



**Your rural business  
with urban connectivity**

**Our custom-built  
network helping Pāmu  
become one of the  
most connected rural  
businesses in the world.**

The future is exciting.  
**Ready?**





## This is the whole story

**“Vodafone’s connectivity means our farm managers can now communicate more often and work more effectively. It will ensure we’re ready to embrace new technologies as our company innovates in the future.”**

**Rob Ford**  
General Manager of Innovation, Environment and Technology

Pāmu is a nationwide enterprise with 125 farms producing milk, beef, lamb, wool and all manner of primary produce. Pāmu is committed to bringing world class technology to the farming community however, the sole use of Digital Microwave Radio (DMR) was holding them back.

The company’s cloud-based tools were designed to improve productivity and communication, however, their slow network lacked the capacity to operate these tools effectively.

“Consistently connecting all of those 125 farms was an enormous challenge. There was no off the shelf broadband solution that was capable of meeting our requirements, so we had to think really creatively about how we could link our farms to one network,” said Rob.

## Connecting farms far and wide

Pāmu’s Rural Connect Project is the second largest rural connectivity project in the country covering the length and breadth of New Zealand. To securely connect all Pāmu’s farms with its corporate offices, Vodafone established an innovative Wide Area Network (WAN).

The WAN

- Combines DMR, fibre technology, mobile copper and satellite solutions to deliver seamless back-up connectivity.
- Provides greater access to the company’s cloud-based systems so farm managers can participate in important meetings and keep in touch with Skype for Business or video conferencing.
- Provides farm managers with the business grade connectivity they need to remain competitive and be more efficient.





## Getting on with the job

“We had never used DMR to this scale, so we were really breaking new ground. Vodafone was fantastic to work with because we were dealing with the same people consistently, which was really helpful given the complexity of our communication,” says Matt Newdick, IT Manager, Pāmu.

An immediate benefit of the improved connectivity has been increased time savings and productivity. Farm managers no longer need to spend hours driving to meetings to talk to one another, and Pāmu office staff can focus on more value-adding activities. “Thanks to high speed broadband, our help desk is spending less time firefighting and more time innovating,” says Matt.

If you would like more information about how Vodafone can transform your organisation, talk to your Vodafone Account Manager or visit [vodafone.co.nz/business](http://vodafone.co.nz/business)

## Benefits summary

As a result of the new high speed connectivity across 125 of their farms nationwide, Pāmu is seeing improvements in the following areas:

### Increased efficiency

With less downtime and faster connectivity farm managers are able to work more productively.

### Increased communication

Farm managers can now use video conferencing to share ideas and learnings with each other. They are also able to keep in contact with Pāmu through weekly video streaming.

### Improved health and safety

Pāmu can begin planning future health and safety initiatives such as lone worker alerts, online safety modules and wireless surveillance cameras.

### Leverage investments

Cloud-based systems are now allowing farm managers to work smarter, not harder. Plus Pāmu now has the connectivity required to invest in smart farming technology for the future.

### Improved network visibility

Real-time monitoring gives Pāmu greater visibility of network performance and allows for faster action to be taken when required. It’s now possible to see how each farm is utilising their connection and assess whether additional capacity is needed or if there are performance issues.

Business issues	Solutions
✗ Patchy internet connectivity and dead spots across Pāmu’s 125 farms	✓ Vodafone’s high speed network connects the farms using a mix of DMR and fibre technology to deliver the WAN as well as mobile, copper and satellite solutions for seamless back-up
✗ The full potential of Pāmu’s technology wasn’t being realised as many farms didn’t have the connectivity required to embrace it	✓ Farm managers can now work more efficiently and productively using cloud-based tools that help them to run their business
✗ Farm managers were not able to communicate with each other easily	✓ Using tools like Skype for Business and video conferencing, farm managers are now able to communicate easily and share knowledge and learning
✗ Pāmu needed connectivity to be ready for the future of farming	✓ Fast connectivity is necessary to ensure that Pāmu can continue to innovate and secure its place as a leader in high-end niche markets