

Creating a modern workplace to ensure that each team member has the right technology tools

Croptimistic chose the Dell Premier portal to modernize its IT procurement and transform the way it meets staff needs — while receiving substantial savings on companywide technology purchases.

Business needs

Croptimistic wanted to modernize its office and field operations, providing team members with the latest technology tools. With rapid growth doubling the company's workforce, the old method of just going to a local retailer and purchasing devices was proving to be costly, inefficient and not giving people what they needed.

Business results



Enjoys significantly reduced costs on a wide range of Dell Technologies devices and peripherals.



Provides a customized, centralized self-service purchasing experience that's easy and efficient.



Helps Croptimistic accommodate rapid growth, dividing users into several tiers to simplify device management.



Offers an on-site Dell Try It program that enables Croptimistic to test devices hands-on to ensure a good fit.



Delivers exceptional support through the online portal with how-to guides, service history and more.

Solutions at a glance

- [Dell Premier](#)



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Croptimistic Technology was founded in 2018 to help transform the future of agronomic decision-making. The company's innovative SWAT (soil, water and topography) MAPS technology collects electrical conductivity data to track soil nutrient values and other information needed for high-resolution soil foundation maps.

Croptimistic's clients use these SWAT MAPS to guide them in taking core samples and analyzing data in the field, so they can fine-tune in-season adjustments of topdressing, fertilizing, seeding, soil amendments, pesticides or water management — to improve crop yields and deliver environmental and climate change benefits.

With its team doubling to more than 80 people over the previous year and a half, Croptimistic's biggest challenge was to ensure that each team member had the latest technology tools tailored to their needs — to serve a range of customers from leading precision agronomy business partners to farmers.

"In the past, to equip our team, we'd drive to the nearest retail store and just purchase whatever we needed," says Kyle Schlosser, information technology and infrastructure manager at Croptimistic. "As we grew, that was proving to be costly and inefficient."

He continues, "We've now identified several tiers of computing resources for team members. Our mapmakers want as much hard drive space as they can get. AI specialists need PCs with powerful GPUs. And our developers crave raw firepower."

A customized, centralized purchasing experience.

Dell Premier enables Croptimistic to easily and efficiently purchase technology for team members through a centralized portal. The customizable online platform simplifies the procurement process. It delivers a self-service buying experience as well as exclusive pricing options — allowing for individual fits of everything from PCs to docking stations.

"We chose Dell Premier to modernize our office, and have been impressed with both the process and prices," relates Schlosser. "We're able to build purchases to address the needs of various users within our established computing tiers. So, when we place an order, the right equipment arrives ready to go."

Not only does Croptimistic enjoy the time and efficiency benefits of centralized procurement, but the company also receives volume savings compared to its previous off-the-shelf retail purchasing approach.

"With Dell Premier, we enjoy exceptional pricing on the full range of systems we need," Schlosser remarks. "It's over and above more efficient procurement, deployment and companywide standardization. It all adds up to substantial economic benefits."

Exceptional support and Dell Try It program.

Beyond simplified device management and significant cost savings, Croptimistic appreciates Dell Technologies' outstanding support and additional offerings such as the Dell Try It program.

"Dell Premier's online support portal is super useful in enabling us to retrieve how-to guides and other documents, service history and contact info," says Peter Ehry, dev/ops engineer at Croptimistic. "We can access everything right on our account page whenever needed."

To help select the right devices and fine-tune its technology resources, Croptimistic also takes advantage of the Dell Try It program. Working closely with the Dell Technologies account team, Croptimistic arranges for products to be delivered and tried out by office team members or in the field, with the option of returning anything that isn't quite right.



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“We appreciate how Dell Try It allows us to test new devices before committing to purchase in volume, so we can make the most-informed decisions and get the tools we need,” Ehry adds. “Once we’ve settled on our choices, we can create a configuration in Dell Premier and ensure that each device or peripheral is standardized for our group.”

Concludes Schlosser, “Dell Premier has transformed our technology purchasing — making it simpler and more efficient, while providing cost savings that truly surprised us. It’s a win-win for a rapidly growing company such as ours.”

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Peter Ehry,
Dev/Ops Engineer, Croptimistic

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