

How Farm Journal Used Data to Transform its Business Strategy

Introduction

With nearly 150 years serving the agriculture market, Farm Journal had an invaluable wealth of industry knowledge. Grey Montgomery, Farm Journal's President of Data and Research, wanted a data strategy that would spark innovation and serve as a roadmap to construct an expansive, trusted data asset for employees and clients.

To achieve his vision for this self-service, farm-

data marketplace, Montgomery needed a partner with expertise in data products, data engineering, and data science.

Synaptiq helped Farm Journal achieve its goals by

- 1) Establishing a multifaceted strategy and roadmap that included people, process, technology, data and user experience dimensions;
- 2) Building a Cloud-based data platform to serve as a launchpad for future products.

About Farm Journal

Wilmer Atkinson created Farm Journal in 1877 to serve as a practical agricultural publication with a simple mission to be useful and timely. Originally delivered on horseback, it was circulated around Philadelphia as a weekly publication.

Today, Farm Journal is the nation's leading business information and media company serving the agricultural market.

Synaptiq helps Farm Journal generate rapid, data-driven insights

Farm Journal wanted to use its data to expedite insight generation for internal teams and serve as a compelling, self-service product for clients. The product, called Farm Reach Vision, allows marketers of agriculture companies to quickly and easily research, download, and activate the most expansive source of American farming information. Montgomery believes this trusted source of information about American agriculture will drive value for Farm Journal today and well into the future.

Synaptiq helped Montgomery achieve his vision by defining an optimal path forward, assessing the data, and building a "Trusted Intelligence Platform," the foundation for internal work and Farm Reach Vision. Today, Synaptiq continues working with Farm Journal, focusing our efforts on user experience as the next critical step in building this powerful source of truth.

This data-driven strategy will ensure Farm Journal's continued position as the leader in business information for agriculture.

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There are not many other industries on a steeper curve to change than agriculture. In the age of big data, we have the opportunity to deliver real-time data about the agriculture market to a diverse client base. Synaptiq is helping us solve some necessary obstacles to providing that information elegantly and affordably.

Grey Montgomery, President, Data & Research Division, Farm Journal

A data-powered product with profitable applications

Farm Journal and Synaptiq are building a product with unparalleled farmer information, from behavior, to location, crop/produce, acreage, and more. Searching, filtering, and mapping features powered by data will allow increasingly impactful applications. The product will help bring new revenue streams to Farm Journal for years to come.



From data to product

A successfully deployed data strategy and meticulously engineered data allowed our client to move quickly from architecting back-end data to producing client-facing user experiences. Transformation and innovation will continue at Farm Journal with a data-driven strategy opening new possibilities for product innovation and revenue.

Data strategy is vital to every organization.

How will data best support business goals? A data strategy helps identify valuable data, where data quality is impeding value, and how to prepare data for innovation.

Companies of every size and age, regardless of industry, benefit from a data strategy.

Our approach allows clients like Farm Journal to take an iterative, evolutionary approach.

Synaptiq, AI services reimagined

Founded in 2017, Synaptiq is a full-scale artificial intelligence consultancy. Our growing team of 25 professionals has backgrounds in management consulting, AI research and application, and product development and management. Our seasoned experts partner directly with each client to identify and deliver unique and impactful solutions to real world problems AI solves best. With over 30 clients in over 20 sectors worldwide to date, we are poised to lead the AI-revolution well into the future.

Harnessing the potential of AI for our clients demands more than the requisite expertise in business and data science. The core tenets of our purpose-built, impactful service offerings are integrity, generosity, ingenuity, and accountability.



Data Strategy

Manage data as valuable assets rather than byproducts of business activity.



Data Science

Work with experienced data scientists to architect data-driven solutions.



Data Engineering

Use data to approach the design and development of information systems.

Learn more at synaptiq.ai