



press release

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Smart Agriculture: Orange Business Services delivers M2M connectivity services to Dacom

tens of thousands of connected devices in 30 countries will enable smart agriculture systems

[Orange Business Services](#) is delivering a scalable communications infrastructure and [managed machine-to-machine \(M2M\) connectivity services](#) to [Dacom](#), an innovative high-tech company that develops and supplies ICT and sensor solutions that provide yield optimization to arable farms around the world. The managed M2M solution from Orange Business Services will enable Dacom to connect tens of thousands of devices for its agricultural customers in more than 30 countries around the globe.

Dacom uses M2M technology to enable farming success

Dacom is an innovative high-tech company that develops and supplies specialized hardware, software and online advisory services to arable farms and the agribusiness around the world. All data is combined on the same platform, delivering unrivaled flexibility. Through its scalable communications infrastructure, Orange Business Services will collect and transmit information from Dacom's connected devices, including sensors such as weather stations and soil moisture sensors. By combining sensor technology, Internet and scientific knowledge, growers can continuously monitor and fine-tune their production process throughout the growing season and crop information is easily sharable with the surrounding partners. The agribusiness can continuously anticipate and optimize raw material supply through the consultation of field data and smart modules. This results in the maximum yield achievable through the economically sound and responsible use of agri-inputs like chemicals, water and nutrients.

M2M solution from Orange Business Services delivers business benefits

Orange Business Services' scalable infrastructure guarantees reliable and seamless data transfers, which will communicate through [Orange's international M2M communications network](#). Dacom achieves tangible business benefits from having a [single global provider](#) of all of its M2M communication infrastructure, such as:

- seamless SIM card ordering, activation and tracking through a dedicated portal;
- one price per SIM card regardless of location; and
- scalable connectivity reaching 220 countries and territories.

"The M2M communications infrastructure provided by Orange Business Services is key to Dacom's go-to-market strategy as the customers are requiring global support and connectivity," said Janneke Hadders, managing director, Dacom. "Orange is our partner of choice because of the company's international footprint and smart agriculture ambition. Our partnership has the potential to support us with managed services for Dacom's platform, not only today, but also in the future."



Orange Business Services provides unique Smart Agriculture expertise

Smart Agriculture is a vertical within the [Orange Smart Cities & Territories strategic program](#) with an ambition to provide a diversified, coherent multi-solution offering for agriculture and agri-food companies. Digital services are becoming more accessible in the agricultural world and farmers are more aware of the opportunities that new technologies provide. Orange Business Services offers that support Agriculture include solutions to connect sensors for fields, machines and livestock monitoring, agricultural machinery tracking and traceability and shipping control.

“Through its Smart Agriculture vertical, Orange Business Services aspires to let agriculture’s stakeholders benefit from its expertise as an operator and integrator, through an open, innovative approach,” said Nathalie Leboucher, head of Orange Smart Cities & Territories. “We believe that by combining our solutions with the solutions created by Dacom, we can help farmers enable digital services usage and support them in their day-to-day decision making.”

About Dacom

The Agri Yield Management system developed by Dacom provides growers and the agribusiness around the world with practical solutions for profitable and sustainable agriculture. By combining sensor technology, Internet and scientific knowledge, growers can continuously monitor and fine-tune their production process throughout the growing season and crop information is easily sharable with the surrounding partners. The agribusiness can continuously anticipate and optimize raw material supply through the consultation of field data and smart modules. This results in the maximum yield achievable through the economically sound and responsible use of agri-inputs likes chemicals, water and nutrients. The system is based on biological and physical laws that apply worldwide, making Dacom Agri Yield Management the leading system for all climates across the globe. Learn more at www.dacom.nl.

About Orange Business Services

Orange Business Services, the Orange branch dedicated to B2B services, is a leading global integrator of communications solutions for multinational corporations. With the world's largest, seamless network for voice and data, Orange Business Services reaches 220 countries and territories with local support in more than 160. Offering a comprehensive package of communication services covering cloud computing, enterprise mobility, M2M, security, unified communications, videoconferencing, and broadband, Orange Business Services delivers a best-in-class customer experience across a global landscape. Thousands of enterprise customers and 1.4 million mobile data users rely on an Orange Business Services international platform for communicating and conducting business. Orange Business Services was awarded four of the telecom industry’s highest accolades at the annual World Communication Awards 2013 – Best Global Operator, Best Cloud Service, Best Enterprise Service and Best Small Business Service. Orange Business Services is the only seven-time winner of Best Global Operator. Learn more at www.orange-business.com or follow us on [LinkedIn](#), [Twitter](#) or [Facebook](#).

Orange is one of the world’s leading telecommunications operators with annual sales of €41 billion in 2013 and has 164,000 employees worldwide at March 31, 2014. Orange is listed on the NYSE Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

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