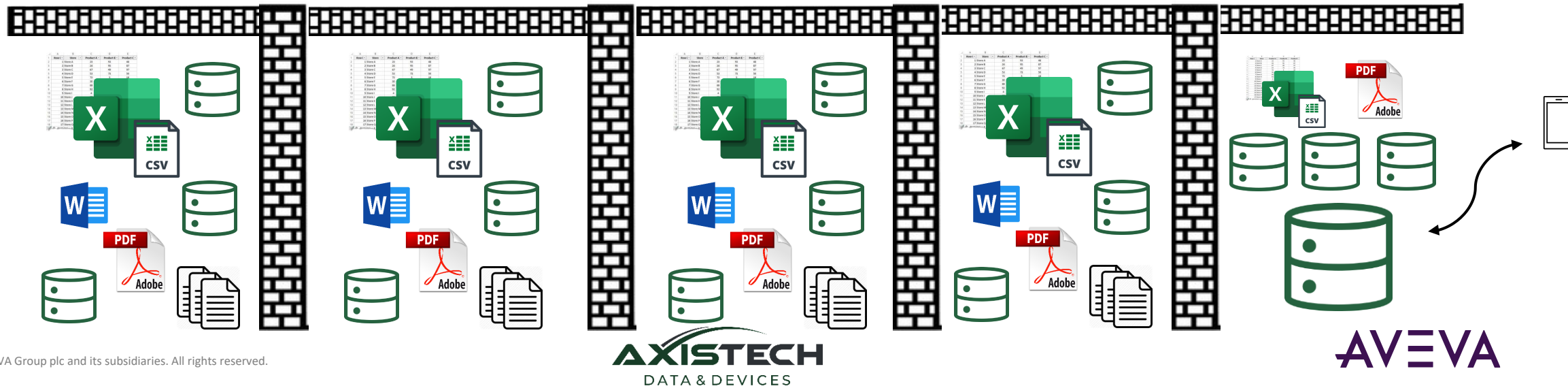
Processor



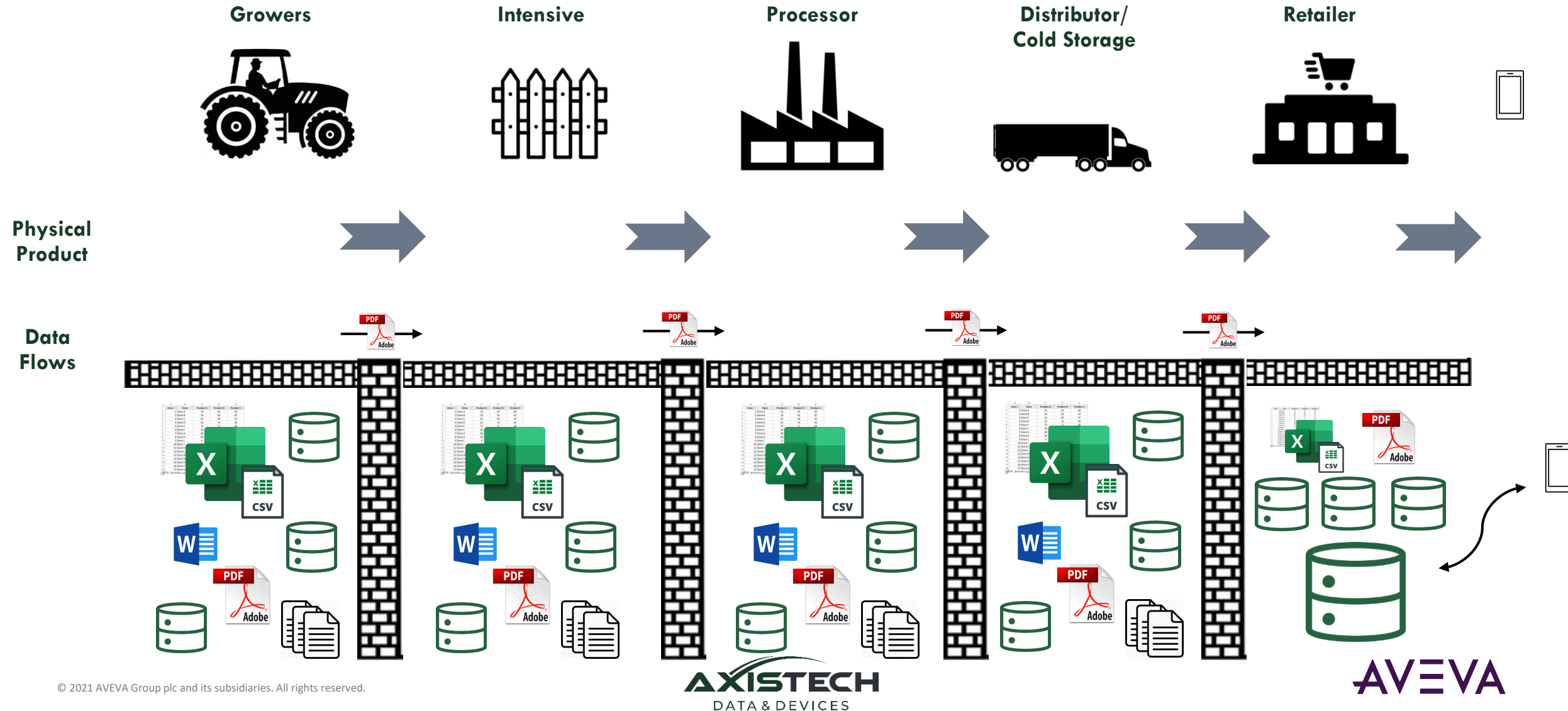
Distributor/
Cold Storage



Retailer



Challenge: disparate and fragmented supply chain



Implementation methodology: Upstream Agriculture

- Making data fair – ownership and security
- Making data FAIR using Pi Cloud

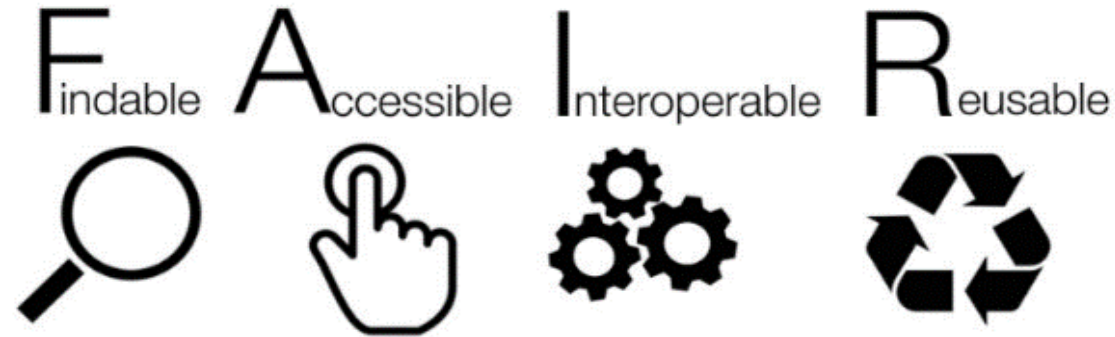


“Digital Building Block”

