

Wairarapa Moana is a Ready Business

Ready to help farmers
harvest more data.

Vodafone
Power to you



Wairarapa Moana is a Ready Business



Sunshine, rain and fertiliser are vital to the farming success of Wairarapa Moana. There's another crucial input, too. It's called mobile data.

With a little help from Vodafone's mobile technology, the staff and owners of Wairarapa Moana are driving production to new levels. Real time data from a multitude of sources is helping farm managers make smarter decisions every day. The result is one of New Zealand's most dynamic agribusiness ventures.

How mobility helps Wairarapa Moana get more done in the field

Owned by over 3,000 descendants of the rangatira and hapu that lived around Lake Wairarapa and Onoke Moana, Wairarapa Moana operates seven farms, five sharemilking farms and a dairy support function. Employing a standardised online farm management system and Vodafone's network to automatically collect and display data across the properties means farm managers can access real time information gathered across multiple sites. And they can do it all on their smartphone and tablet – without stepping foot in the office.

What they did differently

Constant communication across multiple sites. With over 80 staff operating across 15 different sites, coordination is vital. A standardised farm management system automatically collects and displays data across all properties, keeping everyone on the same page.

Test data at their fingertips. Up-to-date test data keeps managers in the loop on milk stats, soil tests, weather and soil information, as well as pasture cover readings.

The field is your office. Data and apps on smartphones and tablets let farm managers access the information they need in the field, instead of being tied to a desk.

Troubleshooting made easy. If the irrigation system goes outside preset limits, farm managers are alerted by text in real-time. Small problems can be quickly fixed before they become big problems.

How we helped Wairarapa Moana get ready for better business

- With a central point for information connecting all farm facilities, farmers can manage and monitor critical factors on smartphone and tablet without the clutter of paperwork.
- Vodafone's mobile technology delivers a stream of real-time information to facilitate smarter and faster decisions.
- Automated data entry cuts work hours and reduces errors.
- Vodafone's convenient 'one bill' system simplifies the multi-site service system.
- File sharing technology and smart apps allow Wairarapa Moana to cut meeting times and ensures decisions are based on reliable information.

To find out how Vodafone can help you become a **Ready Business**, contact your Account Manager or call 0508 249 777.