About Precision Planting
Established in 1993, Precision Planting devises, develops, and delivers planting tools that lead to maximum yields of corn. Company products include proprietary meter components, the MeterMax meter calibration system, and a broad range of Keeton Seed Firmers.

Their goal is to help corn growers get two thousand more ears from every acre by improving seed spacing, depth control and improving the seed environment.

The Business Challenge
The company previously utilized a mail order management system with a basic web application which did not fulfill their needs and was not tied into their main system. Therefore, the company set out to find a comprehensive solution that would tie all information into a central database and allow online ordering for different sectors.

The k-eCommerce Solution
Precision Planting selected Microsoft Dynamics GP and eSource web application. k-eCommerce implemented a business site for dealers (B2B), an end user site (B2C) and a sales portal to facilitate the ordering process for their sales people.

“We were looking for the right program and the right partner that would fulfill our eCommerce needs while responding quickly to any issue. Our partners, Sikich, Microsoft and k-eCommerce all came together to provide the best solution”

John Owen, IT Director, Precision Planting

The company is currently working on educating both dealers and end users on utilizing the online store, so eventually most of the orders are placed online.

“Thanks to the B2B site, our dealers appreciate being able to log in any time and place orders 24/7 without ever being placed on hold.”

John Owen, IT Director, Precision Planting

The Sales Portal
Precision Planting’s sales people have gained a competitive advantage with the sales portal. This timesaving tool allows them to process orders in a fraction of the time it previously did.
A clear example is the startup kit for new dealers. It requires over 60 items that used to be typed one by one, every time. They now have a value file which automatically brings up all the necessary contents on their screen, saving valuable time.

Looking Ahead
Optimizing Resources
As dealers and customers switch to online ordering and tracking, Precision Planting Management expects a reduction in the volume of calls handled by the call center. They plan on focusing some of those valuable resources on research and development, testing new products, attending farm shows, and identifying customers’ needs and industry trends.

International Expansion
Since Precision Planting’s business is mostly seasonal, they are working towards expanding their business internationally, particularly to countries in the Southern Hemisphere. As they approach those markets, they expect to expand their eCommerce solution to include international capabilities such as different currencies, international shipping methods and localization in other languages.

“As farmers, we learned that paying attention to the little things paid big dividends in yields, profits and growth. The outstanding service from k-eCommerce reflected that philosophy and allowed us to provide our customers, partners and employees with a higher level of service”.

John Owen,
IT Director, Precision Planting