



“mesur.io focuses on end user needs from data, not on the data itself. Qlik Sense on AWS drives insight and discovery with data visualization allowing customers to apply their resources where it matters most.”

– Mike Prorock, Chief Technology Officer and Founder



Customer Name:
mesur.io provides climate awareness solutions for smart/precision agriculture

Industry:
Agriculture technology

Location:
Chapel Hill, NC

Challenge

Deliver advanced big data analytics and relevant external data to enable growers to monitor areas of concern, from water usage to feed storage conditions and beyond without diverting valuable resources to non-core infrastructure and operations tasks.

Solution

Qlik Sense with Cloudera on AWS enables customers to focus their attention on dashboard presented data, from the mesur.io IoT platform, enabling real time decisions across all elements of their enterprise, rather than a hodge-podge of stand alone traditional systems. Qlik Sense merges results of big data analytics from Apache Spark and external sources (weather, GIS) with historical in-memory analysis of real time feeds.

Results

- **Saves money** – Up to 35% reduction in water consumption and manpower. Irrigation and staff can be targeted, in real time, to critical areas.
- **Conserves resources** by integrating with water consumption meters and triangulating with weather and temperature - enabling supply chain management for automatic ordering, of fertilizer, seed, and water.
- **Flexible, intuitive analytics tool** with no setup, no infrastructure, and no hassles.