

Overview

AMIS-Connect enables timely delivery of information to farmers through their mobile phones. It is fully integrated with **AMIS-Tobacco**, a web-based Agriculture Management Information System which tracks tobacco crop cycle activities from beginning to end. Expensive or complicated smartphones are not required – a basic mobile phone that can send and receive text messages is all that is needed to experience the benefits of **AMIS-Connect**.



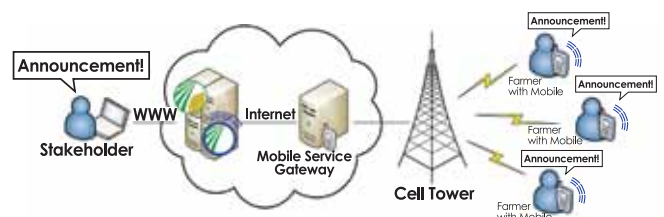
AMIS-Connect improves communication

Out in the field, it is easy for farmers to feel isolated from their organisations. Communicating with farmers can involve long hours and travel to many areas. With AMIS-Connect, getting announcements, notices and other information to farmers is as easy as writing an e-mail. Each farmer with a mobile number who is registered in AMIS-Tobacco can be reached instantly. Through their mobile phones, farmers can access information from AMIS-Tobacco such as the price of a bag of fertilizer or their own statement balance.



Benefits of AMIS-Connect

- Save time and money: broadcast announcements straight to farmers' mobile phones
- Instant delivery of critical, time-sensitive messages any time, anywhere
- Timely communications throughout the tobacco sector, countrywide
- Closer relationship between growers and stakeholder organisations
- Information available on demand: tobacco grade prices, inputs prices, statement balances



AMIS-Connect increases efficiency

Communicating electronically means less time and money spent on travel and more time for stakeholders to focus on growing quality, compliant tobacco. It is said that the key to a successful relationship is communication. By bringing organisation and farmer together, **AMIS-Connect** enhances cooperation between stakeholders.



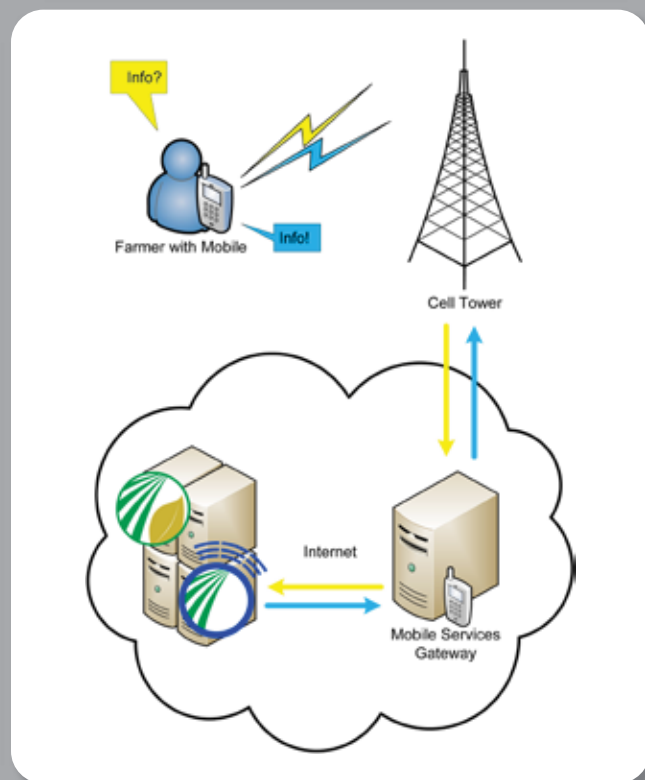
Farmers can receive information directly from **AMIS-Tobacco** as easily as checking remaining credit or call time. Farmers can access the following information on demand:

- Prices of approved inputs – fertilizers, crop protective agents, packaging materials, and other farm equipment.
- Sale prices of tobacco by variety and grade.
- The farmer's own statement balance of tobacco sold less cost of inputs received.

Stakeholder organizations can send information directly to farmers registered in **AMIS-Tobacco**. Through the web-based Communication Centre of **AMIS-Connect**, stakeholders can broadcast SMS text messages to their contracted farmers, by group or individually. Stakeholders who can take advantage of **AMIS-Connect** include:

- Government bodies responsible for agriculture.
- Tobacco growers organisations, cooperatives or unions.
- Financial institutions.
- Multinational buyers.
- Product manufacturers.

CropsData Ltd partners with national mobile carriers, typically one per country, to provide access to **AMIS-Connect**, any time, anywhere there is a mobile signal.



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Information Technology platform

Hosting and internet connectivity

Under 24/7 management, **AMIS-Tobacco** and **AMIS-Connect** are collocated in an Equinix (www.equinix.com) world-class International Business Exchange (IBX®) data centre. Equinix provides a secure, resilient hosting environment in terms of physical space, power supply, heating / ventilation / air-conditioning (HVAC), and meets SAS 70 Type II compliance for colocation and data centre services. Business internet connectivity services are provided by Internap (www.internap.com). Internap's Private Network Access Point (P-NAP®) architecture harnesses the power of multiple internet service providers to deliver optimized, reliable and predictable performance.

Fully Scalable: AMIS-Tobacco is dynamically scalable to provide for increases in the number of users, data volumes and system processing requirements. Uses industry-standard "LAMP" stack. The software has been developed using world-class open-source industry-standard IT products and tools.