

# Customer case

## Bejo

**Bejo in search  
of software**

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THE VIDEO



“The people within Mprise Agriware understand our business. They do comprehend what we have to say. For this reason and because they deliver good software, we choose Mprise Agriware.”

**Wil Jorink - Production Manager Europe & Africa**

## Bejo, the company

Bejo has over 100 years of experience in the seed industry. The company is a leader in the breeding, production, processing, and sale of quality seeds. Thanks to a range of more than a thousand varieties involving about fifty crops, Bejo offers a comprehensive program for all markets, market segments, and climates. Bejo maintains a strong focus on constant innovation and the interpretation of market needs, in vegetable varieties, with a distinct added value towards the total food chain.



## Bejo, the challenge

Bejo is involved with Mprise Agriware since 2016. Before Mprise Agriware entered the scene, Bejo used various systems to register inspections (namely Excel, Word, Access). In itself users could live with it, however, since different systems were used, there was the question of unstructured data management. Thus, it was a challenge to devise satisfactory reports concerning different crops, and the production of different countries. Bearing in mind that the inspection data can provide a conclusive insight into the quality of the crops, the Fieldbook of Mprise Agriware transformed this challenge to a solution.



## Bejo, the Agriware solution

For Bejo, the Fieldbook posed to be the solution. It allows users the option to capture data, in a fixed format, and user-friendly manner. Currently, with Agriware Fieldbook App, Bejo can:

- View job information, such as data on former fields, sowing dates and production periods;
- Refer to different inspection categories and the underlying values such as growth, cultivation, diseases, yield assessment;
- Add photos to capture inspections and cultivations and link to the corresponding jobs;

To register work orders and to record crop treatments, Bejo awaits for the even more user-friendly version of the Fieldbook with further enhanced features in 2019.





## Bejo and the Fieldbook

All changes are difficult. Initially, working with the Fieldbook, was quite challenging for users. For those used to writing pads, filling out a list of predefined fields meant quite a challenge. However, it is quite apparent now, that the structured data capture bears many advantages for everyone at Bejo. After performing an inspection, the back office can pinpoint immediately, whether the planned yield is still feasible or whether additional interventions are required. Does growth performance of country A surpass that of country B; then the inspection data can be instantly compared. Thus you can speedily deduce the possible causes. Currently, there is a new, even more, user-friendly version of the Fieldbook in the making, offering even better features.

## Bejo and the choice of Agriware

"We have chosen Agriware because this software offers comprehensive planning, registration, and analysis capabilities. Just about any type of crop can be supported with it. Mprise Agriware has also convinced us regarding modern, scalable technologies and a clear vision on the development of standard software for seed propagation companies like ours. We are very contented since the software helps all our production departments to work uniformly, in a user-friendly manner. Hence, the information can be processed rapidly and is of higher quality."

**Wil Jorink - Production Manager Europe & Africa**

ASK  
FOR THE  
DEMO

**Curious about what we can do  
for your company?  
Ask for the demo.**

**MPRISE AGRIWARE**