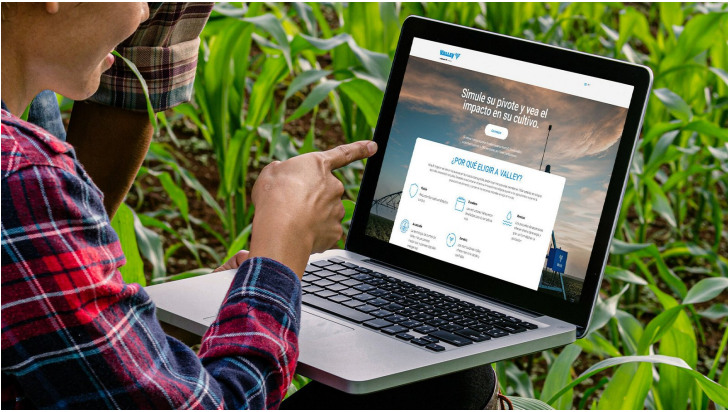


Novel irrigation technology can simulate irrigation projects remotely

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New online platform Virtual Dealer developed by ValleyÂ® breaks barriers and democratizes irrigation technology in any region of Latin America

Valley Latin America, a leader in advancing agricultural productivity, announces yet another innovation in a remarkable year for technology investments. In June, Valley launched its Virtual Dealer program, which provides remote assistance through an online representative experience with agility and autonomy.

Agricultural productivity and precision farming technologies have been advanced by ValleyÂ® Irrigation, a ValmontÂ® Company. The Valmont Group is a world leader in developing critical infrastructure and increasing agricultural productivity.

In addition to reaching a broad range of producers, the virtual platform will provide precise and personalized information on irrigation projects, products, and services provided by the company. Dimas Rodrigues, Valley's regional sales manager for Latin America, cited the geographic coverage of the platform as a motivation for developing the project.

Valley 's Virtual Dealer proposes a simulation of an irrigation system based on specific data such as the type of crop and geographic parameters of the property. Producers can easily access the simulation of their projects via email and text messages. According to Dimas, this connectivity is another foundation of the experience.

"The Virtual Dealer manages to demonstrate that having the most innovation in the irrigation sector and increasing productivity and profitability is possible. With it we have the assertiveness to deliver precise data and information about products, costs, configurations and benefits to producers", he highlights.

Technology advancements also motivate managers to seek greater autonomy in price consultation and project analysis by producers, which is made possible by tools that provide agility and security. In over 40 countries, Valley's Virtual Dealer is

accessible

"Customers want to personalize things, they want information, and sometimes they want the autonomy to quote or detail their project without a salesperson present. With Virtual Dealer, before moving on to a second step in the sales journey, customers have this power in their hands, they can customize the offer and the product according to their needs and, more than that, they can better understand the benefits of irrigation for their type of crop" explains Dimas.