



Apply AI and analytics for a robust sugarcane lifecycle data visualization, optimizing key metrics and strategic outcomes

Challenge organisation

[Ingenio Mayagüez](#) is a **leading agroindustrial group** in the world of flavour and in the integral use of production cycles to develop brands, markets and businesses based on a business philosophy of well-being and sustainability.

Full description

Ingenio Mayagüez, a company in the agroindustrial sector, is actively pursuing expansion in the Americas through comprehensive solutions to enhance its brand positioning. Our goal is to innovate by seamlessly integrating production cycles to cultivate brands, markets, and businesses, guided by a philosophy of wellbeing and sustainability.

Identifying a latent need across all business units, Ingenio Mayagüez recognizes the imperative to make informed decisions for production improvement and innovation. However, existing technological tools and applications necessitate substantial technical and economic investments for extracting and integrating information with other applications. Addressing this challenge is crucial for leveraging historical business data to drive strategic advancements.

At present, each department within the organization manages its information based on its respective role in the sugarcane production cycle. Various tools are employed to streamline processes and activities throughout each stage of the production cycle, resulting in a multitude of both structured and unstructured data sources.

Efforts have been made internally to consolidate this information for generating operational reports and data analyses. However, these attempts have proven unsuccessful as they rely solely on data consolidation from a specific point in time. This leads to the utilization and interpretation of outdated data, with periods of lag ranging from days to weeks. The absence of real-time data hampers the efficiency and predictability of decision-making processes.

Hence, the upcoming solution, grounded in advanced data analytics, artificial intelligence, and automation, aims to construct a comprehensive data visualization model. This model will enable seamless tracking from the inception of sugarcane planting to the final sale, conducting predictive analyses on crucial metrics such as TCH (Tons of cane per hectare), sucrose percentage, and harvest age, among other pertinent factors. By consolidating information from various sources, the solution is designed to facilitate decision-making at the level of individual business units or strategic entities through the provision of integrated, up-to-date, high-quality, and real-time data.

What we are looking for

We are seeking a strategic partner to guide us through the implementation of a robust Data Governance framework. This partner should boast a proven track record in the agribusiness sector, with successful stories of similar project implementations and a proficiency in defining best practices for such endeavors. Additionally, they should possess a team of well-trained experts with a deep understanding of Big Data, Analytics, and Data Science.

Our ideal ally must not only execute the implementation but also play a pivotal role in change management for our collaborators. This involves fostering a culture of acceptance and adoption towards the new processes and technology. We anticipate collaboration with a partner capable of jointly defining sustainable and mature processes over time.

Our specific needs include:

- Enhancing data quality to meet expected standards.
- Eliminating inconsistencies in reports.
- Adopting a data repository for streamlined information storage.
- Establishing clear policies and penalties for incorrect data delivery.
- Mitigating resistance and promoting the adoption of data governance initiatives

At present, certain areas within the organization operate with autonomous, non-automated information systems, resulting in a lack of real-time information visualization. It is crucial to establish a comprehensive process, organizational structure, and methodology to implement a cross-functional data governance framework across all strategic units.

In conclusion, Ingenio Mayagüez is situated in the municipality of Candelaria, in the rural sector of Valle del Cauca. We anticipate the selected partner to offer on-site support, ensuring a closer collaboration for effective implementation and support.

What we offer

A digital transformation leader who will always accompany the needs that arise and manage the necessary inputs required to meet the defined objectives.

Other

Opportunity area	Smart production
Looking for partners in	Europe; Caribbean
Specific Areas	Agriculture
Technologies	Big Data Analytics; Artificial Intelligence; Machine Learning

This is a challenge identified by the EU-LAC Digital Accelerator team in the frame of the Call for Challenges. The mission is to connect challenges from corporates with solutions from startups to boost digital transformation in Europe, Latin America and the Caribbean. If you are interested to learn more about us, visit our [website](#).

If you are a startup with a digital solution willing to explore collaboration opportunities with this corporate, [join our matching platform](#) and let the open innovation game start!

If you are called by this challenge but have questions, do not hesitate to [contact us](#).

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