

Real Case

Novagric

September 2024



Real Case

This case study highlights Novagric, an outstanding SME with more than 40 years of experience, which has established itself as a leader in innovation within the Spanish agri-food sector. Its main activity is the design, manufacture and installation of technologies for intensive agricultural production.

Founded in **1978** in Mazarrón, Murcia, Spain, Novagric was established with the vision of **revolutionizing food production**. Since its beginnings, the company has been a **benchmark in the implementation of innovative technologies** that have transformed its production and operational processes. It is currently actively involved in numerous R&D&I projects. These projects cover **various areas of the agri-food sector**, from the development of new, more efficient irrigation systems to the creation of intelligent greenhouses that optimize the use of natural resources.

The objective of this analysis is to present **the evolution of Novagric** in its digitalization process, as well as to highlight the **challenges and obstacles** faced by SMEs in the agricultural sector. It is intended that this case will serve as an inspiration for other SMEs, showing the numerous **advantages of incorporating digital tools**, and how these innovations can facilitate a more sustainable and efficient development for the industry.



01. —

Novagric

Commerce in
agricultural
equipment



- Web address**
<https://novagric.com/>
- Location**
Carretera de Mazarrón,
Km. 2, 5, 30870, Murcia,
España
- Number of employees**
180-200 employees
- Type of company**
Limited Company
- Sector**
Agri-food



02. ———

Challenges and barriers

Novagric, is a company that was born offering **drip irrigation systems** to farmers in Spain. They **quickly grew and opened new lines of business**, offering greenhouses to grow crops 365 days a year and **developed their own technologies** to increase the yield of their customers' crops. As the number of customers and workers grew, the **internal organization became more complicated**, and they needed to make use of **new tools** that were emerging to **optimize processes**.

The agricultural sector is a **traditionally focused sector**, which means that it has historically relied on methods and practices passed down from generation to generation, with little adoption of new technologies or innovations, which represents one of the **main challenges** for Novagric. The company offers **innovative technological solutions** that can optimize numerous agricultural processes. However, the implementation of these technologies is complicated by the **conservative characteristics** of the industry. This challenge is compounded by the **diversity of technological solutions** available on the market, which makes it difficult for farmers to identify which solution best suits their needs.



“One of the challenges we are facing is the generational change that is taking place and that is turning away from the traditional sector, which has always been a bit reluctant towards these changes. New generations are coming in and fortunately they are much more accepting of these technological changes and the digitalization of the company.....”

03. ———

Centralise processes through CRM

Novagric adopted a **CRM system** a few years ago, and as they point out, the implementation of this type of tool is an **ongoing process**. CRM offers a wide range of functionalities that allow the company to **further optimize and adapt its business processes**.

Novagric has implemented a CRM system that has **transformed its internal management**, unifying all commercial operations in a comprehensive platform. This tool has allowed them to centralize the different areas of the company, offering **a global and real-time view of each situation**. This significantly improves decision-making and operational efficiency.

In addition, the CRM has made it possible to **personalize commercial campaigns**, which has considerably improved their success..

Another example

PWD Nutrition, an SME located in Benicarló, specialized in the sale of **food supplements**, decided to optimize its internal processes by implementing **SAP Business One**.

After adopting this tool, **PWD Nutrition** has experienced an improvement in the expedition of its orders, increasing **its efficiency by 50%**. In addition, the company has managed to **reduce errors in data management by 70%**, which has significantly improved its operational accuracy.



04. ———

Getting known through Youtube

At Novagric, they saw that **there was virtually no agricultural content on YouTube**. The company saw a valuable opportunity to enter this niche, providing **educational content** that highlights the knowledge behind each agricultural project.

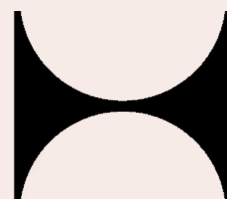
Through its YouTube channel, Novagric provides information about the **products they market and innovative farming practices** that are useful to other farmers.

By sharing **real farmer success stories**, Novagric inspires and motivates others in the agri-food industry to adopt **new technological tools**, demonstrating the benefits of digital transformation in the agri-food industry.

Another example

Beré Casillas is an SME from Granada with more than 30 years of experience in the tailoring industry and **more than 300,000 followers on YouTube**.

On their YouTube channel, they share a **collection of video tutorials** that address practical fashion topics. Thanks to this content, they have managed to create a community that has allowed them to **grow and increase their sales**.





05. ———

The importance of training your employees

At Novagric, CRM implementation has been a **gradual process**, with a strong focus on **staff training**. Involving workers in this change process is critical, as it fosters a sense of involvement and commitment to the new systems. It is essential to **establish clear guidelines that promote the use of this tool**, even when it may be challenging.

In this regard, recognizing the diversity of ages and digital skills among its employees, Novagric offers a **training platform** complete with video resources to train its staff in the use of CRM. This initiative is complemented **by individual and group sessions**, allowing each employee to familiarize themselves with the new tool, **progress at their own pace** and get the most out of it.



“We must be clear that we want to work with it and that under no circumstances can we not work with it. Once this is clear, and the management sets the corresponding guidelines, we are the first to set an example that this is one of the solutions that can bring the most benefits to the company.”

06. ———

Benefits obtained

Novagric's **constant quest** to grow and be at the forefront of innovation has provided them with three major benefits:



01.

Through the **use of CRM**, Novagric has improved its knowledge of its customers, enabling them to develop more **personalized advertising campaigns**. This has resulted in **greater commercial success** and reduced spending.



02.

The **analytics tools** Novagric uses allow them to identify whether customers are **reaching the sales process through the content they publish**. This makes it easier for them to focus their efforts and better understand the customer..



03.

The YouTube channel has allowed them to increase their visibility and build a community with more than **6,000 subscribers**, which has contributed to their **growth and recognition in the market**.

07. ———

Future steps and recommendations

Novagric has defined its strategy for future growth: it is not feasible to continue to increase staff as it has been doing so far. The key is to **continue implementing technological solutions** to automate and digitize processes, **eliminating repetitive tasks** and freeing personnel to concentrate on more strategic tasks. In addition, they are developing tools with **predictive systems** to help farmers anticipate when to irrigate or how the weather will behave, thus **optimizing the use of resources**.

For other SMEs considering digitization, Novagric recommends first conducting an **internal audit** to **assess current technological capabilities** and define what type of SME they are. This diagnosis is crucial to identify which technology solutions are **best suited to their specific needs** and to ensure that they are **affordable and feasible to implement**.

In summary, Novagric's experience is an inspiring example of an SME that has tackled a digital transformation process and **continues to move forward**, highlighting the competitive advantages that these technologies give them over their competitors.

This case study highlights how the use of technological tools can help an SME to reduce costs, improve its internal organization and make its processes more efficient.



Acelera *pyme*