Implementation methodology: Food & Beverage Processor



Implementation Principles: FAIR Data



Applies internally and externally

FINDABLE

- What data exists and where?
- Well organised metadata

ACCESSIBLE

- What shape and form is your data in?
- Trust and consent to access

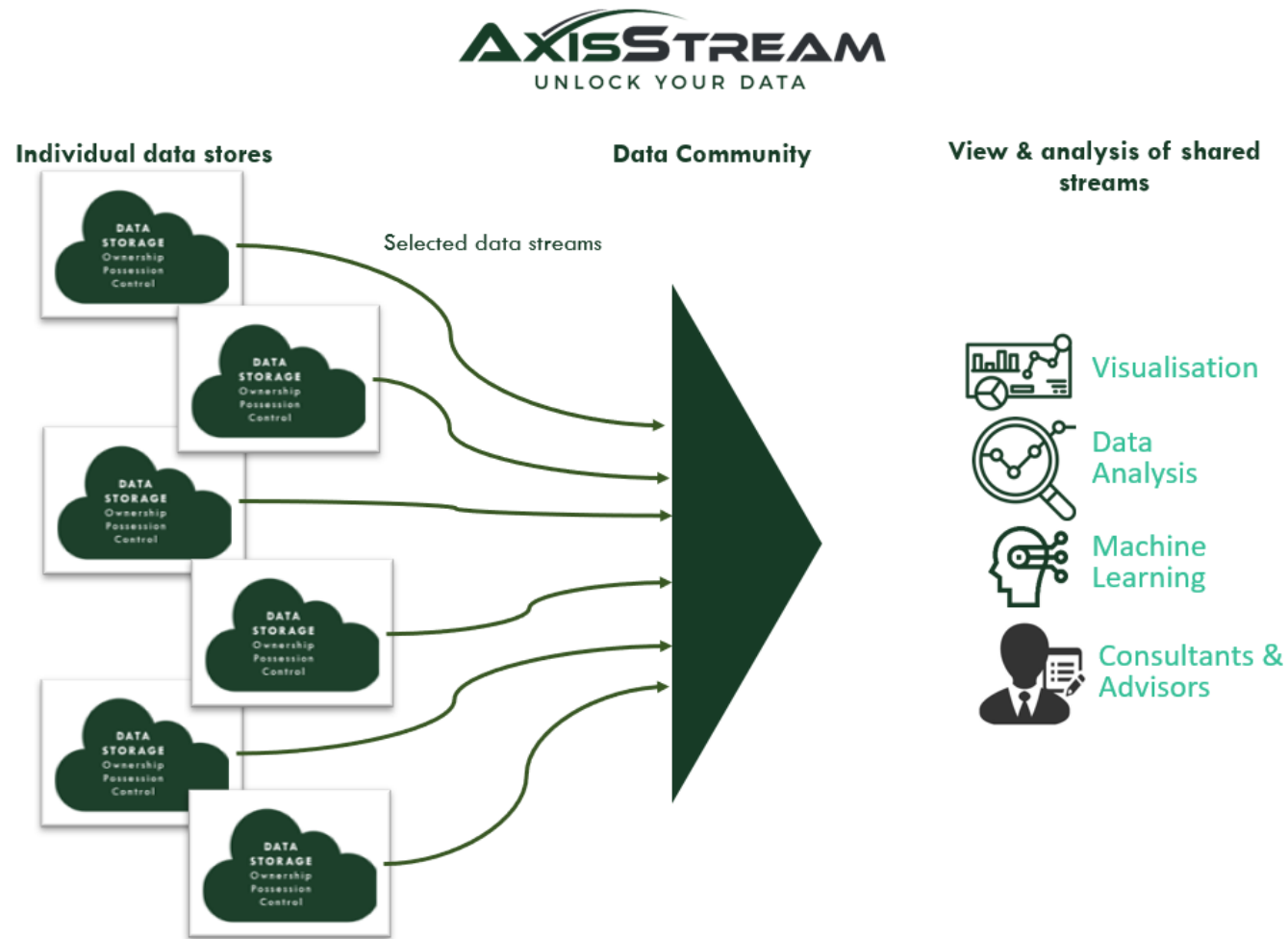
INTEROPERABLE

- Aligned and standardized
- One software to another

REUSABLE

- Multiple returns on investment
- Internal analysis
- External collaborations
- Machine learning & future data uses

