

# VantagePoint

E-NEWSLETTER



MONTHLY UPDATES FROM AGVANTAGE SOFTWARE - YOUR PARTNER IN AGRIBUSINESS

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## AgVantage The AgTech Experts

By Michelle Blomberg, President/CEO - [michelleb@agvantage.com](mailto:michelleb@agvantage.com)

### As seen in CIO Review July 19 2021

In the age where digital transformation has become the buzz de jour, it is necessary to automate and digitize the essential processes such as contracts, invoices, or monthly statements for the ag-businesses. Since 1976, Minnesota-based AgVantage Software has been providing accounting and agriculture-focused software for cooperatives and ag-businesses in the US to keep their operations running leading edge technologies. Grain elevators, farm stores, fertilizer/chemical dealers, seed companies, feed manufacturers, and fuel distributors utilize its ERP system and software related to accounting, agronomy, energy management, feed, and patronage tracking. "We write cutting edge, ag-focused technologies on the foundation of the IBM power systems," states Michelle Blomberg, president and CEO of AgVantage.

AgVantage has deployed Db2 as their core database, and its system runs on IBM legacy code. The firm has implemented a process called customer-driven development wherein AgVantage develops new software based on customers' requests and feedbacks. "We rely on our customers to become the foundation of our research and development," says Blomberg. Every week, the company conducts a meeting and evaluates the ideas or requests sent by clients.

"We write cutting edge, ag-focused technologies on the foundation of the IBM power systems."



Awarded by CIOReview

The firm ensures to track all calls and cover all the customers' inputs. Afterward, AgVantage engages in the process of in-house designing, development, and testing. The in-house capability enables it to process an idea on paper rapidly and build software out of it in minimal timeframes.

Moreover, deployment and training documentation are conducted internally. "We have an agile workflow and our skillful employees collaborate productively in a fast-paced environment," adds Blomberg. Apart from its IBM hosted

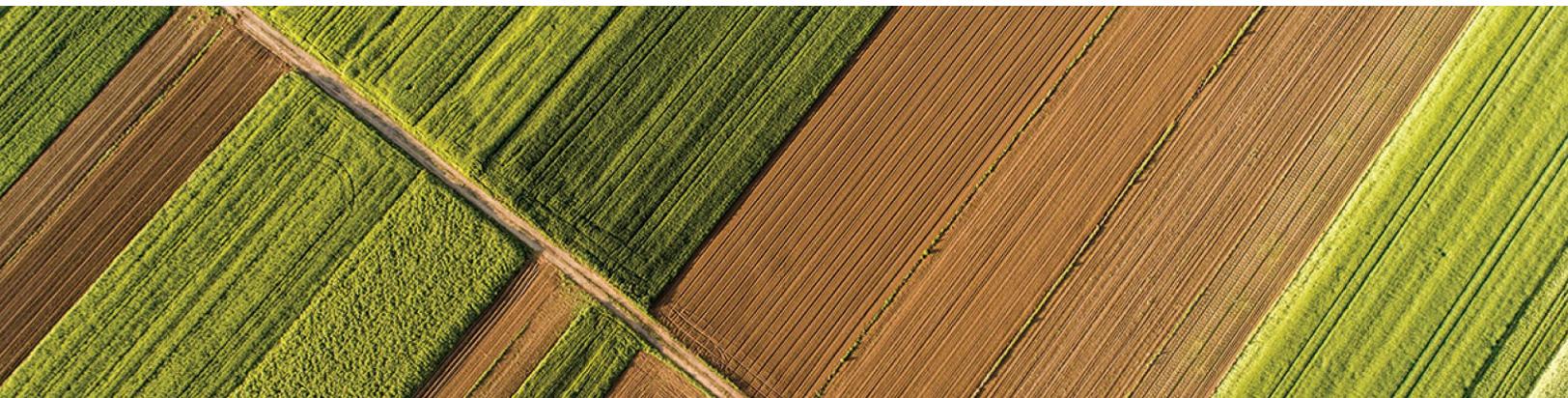
system, the firm has a disaster recovery system, and both these systems work in synchronization in case of a tragic event. The company has utilized several IBM applications to develop a new user interface, and customers can access data through a lot of different IBM products. AgVantage also developed an app to give farmers 24x7 access to their data such as monthly statements, pay their bills, field information, and grain balances via mobile devices. The AgVantage team puts their customer's needs as their full mission and delivers an altogether different level of customer service. Unlike its competitors, the firm never opted for an automated call response, and every call

