



Pure Harvest Software

Our Value

This page summarizes the ways Pure Harvest (PH) adds value to your organization.

It is not intended to itemize all PH features.

Software Development

Pure Harvest has been serving the seed industry since 1996. In that time we have migrated the product through multiple changes of technology. We started as a desktop application, migrated to client server, then to hosted servers with remote terminals, and most recently to virtual machines in a cloud centered environment. Each of those phases required substantial code rewrites, and some of them were like writing the software from scratch. Since we have always operated on a subscription model, we did each of those migrations without any direct cost to our customers.

We started publishing lab results on the internet in 1998, so in many ways we have set the standard for seed lab data publishing. Pure Harvest (PH) offers more online features than any other seed software product, including software developed internally. We listen to our customers and add features that they are asking for, so the product gets continuously better.

Seed Industry Standard

Some of the biggest seed companies in the world receive results from Pure Harvest labs, and are familiar with our reports and our online database. They appreciate being able to access reports from multiple sites, as well as being able to search and download test result detail.

When you choose software to manage your seed lab and publish your results, you should expect the same level of quality that you put into your own internal work. You should never have to apologize for the way your customer interface serves your customers needs.

Customer Service Cycle

Your customer can use our online sample interface to define the facts of their samples and the tests that they are requesting. If they enter multiple similar samples, they can copy an existing request, make a few changes, and submit it as a new sample. The data they enter is imported by the lab, eliminating the errors that can come from reading handwritten or varying sample submission forms. You know in advance what is coming to the lab. This gives you a better opportunity to plan staffing, especially when a large number of samples arrive at the same time. Because your customer started the data entry, they find out easily when you have received the samples, when germination started, etc.

Through status emails and direct database access, your customers can find their results online without calling and taking up your analysts time. They can even download multiple reports with excel format datafiles that are combined to a single zip file. These powerful data search tools greatly reduce the calls from customers searching for particular results.

Because billing and payments are incorporated into PH, the customer can see on their invoice exactly what was done and what it cost. Your accountant can easily see which customers are up to date on their payments.

Pure Harvest Servers

We maintain multiple servers to support Pure Harvest:

1. Your primary production server. Generally a shared server.
2. A backup application and data server that can take over if your primary server is lost.
3. An external application server (track.pureharvest.com) for your customer access.
4. A remote server for backup only.
5. Internal private network servers for some customers.

These servers can be on physical machines, or on VMWare or Amazon virtual machines. This provides multiple levels of protection for your data and business critical software.

Build or Buy or Subscribe?

Every potential software acquisition comes with expensive decisions. Do you have the trusted resources and time to build your own? Can you spare a staff person to work with programmers to define what is needed? Can you accurately predict the costs? Can you wait while programmers develop it for you? How confident are you that it will work when it is complete? Many software projects are trashed as soon as they are “completed”.

If you buy software, does it meet your needs? If someone gives you system they built internally, do you think you can trust the programming? Do you have the skills and time to modify it to fit your needs?

If you have your own software, consider that it will need to be modified as needs change, and will need to be rewritten periodically (every 8-10 years), as technology changes.

If you lease software (like Pure Harvest), you have much lower startup costs, and the long term costs are much lower than the cost of writing and rewriting home grown software. The features you get from Pure Harvest are far superior to anything you would develop at low cost internally.

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