



# Brazil's farmers harvest benefits

Qlik supports leading agricultural co-operative

## Challenge

Brazilian agricultural co-operative, Castrolanda, needed to transform into a digital organization to add value and grow its membership levels. In addition, lots of its data was unstructured, making it difficult for members to access and use.

## Solution

Castrolanda has implemented Qlik Sense for data analysis and Qlik Continuous Classroom to provide training for members. Data is now available to both staff and members on the Qlik Analytics Platform to support self-service and intelligent insights.

## Results

Members can now access business insights on their own devices from their own homes and farms, supporting better decision-making, success and profitability. Digital transformation has also improved the organization's image and helped it retain younger members.

### Solution Overview

#### Customer Name

Castrolanda Cooperativa  
Agroindustrial

#### Industry

Agriculture

#### Geography

Brazil

#### Function

Supply Chain Management,  
Sales

#### Business Value Driver

Customer Intelligence,  
Reimagined Processes

“Qlik is important in the digital transformation that will help us build a new Castrolanda to address the technology needs of younger people.”

Marcio Copacheski, Shared Services Center Manager,  
Castrolanda

