



Corteva - Digitizing the Stakeholder Interactions for an Agriscience Leader

The COVID-19 pandemic presented an unprecedented challenge to businesses worldwide, as they had to digitize their operations and maintain stability to survive the disruption. Corteva, our client, is an agriscience company with a long-standing legacy, which sought to be proactive and adopt the transformations that accompanied the pandemic. Kellton assisted the client in establishing the groundwork for digital transformation and realizing their envisioned goals throughout this process.

Corteva: Enriching Agriculture Globally

Corteva is a global pure-play agriculture company that provides farmers with a complete portfolio of seeds, crop protection products, digital solutions, and agronomic insights to optimize yields and enhance sustainability. The company operates in over 140 countries, serving customers in various sectors, including row crops, specialty crops, and seed production. The company aims to be a leader in new-age agriculture, as it sees this area as a significant growth opportunity for farmers and researchers worldwide.

In response to the COVID-19 pandemic in 2020, Corteva initiated a transformative process of embracing change to stay ahead as the world shifted to online platforms.



◆ FUN FACT

According to the United Nations Food and Agriculture Organization (FAO), global agricultural commodity prices increased by 3.5% in June 2020 compared to May 2020, reflecting the impact of COVID-19 on global food supply chains.

Source: [Food and Agriculture Organization of the United Nations. \(2020\). Food price index - FAO food price index rises sharply.](#)

Key Challenges

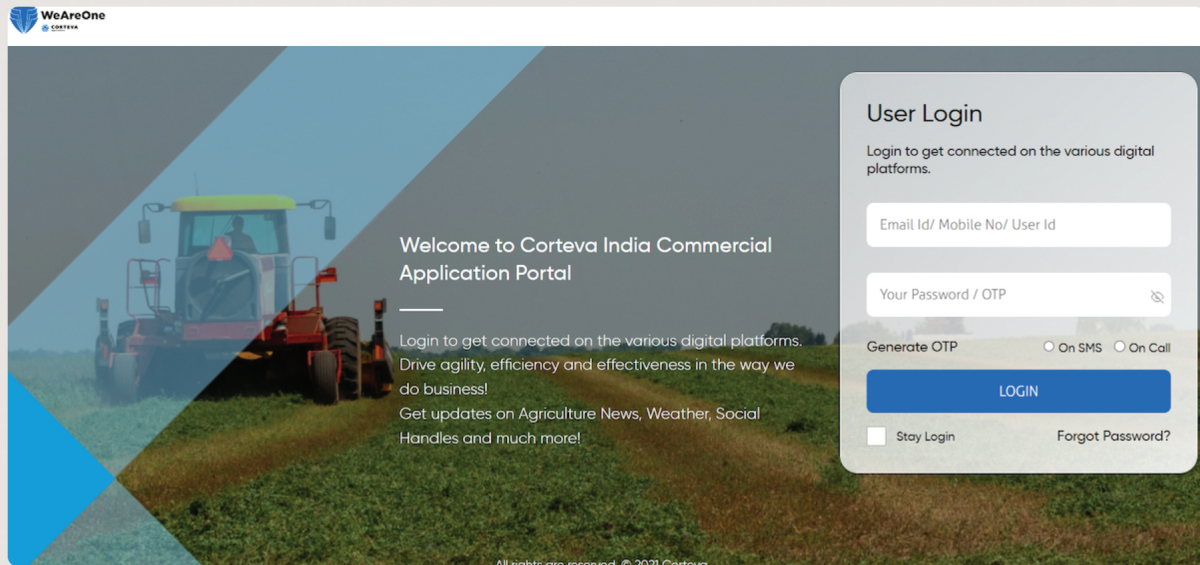
- 01 Corteva faced a major challenge in centralizing its data, which required modernizing its systems and processes. With a complex and extensive supply chain involving multiple stakeholders, the company needed to streamline its processes.
- 02 The collection, cleaning, and approval of data posed another significant challenge, as it was gathered from various systems and vendors, resulting in duplicate, insufficient, and ambiguous data.
- 03 Another challenge our client faced was obtaining accurate information on functionality usage. This was a difficult task, as it involved multiple stakeholders, customers, and vendors, making it challenging to find the right person for information validation.

Bringing The World of Agriculture Online

Following a deeper analysis and insight into our client's needs, we developed a blueprint for a digital solution that met all the requirements. We designed, developed, and implemented an intuitive and comprehensive online dealer portal facilitating end-to-end dealer-led engagements, which engaged Corteva's customers digitally.

Our solution served as a centralized Customer Relationship Management (CRM) system, which was crucial in streamlining the sales cycle. Our strategies gave our client tools and information to manage product-related data, sales forecasting, lead monitoring, and competition more efficiently. The system unified scattered processes, improved dealer management flexibility, lowered costs, and ensured higher economies of scale. This paved the way for higher engagement with vendors and stakeholders for our client.

Additionally, to improve our client's workflow and business processes, our team created an agile and adaptable platform utilizing .NET technology. This platform offered immediate and up-to-date access to essential information such as employee details, status updates, geographic information, and a seamless flow of real-time data to downstream applications.



Corteva: Advancing Agriscience Globally

Insights and Impact | How COVID-19 Transformed the Agriscience Industry

COVID-19 has notably impacted agriscience companies involved in developing, producing, and distributing agricultural products and services, particularly on the global supply chain. Lockdowns, travel restrictions, and reduced transport capacity have caused disruptions leading to shortages of crucial supplies such as seeds, fertilizers, and pesticides, affecting farmers' ability to maintain crops. During this period, Corteva experienced a significant impact on its dealer communications and partnership management due to the pandemic.

To combat such challenges, it became necessary for companies to address challenges induced by the pandemic and reimagine ways to help our client steady their partnerships virtually.

Our customer-centric solutions led to more robust dealer communications for Corteva and lowered Total Costs of Ownership (TCO) and higher economies of scale. Moreover, our strategies supported Corteva in their aim to define a more agile and streamlined workflow across its business divisions. This helped Corteva to maintain a profitable business model and stay ahead of the curve despite the roadblocks imposed by the pandemic-led global disruption.

Streamlined

Seamless operations across business divisions.

Increased efficiency

Faster digital systems and lower business costs.