Data Reuse Capability: Data Collaboration Platform



Industry Impact: Jordan Wall - Stone Axe Pastoral



Industry Impact: Belinda Lay – Coolindown Farms

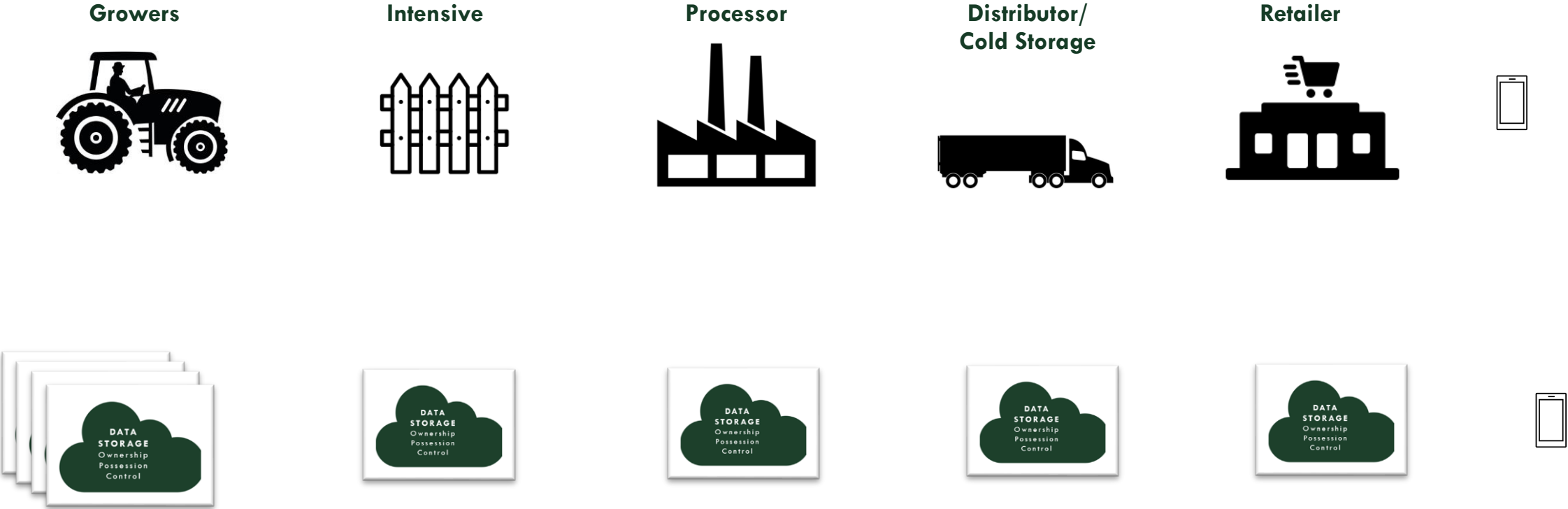


“The control and ownership I now have has improved my ability to use the data and gives me confidence to implement additional technologies, knowing that I will be able to gain further insights into our operations and facilitate my own research, ideas and projects.”

