COSOL

CASE STUDY

ENTERPRISE

Global Farm Management Company Partners with Toustone | COSOL to Meet Complex Needs of Enterprise Agriculture Clients

Problem

Conservis, a customisable farm management platform originating in the U.S., is designed to help farmers manage data across planning, budgeting, production, inventories, and harvesting for reporting and regulatory compliance. Initially tailored for smaller U.S. farms, the platform was built to handle data for up to 10 farms. However, in Australia, many enterprise agriculture clients manage dozens of farms, often spread across the country. At the executive level, these clients sought a unified, consolidated, and accurate view of their entire operations, with strong data integrity, rather than juggling multiple dashboards and systems.

Additionally, bespoke reporting - particularly around agronomic metrics and business performance - was critical but beyond Conservis' built-in features.

Recognising that this level of comprehensive enterprise agriculture advanced analytics was beyond their standalone capabilities, Conservis identified COSOL's expertise in enterprise-level data management as the solution to bridge this gap.

Approach

With extensive experience in large-scale corporate farming, COSOL scoped out the needs of modern agriculture executives. We began by establishing solid data foundations, sourcing, cleaning, and integrating multiple systems - including the Conservis platform - and IoT devices that Conservis' platform alone does not capture but which significantly impact business KPIs and operational efficiency in agriculture.

This integration can consolidate:

- Performance data from machinery and assets (e.g., John Deere, Kubota)
- External sources (e.g., weather stations, BOM data, satellite imagery)
- On-site sensors (e.g., soil moisture, nitrogen monitoring)
- Internal systems (e.g., workforce, supply chain, sales)
- Conservis' farm management data (e.g., field activities, purchases, inventory, contracts, crop storage).

We then apply our BI models and machine learning algorithms for clients needing predictive analytics, with all insights displayed in intuitive visualisations within COSOL's Enterprise Advanced & AI Analytics Suite.

Outcome

COSOL provided Conservis' clients with a scalable solution, integrating data across multiple farm sites into a single platform for enterprise reporting and analytics. This unified approach delivers deeper operational insights, improved decision-making, and future-proofs businesses with predictive capabilities. It also provides enterprise agriculture clients with instant awareness and prompts further investigation into their agricultural operations.

Most importantly, executives and managers no longer need to juggle multiple dashboards - they now have a single source of truth, offering a comprehensive view of their entire operation - from day-to-day farm activities to broader business metrics like ESG and people performance. Automated workflows and improved data integrity have enabled a shift from paper-based processes to real-time, data-driven decisions.

Through this partnership, Conservis can offer a complete solution for large-scale farms in Australia, while COSOL has strengthened its position as a trusted provider of advanced data analytics.

"This has been a total game changer for our customer's reporting. And has reflected well on us as well... we can now meet all our client's needs, regardless of their size and provide them with a complete end-to-end solution. The partnership with Toustone | COSOL has opened new doors for us. " - Michelle Schiller, National Manager - Australia, Conservis