Stara
+
SAP
INTERNET OF THINGS
REACHES AGROBUSINESS

DO YOU KNOW BRAZILIAN AGRIBUSINESS?

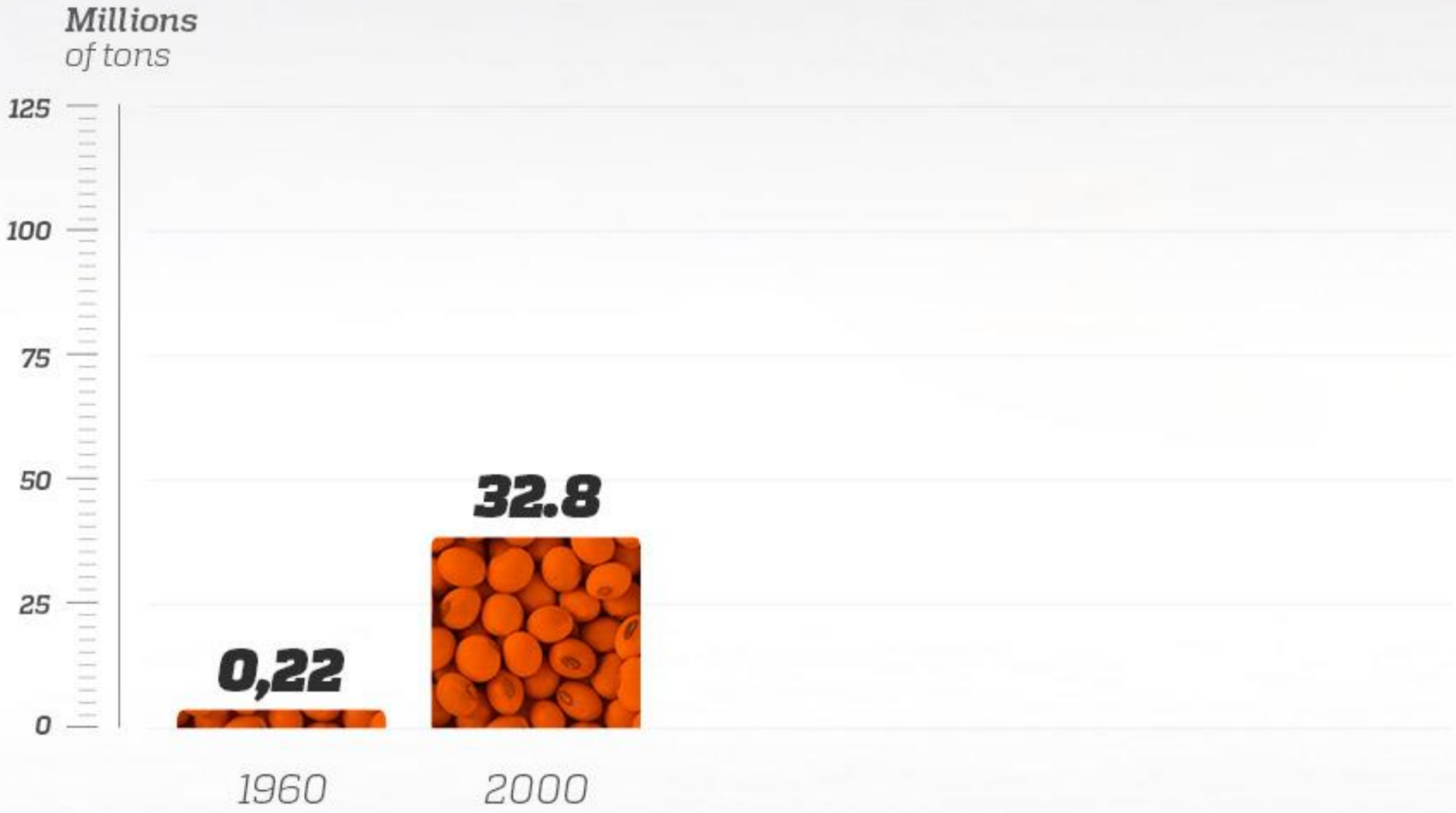
Agribusiness is responsible for

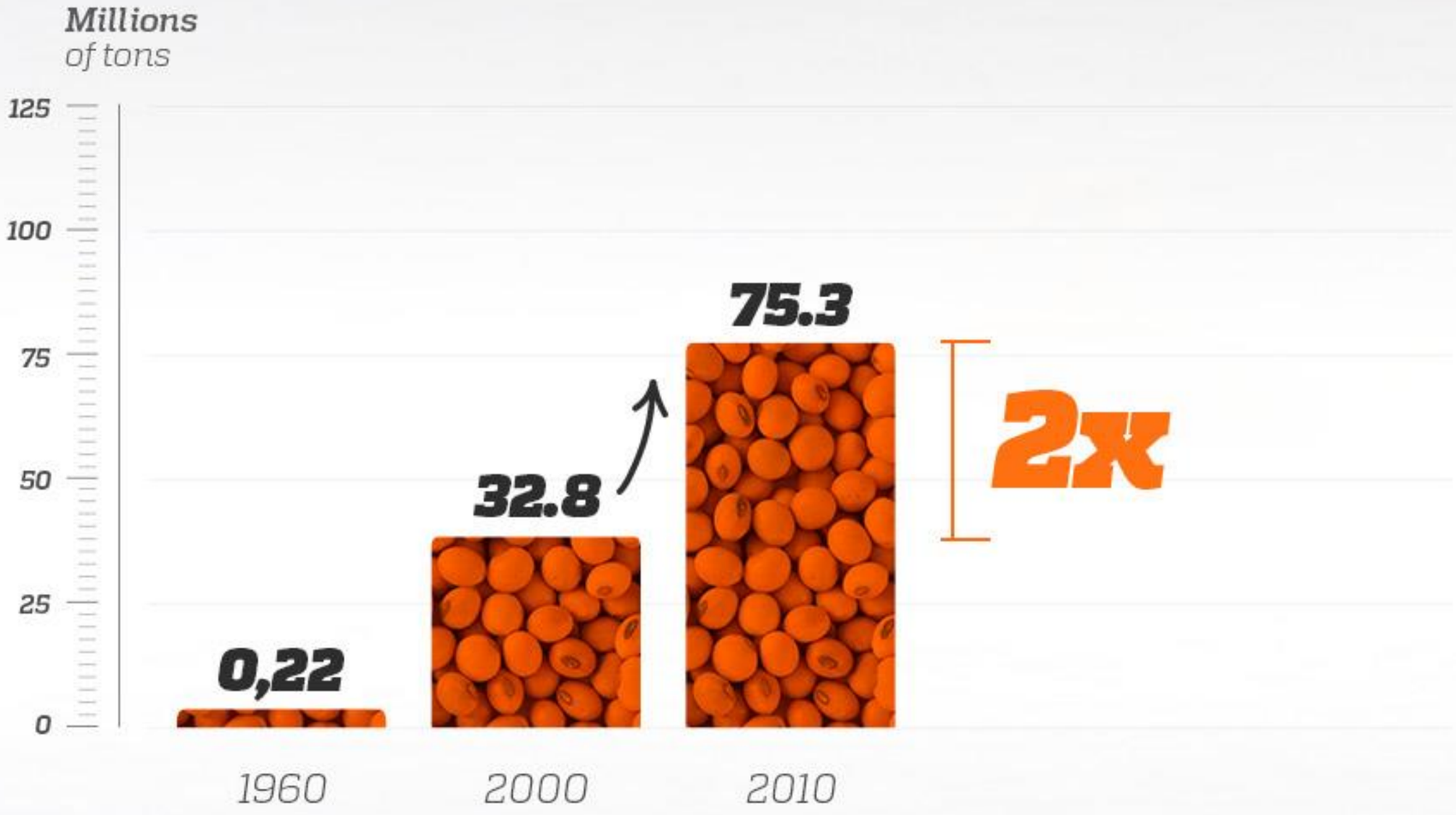
22%

of Brazilian **GDP**

2ND BIGGEST SOYBEAN PRODUCER IN THE WORLD

3RD
BIGGEST
MAIZE
PRODUCER
IN THE
WORLD
Takuma Kimura


Millions
of tons
125
100
75
50
25
0
0,22
32.8
1960
2000


Millions
of tons
125
100
75
50
25
0
0,22
32.8
75.3
2x
1960
2000
2010

2000
Precision Farming
Vinha
Vigor vegetativo
0.0 - 0.4
0.4 - 0.5
0.5 - 0.6
0.6 - 0.7
0
125
250
500 Meters
N

PROJETO
Aquarius

2000

PRECISION FARMING

2000

Imported precision farming

US$ **120.000,00**

2014

Brazilian precision farming

US$ **7.500,00**

PRECISION FARMING

HOW DOES IT WORK?