goes through a dispatcher who collects the information and forwards it to the support team. It is essential in the industry because customers are trying to connect from rural areas and need to hear a human voice. AgVantage is committed to ensuring that every call is answered by dedicated staff on the other end. "We are on top of the game of helping customers with problems and it is a significant part of our business," asserts Blomberg.

AgVantage has formed close relationships with its customers. Every year in June, the firm conducts a conference to engage with clients either through live stream or in-person. It entices the bonding between the customers and its employees. The company has a solid customer base in the Minnesota, Wisconsin, Ohio, Indiana, Michigan, Iowa, Illinois, North Dakota and the Pacific Northwest, including Washington, Idaho, and Oregon. AgVantage releases new software every single week and constantly fulfills the needs of the pipeline of enhancement requests coming in from its customers. "Besides an ERP solution, we have software applications for every agriculture diversity, all working together as one. It's one phone call for all your needs. This sets us apart from all others." concludes Blomberg.

**Thank you for reading this article published on behalf of AgVantage Software and for your continued business.**

**I realize you have many choices for software providers. I will do my best, each and every day, to assure your happiness in your choice of AgVantage Software as your Ag-Business system.**





## 2022 Executive & Regional Conferences

By Lisa Sick, VP Marketing & Conferences - [lisas@agvantage.com](mailto:lisas@agvantage.com)

Mark your calendar!!

**AgVantage 2022 Executive Conference will be February 10-11, 2022 at the Hotel Del Coronado in San Diego, CA.**

We are so excited to be planning this in-person only event. We have a great agenda that you will not want to miss!!

**The Hotel Del Coronado** is a perfect resort to stay where everything you need is right there! Dining, entertainment, beach, pool, spa, and this event!!

*For more than 130 years, Hotel del Coronado has been the symbol of Victorian elegance and refined luxury. This distinction continues to be recognized by leading travel publications and industry organizations from around the world. In 2021, it is "The 25 Best Resorts in the US" and "The 10 Best Beaches in the U.S." by HGTV and Travel & Leisure.*

**The Agenda** is packed with great conversations with successful CEOs that you really want to hear! This event is in-person only because so many great connections are made and networking happens when we get together face to face.

- Plan to arrive Wednesday, February 9th for a Welcome Reception **Beach Party** and bonfire starting at 6:30 pm (PCT).
- Thursday starts with **Michelle Blomberg**, CEO of AgVantage who will update us on what is happening at AgVantage Software.
- **George Secor**, CEO of Sunrise Cooperative will have a sit down conversation with us next. Sunrise is the leading agriculture and energy cooperative in Ohio, which spans from Lake Erie to the Ohio River.
- We have an **Executive Panel** discussion brewing with multiple CEOs who will share their stories and experiences of how they weathered the storm of the past year and what keeps their businesses riding the wave.
- Learn about the hottest **trends in technology** and listen to how your peers are implementing them in their business.
- **Business Partners** and Sponsors will be available for you to talk with.
- Thursday night features a **cocktail cruise and fantastic dinner event**.
- Friday starts with **Jim Dell, CEO of ALCIVIA**. Jim will share with us how he engaged the employees of Countryside Coop and Landmark Services Coop in March of 2021 to be "all together" toward a single mission, shared vision, and common values to create ALCIVIA.
- Another Power Panel of **technical experts** will share their perspective on IT, company culture and the ups and downs of riding that wave.
- Then you can join a breakout session on **Grain & Feed, Agronomy & Seed, or Energy** to focus in on these areas of your business with subject matter experts.

