

## It's time to turn your data into profit

Fertiliser is the biggest operational expense for a crop (up to 30%). It is also the input with the most room for improvement.

Better fertiliser decisions mean higher yields, less waste, and increased profits. A 10% increase in the return on investment from fertiliser is worth \$20/ha. Yet, we have been making fertiliser decisions the same way for decades.

It's time to do things better by drawing from the data you have stored in your systems to make accurate decisions and maximise your return on investment.

## Rethinking the approach

We've been in agriculture for 30 years. We've watched tech revolutionise other industries, and other parts of agriculture. Yet, we've only seen incremental improvements to fertiliser decisions. We have completely rethought the approach and brought the tech revolution to fertiliser decisions.

## Get started today

Visit [laconik.com.au](http://laconik.com.au) to create your free account. Follow a few simple steps to upload your data and start the process of making better fertiliser decisions. There are no ongoing subscriptions – you only pay for what you use.

Create in-paddock trials to check fertiliser profitability and run the software across a specific paddock or the whole farm to generate variable fertiliser maps for your rate controller. Start making better use of your data to be able to apply the right amount of fertiliser in the right spots to maximise profitability.



### ADDRESS

22 Stirling Highway,  
Nedlands,  
Western Australia 6009

### CONTACT

+61 (08) 9456 5746  
+61 (0) 436 115 462  
[info@laconik.com.au](mailto:info@laconik.com.au)



Today's fertiliser decisions are far from perfect –  
there must be a better way

Create Your Free Account at  
[laconik.com.au](http://laconik.com.au)



## The solution

Getting more profit from fertiliser requires variable rates. Less over fertilising, less under fertilising, more optimal fertilising.

Our software takes the hassle out of variable rate fertiliser decisions using data you've already collected to provide a variable fertiliser map for your rate controller.

## Why use Laconik?



### SCALABLE

Our technology uses your data, doesn't require you to do additional jobs, and can be scaled across your whole farm.



### ADAPTABLE & INTELLIGENT

Each year the technology gets smarter. Process of continual learning.



### PROVEN ADVANCED MACHINE LEARNING TECH

We use unique propriety algorithms that learn over time.



### FOCUS ON ROI

Fertiliser is a major cost of growing crops and our technology delivers a clear ROI.



### EASY INTEGRATION

Syncs with your existing precision ag platform to produce a recommendation that utilises the software and hardware in your machinery. Sync your John Deere Operations Centre today.



### SPACIAL AWARENESS

Unlike soil testing, our technology embraces spatial variability. Fertiliser recommendations for maximum economic return.



### Laconik N

Answers the question of how much nitrogen does my crop need right now?

### Laconik VR

Use Laconik VR when you know you've got a variable paddock and just want to do a quick VR map. It's the quickest and easiest way to vary fertiliser rates to improve returns.

### Laconik Trial

Test fertiliser rates to check recommendation, improve ROI and improve future decisions.

**Only pay for what you use -  
get a free account now at [laconik.com.au](http://laconik.com.au)**