Cloud via WiFi or GPRS

Articulated

Seed rate control

Seed sensor

Autosteer 2 cm

Row-to-row shutoff

Cloud via WiFi or GPRS

Articulated

Seed rate control

Seed sensor

Autosteer 2 cm

Row-to-row shutoff

Cloud via WiFi or GPRS

Articulated

Seed rate control

Seed sensor

Autosteer 2 cm

Row-to-row shutoff

Cloud via WiFi or GPRS

Articulated

Seed rate control

Seed sensor

Autosteer 2 cm

Row-to-row shutoff

Cloud via WiFi or GPRS

Articulated

Seed rate control

Seed sensor

Autosteer 2 cm

Row-to-row shutoff

ROW-TO-ROW
SHUTOFF

Cloud via WiFi or GPRS

Articulated

Seed rate control

Seed sensor

Row-to-row shutoff

Autosteer 2 cm

BUT WHAT IS STARA?

A HISTORY OF CONSTANT EVOLUTION

2005

HEADQUARTER

Não-Me-Toque/RS

Built area:
110.046 m²

Total area
142 há

Export:
35 países

Employees:
2.400

BRANCH
Carazinho/RS

BRANCH
Santa Rosa/RS

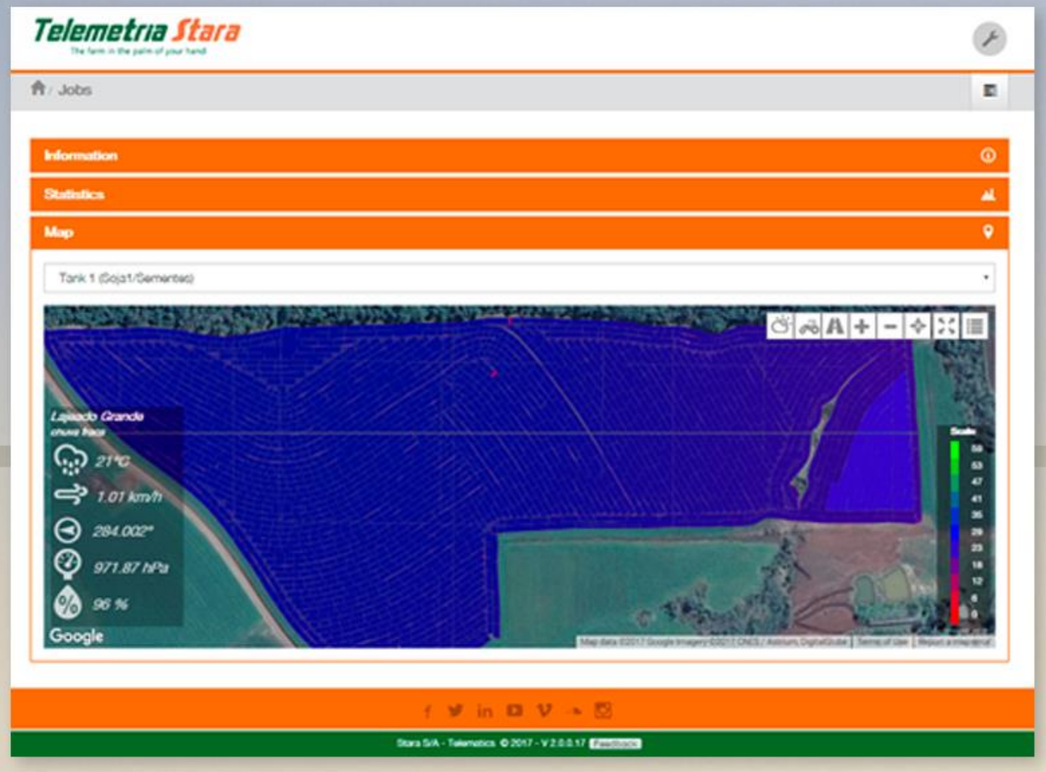
COINNOVATION

2015

HOW DID
THIS IDEA
COME
ABOUT?

AGRISHOW 2015

Stara
SAP
Agribusiness



2016

Telematics

HTML

amazon

LET'S UNDERSTAND
HOW IT WORKS?

