



Consumer Products

Boosting profitability through **agricultural automation**

Leading agribusiness

To help ensure visitors can enjoy its agricultural park for years to come, this leading agribusiness in China uses Lenovo Le Farming to automate processes such as greenhouse management—reducing operational costs and freeing employees to focus on the customer experience.

Lenovo

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Who is this leading agribusiness?

This agribusiness is one of China's leading urban agriculture companies, with operations across the country. As part of its commitment to developing sustainable, profitable, and scalable operations, the organization has constructed a large agricultural park, which is open to the public.

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The Challenge

To strengthen its industry-leading position, the agribusiness is continually investing in innovation. The agricultural park is both a working farm and a popular leisure attraction. For the company, the park is a valuable way to put new agricultural techniques to the test. And for visitors, the park is a fun and engaging way to discover how our food is produced—and even to purchase fruits and vegetables grown on site.

Initially, the agribusiness relied heavily on manual labor to manage the park, including monitoring greenhouses and other park equipment, and assisting park visitors. The organization saw an opportunity to automate and streamline these activities. The aim was to boost cost-effectiveness by automating repetitive manual tasks, and delight visitors with a more personalized experience.

Reaping the rewards of **automation**

With the Lenovo Le Farming solution, the agribusiness enjoys intelligent control of greenhouse ventilation, crop covers, lighting, irrigation, and more. Lenovo Le Farming allows the company to harness intelligent, automated business logic to continually monitor greenhouses and other park spaces and to maintain optimal environmental conditions. In the past, the company relied on park employees to perform this repetitive work but now it can free teams to focus on value-added activities.

As well as helping it to optimize the management and operations of the park, Lenovo worked closely with the company to develop a brand-new digital experience for visitors. Delivered via the WeChat platform, this new experience enables visitors to find information about the park and purchase products right from their smartphone. Visitors can also rent a piece of land and cultivate crops themselves.

Solutions

Lenovo Le Farming

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Results

By combining intelligent automation with a fresh digital sales channel, the Lenovo Le Farming solution is enabling the company to transform its business model for the agricultural park.

Thanks to its partnership with Lenovo, the company has significantly reduced the operational costs associated with park operations while at the same time boosting sales via new e-commerce experiences. As a result, it can redirect investment into building new park facilities and new attractions—a virtuous cycle.

- ✓ Reduces operational costs
- ✓ Unlocks new sources of revenue
- ✓ Enhances the visitor experience



The Lenovo Le Farming solution is helping this leading agribusiness to operate a profitable, engaging, and unique agricultural park that visitors can enjoy for years to come.

Why **Lenovo**?

The agribusiness selected Lenovo for its global leadership in the enterprise IT sector and its extensive experience in intelligent automation.

“In our view, Lenovo is the world’s leading specialist in domains such as smart buildings, which made them the ideal fit to automate our greenhouses and other interior park spaces,” comments the spokesperson. “Because Lenovo is also one of the world’s largest technology companies, we also have the peace of mind that we can always get expert support if we need it.”



How can agribusinesses drive up profitability?

Learn how a leading agribusiness in China uses Lenovo Le Farming to streamline the management of its agricultural park.

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