



## FOCUS: SEED

### Advancing the Ability to Analyze Field Data Effectively



**Context  
Partner,  
Mark Holland**

Context's new offering, **SeedMatrix™** has met with enthusiastic favor and rapid adoption by seed companies across the country. SeedMatrix is a web-based application for seed companies. The software simplifies hybrid and variety data management by allowing users to analyze a host of seed test plot data in a simple format. Context Partner Mark Holland said, "SeedMatrix helps glean full insight from extensive test plot investments – advancing your ability to make those critical commercialization decisions count."

"The seed industry is at a point where large volumes of new products are coming to market. SeedMatrix

allows users to keep on top of what genetic and technology combinations work best in a given geography, allowing them the ability to place the best possible products in a given agronomic environment", he added.



#### What SeedMatrix Does

The application allows for customized, comprehensive analysis of variety and hybrid data on six crops: corn, soy, cotton, wheat, rice and sorghum. It is uniquely designed to:

- Create customized, head-to-head seed variety or hybrid comparisons
- Find the most consistently high-yielding varieties by geography and analyze those seed products for strengths and weaknesses within a specific geography
- Evaluate multiple points of data gathered from the public forum and compare that against internally generated data in a secure system

SeedMatrix accesses the data, organizes and imports it into a user-friendly form. Through online security measures, SeedMatrix data are never shared. The information generated is storable and accessible anywhere or any time, even from a mobile phone device.

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### SeedMatrix™ Brings Efficiency to Hybrid and Variety Data Management



*With an easy-to-use set of menu options, SeedMatrix's many applications are readily processed and easy to access. Data are stored if desired for future reference. Access to data and customizable reporting options are meeting with great favor by users. They cite benefits including:*

- *No need to collect University trials: we collect the public data and make it available to our customers.*
- *The app can have the look and feel of your company. All reports can be customized with your logo, color scheme and preferences.*
- *State of the art data entry system means data can literally be loaded from the field and instantly available on SeedMatrix.*



With SeedMatrix, analysis and results become more meaningful and applicable to your company and ultimately, to your customers.

SeedMatrix allows users to slice and dice data in a variety of ways to achieve multiple views and assessments. Users may choose from:

- ✓ Single Trial Data
- ✓ Top Performing Products
- ✓ Head to Head Comparison
- ✓ One to Many Comparison
- ✓ Yield Book

### Rapid Adoption by Seed Companies

Holland said, "Our customers are utilizing SeedMatrix this fall to help make recommendations to their customers on what hybrids/varieties to purchase and plant next spring. One customer told me that he felt they had significantly upgraded their ability to provide value to their customers through the use of performance data via SeedMatrix. SeedMatrix customers will be utilizing the system in the next 90 days to help drive seed production and trait mix decisions as well."

Many seed companies are finding unique value in the timeliness and flexibility offered through SeedMatrix.

Holland said, "We have added several customers this year since the acquisition by Context. We look forward to reaching additional seed industry professionals through participation at ASTA and IPISA meetings this winter."

For more information, contact [dale.logan@contextnet.com](mailto:dale.logan@contextnet.com).

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*The Context Network* provides business management and strategy consulting services to the world's leading agriculture, biotechnology and food companies and government agencies and institutions. Major areas of expertise include strategy, merger and acquisition support, valuation of new technologies, formation of alliances, and market research. The West Des Moines-based firm is composed of a core of professional consultants that is complemented by a network of hundreds of industry and subject-area experts.