STARA
CASE

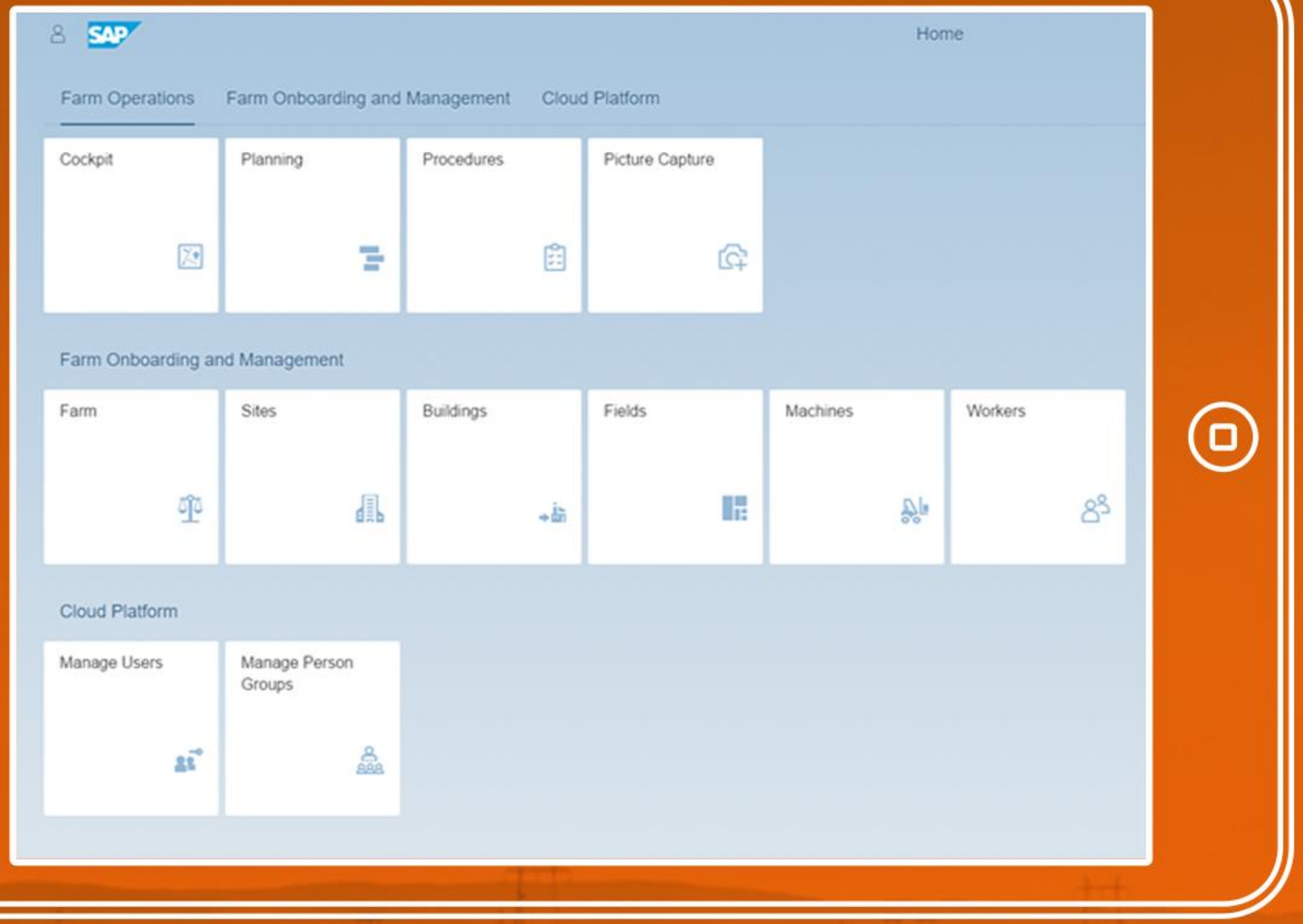
TOPPER
STARA's Computer Board

Não-Me-Toque
Segunda-feira
29.0°C
Nuvens esparsas
Umidade: 66 %
Índice UV: 0
Vento:
4.66km/h
Google
Imagery ©2016 CNES / Astrium, Cnes/Spot Image, DigitalGlobe
Terms of Use
Report a map error

