





















## Conclusion

- Benchmarking is an important component of running and managing a farm business.
- In the past, benchmarking data has been slow and expensive to accumulate and often untimely with regards to useful changes to the business on a seasonal basis.
- With a cloud-based portal for benchmarking, this type of analysis is available to every farm business with a computer in Australia and the same portal format will be available on a world-wide basis.
- Importantly, the output feedback is available immediately so that actions can be taken on a seasonal basis to target strengths, weaknesses, opportunities and threats.
- Data integrity is vital, so automated error identification is a key.
- Service providers can also access the portal for a confidential group of contributors to maintain their own client confidentiality.
- Ultimately, the more successful a platform like this is, the more useful it becomes.

BIG DATA is coming quickly to agriculture. The number of platforms or layers of information is increasing. We are all concerned about data integrity.

The potential gains for the farm business however, through this knowledge are significant. This process breaks down the barriers of traditional confidentiality by providing security and safety of data but enabling you to see the true performance of other businesses, not just at the business level but also at the enterprise level.

Of course, you won't be able to identify the owners of other data sets, but you will be able to narrow down enough to know if they are a reasonable comparison to your own business.