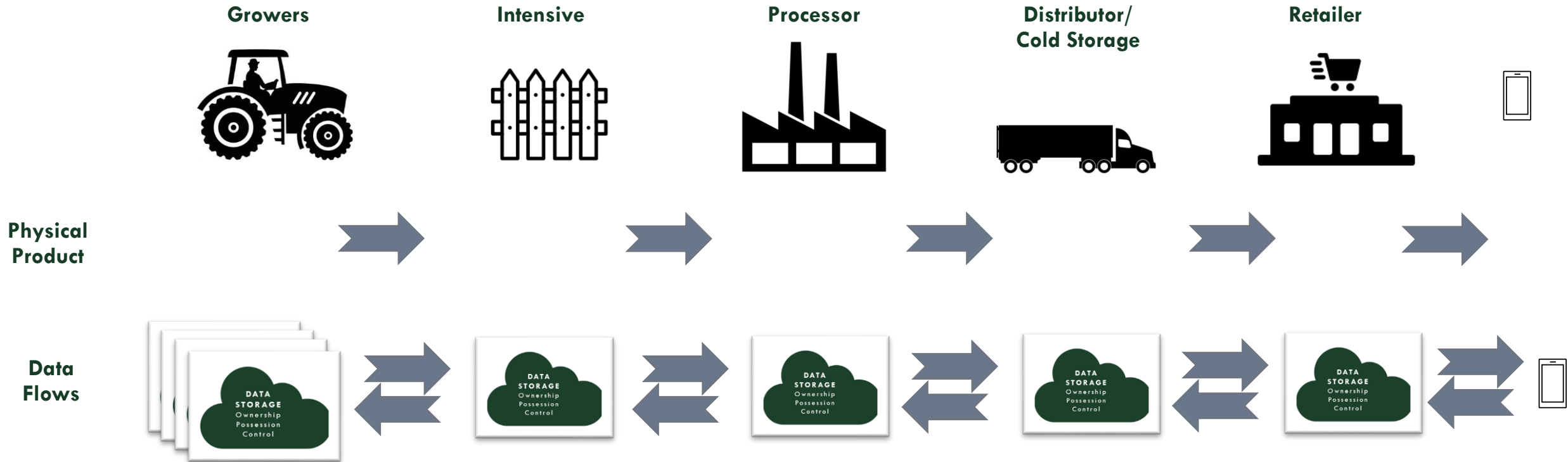
Belinda Lay, Coolindown Farms



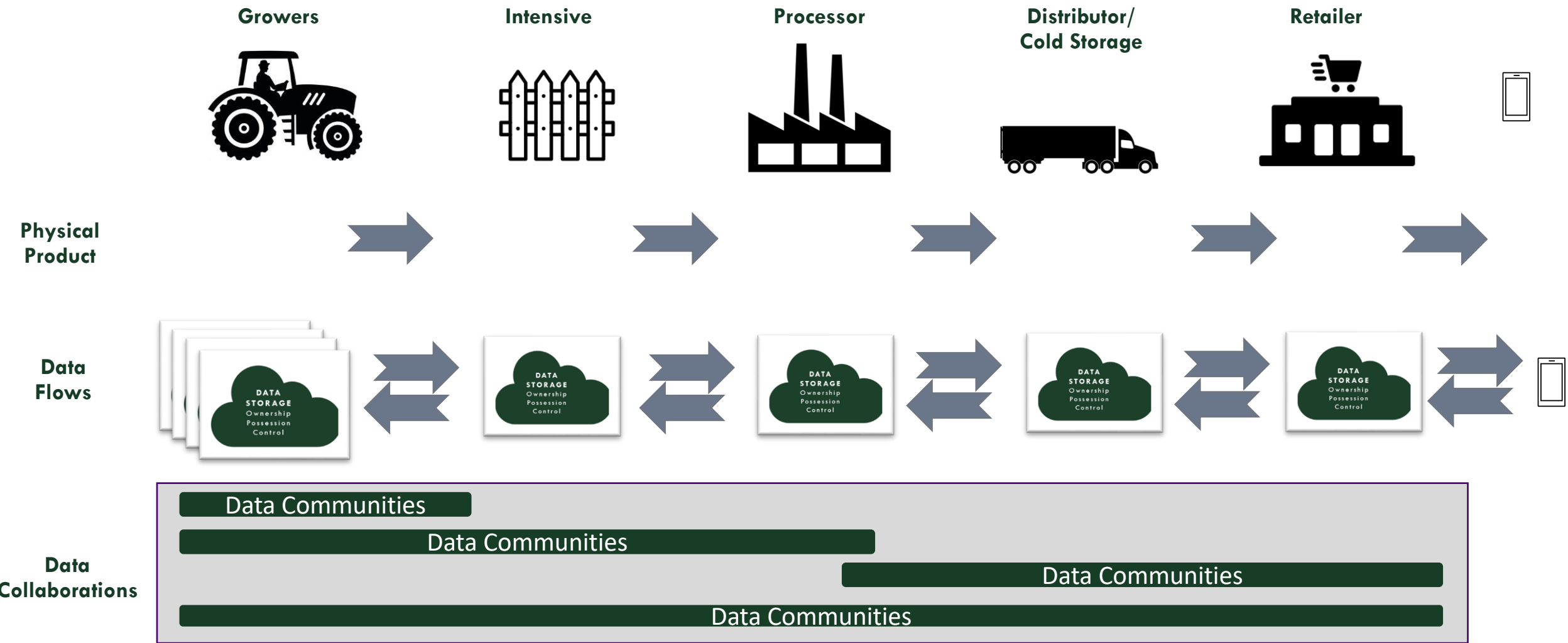
Solution: adding value to the value chain



Solution: adding value to the value chain



Solution: adding value to the value chain





Wesley Lawrence

Managing Director

- AxisTech
- wes@axistech.co
- *AxisTech has been working with OSIsoft and their Cloud Services (OCS) platform developing data management solutions for Agriculture and Agribusinesses. Agribusinesses are complex in their variety of size and scale, and in their variety of applications, equipment and data types. OCS's ability to scale massively, up or down, coupled with OSIsoft's experience in data management across the full breadth of industries makes them an ideal partner in our mission of digitising agribusiness across Australia, and globally. – **Wes Lawrence, Managing Director, AxisTech***

THANK YOU

謝謝

DZIĘKUJĘ CI

NGIYABONGA

TEŞEKKÜR EDERİM

DANKIE

TERIMA KASIH

GRACIES

WHAKAWHETAI KOE

DANKON

TANK

TAPADH LEAT

SALAMAT

SPASIBO

GRAZIE

MATUR NUWUN

ХВАЛА ВАМ

MULȚUMESC

PAKMET CIZGE

고맙습니다

GRAZIE

شكرا

FAAFETAI

ESKERRIK ASKO

GO RAIBH MAITH AGAT

БЛАГОДАРЯ

GRACIAS

MAHADSANID

ТИ БЛАГОДАРАМ

TAK

DANKE

MAHALO IĀ 'ŌE

TAKK SKALDU HA

TEŞEKKÜR EDERİM

OBRIGADO

RAHMAT

MERCI

GRAZZI

PAKKA PÉR

HATUR NUHUN

PAXMAT CAĠA

ありがとうございました

DI OU MÈSI

ĎAKUJEM

SIPAS JI WERE

TERIMA KASIH

UA TSAUG RAU KOJ

ТИ БЛАГОДАРАМ

СИПОС

CẢM ƠN BẠN

WAZVIITA

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AVEVA, a global leader in industrial software, drives digital transformation for industrial organizations managing complex operational processes. Through Performance Intelligence, AVEVA connects the power of information and artificial intelligence (AI) with human insight, to enable faster and more precise decision making, helping industries to boost operational delivery and sustainability. Our cloud-enabled data platform, combined with software that spans design, engineering and operations, asset performance, monitoring and control solutions delivers proven business value and outcomes to over 20,000 customers worldwide, supported by the largest industrial software ecosystem, including 5,500 partners and 5,700 certified developers. AVEVA is headquartered in Cambridge, UK, with over 6,000 employees at 90 locations in more than 40 countries. For more details visit: www.aveva.com