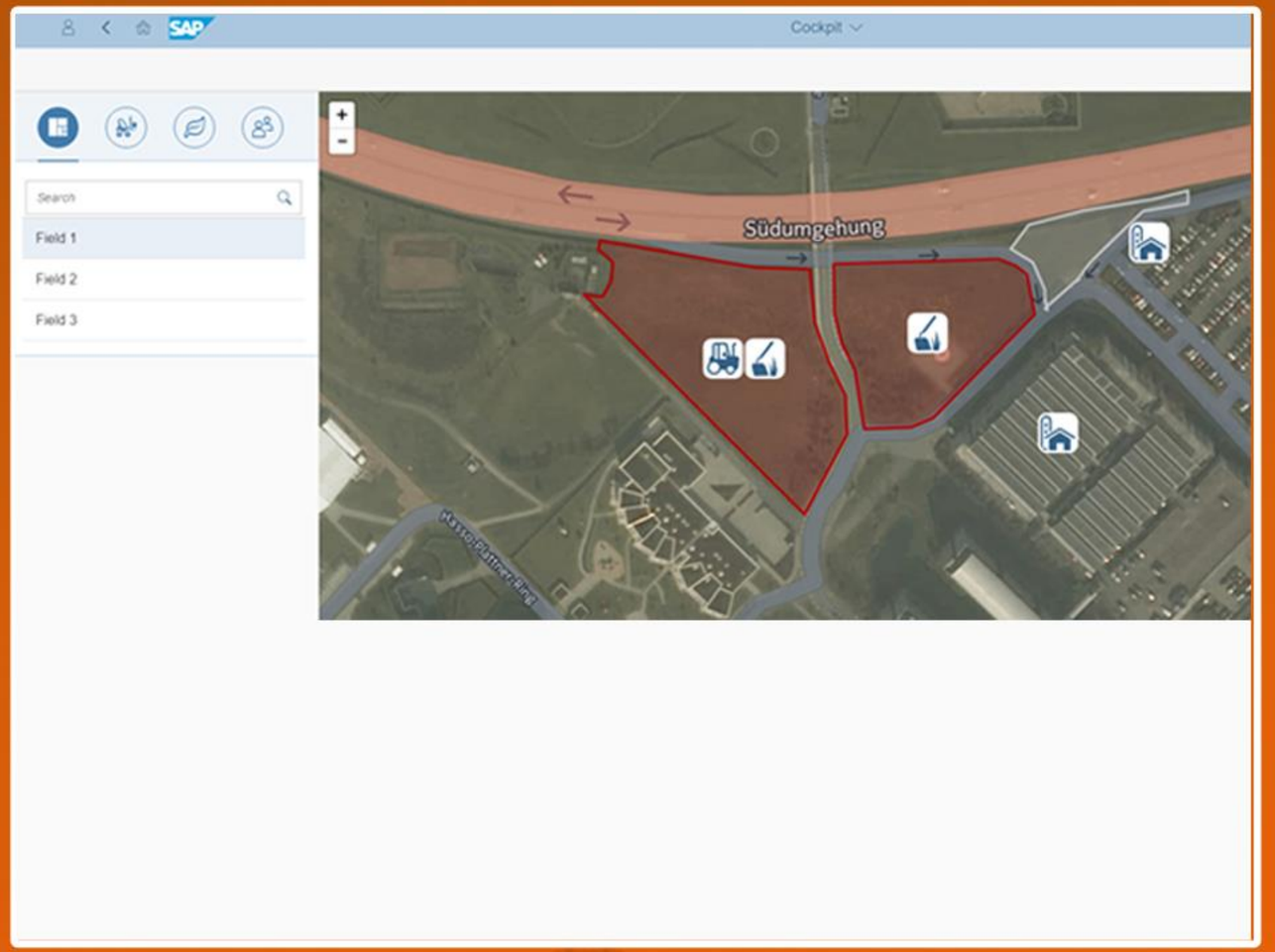
Telemetria Stara
A sua fazenda na palma da mão

FIRST TRACTOR IN THE WORLD CONNECTED TO SAP

SAP Connected Agriculture



SAP Connected Agriculture



THE FUTURE?

LET'S FEED THE WORLD?

2016 7BI

2050
9 BI
PRODUCE+

LET'S MAKE IT
CONNECTED?
Stara

THANK YOU

Mariano Lopes Machado

Stara

StaraBrasil