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Rovensa Next unveils AI-Powered knowledge platform and training academy

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Rovensa Next, a global leader in biosolutions for agriculture, today announced the launch of a comprehensive, AI-driven capability-building initiative designed to strengthen support for distribution partners and growers worldwide.

The initiative combines an AI-powered knowledge platform with a global Training Academy, reinforcing the companyâ??s commitment to its â??Biosolutionize Agricultureâ?• strategyâ??delivering more practical, connected, and evidence-based biosolutions tailored to local agronomic needs.

At the core of the initiative is a proprietary AI platform that consolidates more than 10,000 internal articles and insights from over 4,000 field trials. Organized by crop and geography, the platform enables teams to access verified scientific data more efficiently, helping deliver faster, more consistent, and crop-specific recommendations.

â??For our teams, the challenge is not a lack of knowledge, but making the right knowledge easier to apply in real-world situations,â?• said Cathal Daynes, Global Technical Support and Knowledge Manager at Rovensa Next. â??This platform transforms technical expertise into practical insights, allowing us to better support partners and growers in the field.â?•

The company is rolling out the platform across 15 countries in 2026 following a phased pilot and scale-up in 2025, with the goal of improving knowledge-sharing, reducing response times, and ensuring consistency across markets.

Complementing the AI platform is the Rovensa Next Training Academy, a global program designed to strengthen commercial, technical, and leadership capabilities across teams. Using a blended learning approach that includes AI-supported simulations, the Academy equips teams to deliver more consultative, tailored biosolutions strategies.

â??As biosolutions decisions become more complex, our teams must be able to deeply understand customer challenges and design relevant, data-driven solutions,â?• said Olga Maksimova, Director of Global Commercial Excellence at Rovensa Next.

The program emphasizes coaching and leadership development, enabling managers to guide teams more effectively and deliver consistent, high-quality support to partners and growers across regions.

â??The most valuable innovation is the one that drives better decisions and measurable outcomes in the field,â?• said Adriana Boock, Chief Product Officer at Rovensa Next. â??This initiative strengthens our ability to provide integrated, science-backed solutions that improve profitability while supporting sustainable farming practices.â?•

The global rollout is already underway across North America, EMEA, Mexico, Latin America, and Brazil, with the initiative expected to enhance collaboration and consistency across Rovensa Nextâ??s broader ecosystem over time.

As part of its broader â??Biosolutionize Agricultureâ?• campaign, the company continues to promote integrated approaches that combine biological and natural-based products with advanced technologies and agronomic expertise to reduce synthetic inputs and support sustainable agriculture.