



### **FOR IMMEDIATE RELEASE**

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### **HTS Ag Partners with AgriSync**

HARLAN, IA – HTS Ag will strengthen their customer connection with their recent partnership with AgriSync, a remote support mobile app. With the new partnership, AgriSync will be added to HTS Ag's current service plans to enhance customer service by allowing real time communication between farmers and technicians.

"We're thrilled to have partnered with one of the prominent leaders within precision agriculture, HTS Ag," says Casey Niemann, president of AgriSync, Inc. "AgriSync will add an additional component to HTS's already robust ag service plans by providing immediate service to their farmer customers."

HTS Ag opened their doors in 1985 as a farm accounting software company. The business quickly grew into a much larger computer sales company, and eventually advanced into one of the innovative leaders within the agricultural technology industry. As the industry evolved, company leaders began to see the value in services and service contracts from the computer, information technology (IT) side of the business.

"Our experience in IT really laid the groundwork and helped mold the services component within our business," says Adam Gittins, General Manager at HTS Ag. "We realized if you're good at making the equipment work, farmers like buying it from you. And that really helped us drive sales because customers knew they could count on us to keep their equipment up and running."

HTS Ag began their service plans in 2007. Once the plans were in motion, technicians quickly learned they could accomplish two very critical things. They could check customer's displays and make sure the equipment was ready to go to the field, and they had the opportunity to give customers a quick training course since customers likely hadn't looked at the display in 9 or 10 months.

"We saw the opportunity to do something to help our customers keep running. We've always had the "customer first" mentality to build our business around service," says Gittins.

The service plans proved to be an instant success, but technicians realized they couldn't meet the demand and make the amount of service calls needed within a given day.

"The drive time absolutely kills us when we drive to every person's farm to help them get going and fix any problem they may have," Gittins says. "Time is critical and we can't be everywhere at once. That's when we took a look at AgriSync. You could have one technician helping several people in a short amount of time."

HTS Ag evaluated their work within their IT structure and noted what worked well within the market segment. They realized a dashboard for remote support is what made the system a success.

Gittins says, "AgriSync is very robust technology. It allows us to see what is going on and talk to customers at the same time, but is also incredibly simple for farmers to use. That makes our job easier."

AgriSync is the first remote support app for agriculture. It enables live video calling, which will assist technicians in providing better service to their farmer customers when breakdowns occur. The live video technology allows the advisor to see exactly what the farmer sees to help bring speed to resolution. Within the app, advisors can track their service time through a ticketing system and obtain instant feedback from customers about the quality of service they received.

"The goal in the creation of the AgriSync app is to help farmers reduce downtime and technicians to provide better customer service and build loyalty within their business," says Niemann. "By connecting technicians and farmers with live video, service calls are more efficient and troubleshooting can happen immediately."

HTS Ag ran a successful pilot program with AgriSync with a few customers this fall and will be including AgriSync within all service plans in 2017.

"Any of our customers that have a service plan with us moving forward will receive service using AgriSync," says Gittins. "It's one more way to enhance our ability to service the customer and provide them the most timely and efficient service that we can figure out how to do."

#### **About HTS Ag**

HTS Ag is an innovative company on the leading edge of agricultural technology and has been serving growers in Iowa and surrounding states since 1995. Their passionate and knowledgeable team is focused on solving growers' challenges and creating a customized technology solution for any sized farming operation. Implementing the latest technology into their operations can maximize their customers' return on investment in technology by improving efficiency, reducing cost, improving yields and increasing margins.

For more information, contact HTS Ag at 800-741-3305 and check out their website at [www.htsag.com](http://www.htsag.com).

#### **About AgriSync**

AgriSync is a privately held company founded in 2014 with the mission to help farmers and the people they rely on connect simply and effectively to make farming less complicated and more productive. The AgriSync service maximizes the use of technology for farmers and lowers the cost of quality service delivery for advisors. For more information, visit [www.agrisync.com](http://www.agrisync.com).

For more information about AgriSync and the problem it helps solve, visit the website and watch the video at [www.agrisync.com](http://www.agrisync.com).

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