



Case Study

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## Utilizing data for accuracy and convenience

Mapfre is a global company specializing in providing services to the insurance, financial, healthcare and assistance markets. With business in over 100 countries and five continents, Mapfre has established itself in Brazil as a strategic market as its main operation outside of Spain.

Having used the Geosys platform by EarthDaily Agro since 2012, Mapfre had their focus on the Agriquest weather platform. Most recently, they began adding analytics as customized dashboards and reporting to answer more in-depth questions.

Before using the Geosys platform from EarthDaily Agro, Mapfre struggled to keep all necessary information organized. Gustavo Almeida of Mapfre said “It was necessary look at information coming from different and non-reliable sources.”

Client:

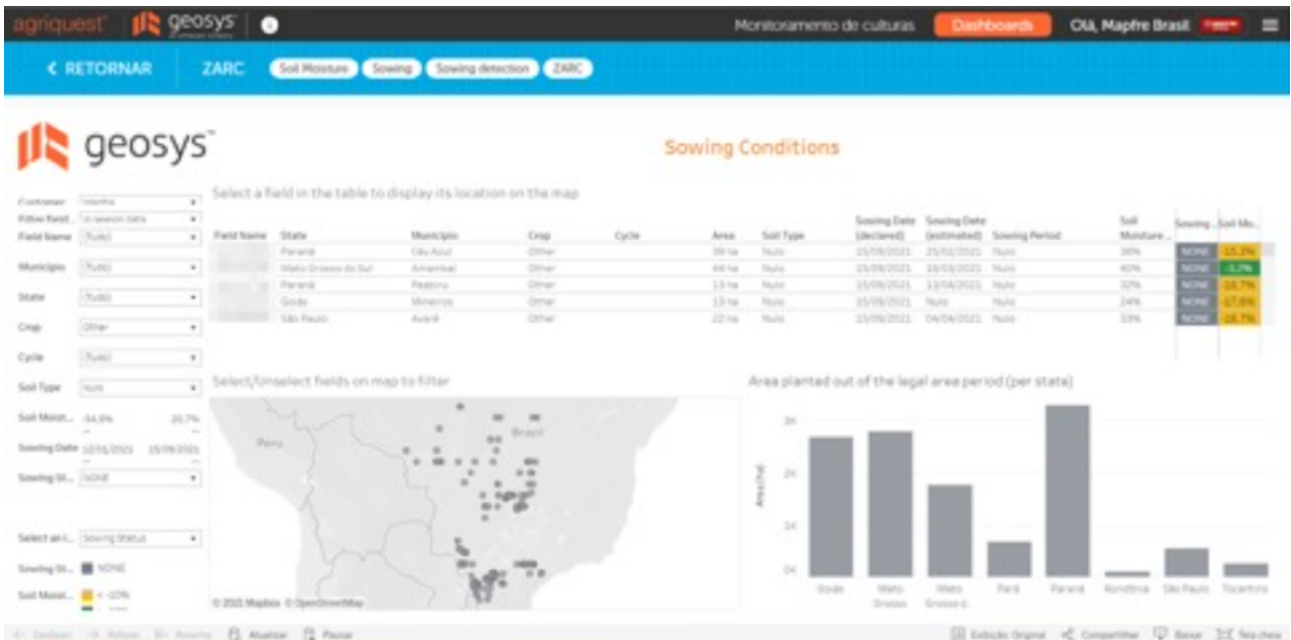


Technology Partner:



Technology Deployed:





According to Gustavo at Mapfre, EarthDaily Agro put all the crucial information in a single place, so that Mapfre could see the exact weather conditions of their client portfolio. This process combined the weather information with active daily alerts and dashboards with analytics to attend to their needs. “We have access to all necessary information to take decisive actions to minimize the risk during the crop season,” said Almeida.

Choosing the Geosys platform by EarthDaily Agro was easy for the Mapfre organization. “We like the convenience of having all the data on a single platform, in addition to having a crop analyst who helps us to see the real situation of the crop conditions,” said Almeida.

