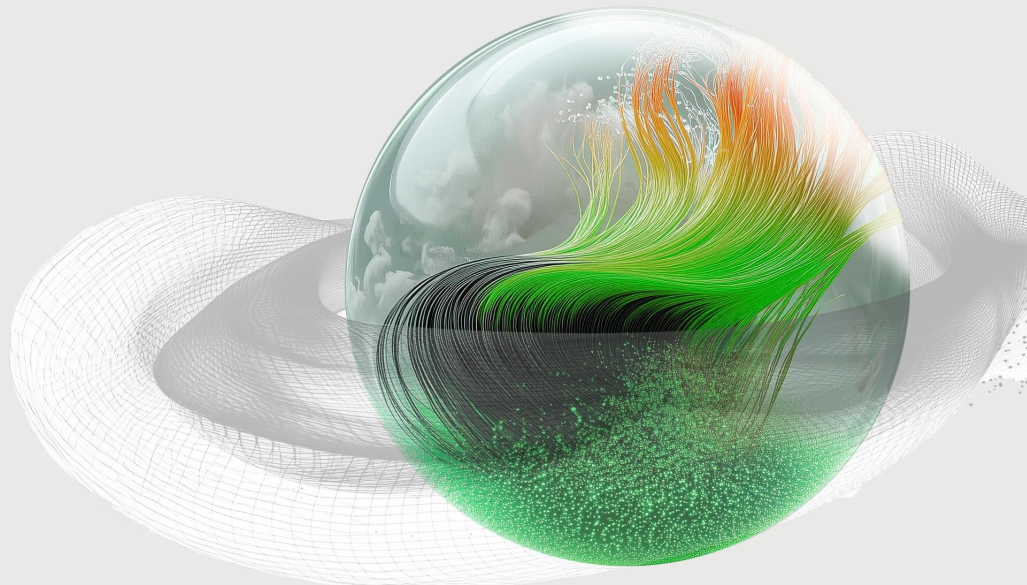


Piattaforma AgriTech

Dalla coltivazione al consumatore
in un'unica piattaforma

Marzo 2026



Nel contesto del Progetto *xTech NextHub*, cofinanziato dal Ministero delle Imprese e del Made in Italy e dalla Regione Puglia, **Deloitte** ha sviluppato una soluzione innovativa per accelerare la trasformazione digitale delle **filieri agro-alimentari**. La sperimentazione è condotta con aziende pugliesi operanti nel settore olivicolo e viti-vinicolo.

La **piattaforma AgriTech** trasforma i dati in valore tangibile, ottimizzando ogni fase della catena produttiva attraverso **tre moduli integrati**: dal monitoraggio intelligente del campo alla tracciabilità end-to-end del prodotto finale.

Efficienza, qualità e crescita sostenibile: tutto in un'unica soluzione.

COLTIVAZIONE



Gestisce informazioni e dati per monitorare le **attività in campo** in tempo reale, intervenendo in tutte le fasi del ciclo di maturazione

- Monitoraggio campi e tenute
- Pianificazione delle attività
- Gestione magazzino
- Laboratorio Analisi
- Conformità disciplinari
- QdC digitale
- Stima della resa
- Monitoraggio stato salutare

TRASFORMAZIONE



Gestisce informazioni e dati per monitorare le **attività del processo produttivo**, migliorando la qualità del prodotto e fornendo agli stakeholder una certificazione basata su dati 'autentici'

- Monitoraggio serbatoi
- Gestione magazzino
- Pianificazione delle attività
- Tracciamento processi
- Laboratorio Analisi
- Integrazione SIAN

MARKETING & TRACCIABILITÀ



Gestisce la **tracciabilità del prodotto** tramite codici QR, certifica e condivide dati in blockchain, monitora il consumo delle bottiglie, analizza il feedback dei consumatori e gestisce costi e ricavi

- Tracciabilità end-to-end
- QR Code
- Marketing e fidelizzazione
- Report di sintesi
- Sentiment Analysis

TECNOLOGIE

INTELLIGENZA
ARTIFICIALE

BLOCKCHAIN

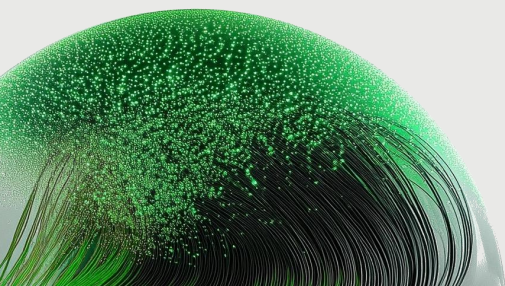
INTERNET OF
THINGS

CLOUD
COMPUTING

BIG DATA
ANALYTICS

REMOTE
SENSING

Partner Strategici



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