The meeting may end on Friday at noon, but the **fun and networking** continues!

- Friday afternoon offers several options for Golf, relaxing on the resort beach, or exploring the highlights of San Diego via the city's Hop-on, Hop-off Trolley Tour.

Visit our website at <https://www.agvantage.com/executive> for information regarding conference registration and hotel reservations.

We are also planning our **Pacific Northwest Regional Conference** in Richland WA on Nov 9-11, 2021. I will email you those details. We will be planning more Regional Conferences throughout the U.S.

Email me if you have any requests or suggestions.  
Enjoy the rest of summer 2021!

Lisa





## Update on New Software Releases

By Dave Hammond, VP Programming - [daveh@agvantage.com](mailto:daveh@agvantage.com)

AgVantage strives to meet your agribusiness needs by updating our software platforms on a regular basis. The following is a list of the various AgVantage software platforms and the many new software releases.

### Agronomy Edge

Display previous crop on blend sheet report (505764)  
Add Price Levels to Plans (512009)  
Option: Do not send Pick# as Order number in Kahler (533397)

### Accounts Receivable Edge

U4MEN9 Opt 15 - Activate Optional Features (494095)  
- V8.1 Only  
Sales Persons Phones Number on Plan (499476)  
Q3 Give total of discounts available (524977)

### AGV Mobile (Beta)

Sort settle date (descending), seq descending (269339)  
Mobile App Quick Links (499755) - V8.1 Only  
Gateway - Login/Branding (502160)  
Contracts - Default by Delivery date rather than type (514211)  
Grain Deferred Payments - Sort by due date ascending, crop (514280)  
Ability to display bids by location provided by Barchart Market Data (518646)  
AgvMobile port to 8.1 (526958)

### CRM Edge

Doc exchange app verbiage (501689)

### Energy Dispatch Map Edge

Add driver#, schedule date and seq# to the hover (505980)

### Energy Edge

Dispatch tank map, allow filter by Fuel use (500796)  
- V8.1 Only

### Grain Edge

Purch Control - Separate authority for View/Edit/Delete (463989)  
Grain checks - allow override settlement sheet printer device (470593)  
Convert from Purch Class 18 to another PC (525505)

### Interfaces

FMS Customer PO number (524634)  
Passport account file allow multiple issuer IDs (533172)

### Invoicing Edge

D on booking code (353343)  
WO come off Contract (485170)

### Invoicing PC

Edge Link for pulling balances in GUI (519351)  
Prevent GUI setting backups from being overwritten (533033)

### Payroll

New ID tax tables - effective July 2021 (536598)

### Seed Edge

Move the download Xref function to Seed Xref file (502485)  
Show treatment field when adding item in seed cross reference (510970)  
Unable to edit a receiver when coming from Seed (511536)  
Ability to mark multiple items inactive in cross reference (515161)  
Changes to support Growmark and Syngenta Seed Messages (528130)  
Add a field to specifically identify line items (529913)



## Cucumber Salsa

By Valerie Ahlers

### Ingredients

2 C. finely chopped cucumber, peeled and seeded  
¼ C. chopped red onion  
½ C. finely chopped seeded tomato  
1 jalapeno pepper, seeded and finely chopped  
1 tsp. minced garlic  
1 ½ T. finely chopped fresh cilantro  
2 Tbs. finely chopped fresh parsley  
¼ C. sour cream  
2 tsp. lemon juice  
2 tsp. lime juice  
¼ tsp. Lawry's salt  
Tortilla chip scoops



### Instructions

Mix the first 7 ingredients in a bowl, being sure to seed your cucumbers, tomatoes and jalapenos so the mixture is not watery. In another bowl mix the sour cream, lemon and lime juices, Lawry's salt. Pour over cucumber mixture and gently stir to coat. Serve with chips.

\*\*\*\* Excellent to serve over grilled salmon.