

## #TECH: SM4RT Tani enters partnership with key agriculture players, launches UrusTani

By **BOTS team** - December 10, 2021 @ 3:29pm



KUALA LUMPUR: Agritech brand SM4RT Tani announced that the company has entered partnership with some key agriculture players to launch a farming management system called Urus Tani.

With the support of its agricultural partners — SMaju Agro Ventures, Top Fruits, Koperasi Sahabat, YTL Communications, the Malaysian Pineapple Planters Association, and Universiti Malaysia Pahang (UMP) — the UrusTani system were deployed to monitor the quality and growth of their crops. This will allow SM4RT Tani to cater to a wider variety of crop types and produce through different modules and configurations.

"Working hand-in-hand with farmers across the country has proven to be the most effective method of increasing our industry knowledge and expertise. We rely on farmers and plantation owners to share their many years of experience as collaborating with them and having them share their insights contributes highly to faster, more efficient research and development efforts.

"This will serve as the catalyst for further improvements and advancements so that we can support even more farmers in the future," said, Singularity Aerotech's head of business development, Afif Badhrulhisham.

Through the invaluable feedback and insights gathered from the collaboration, SM4RT Tani will be making data-driven improvements to the UrusTani system with the aim to introduce more innovative farming solutions in the near future. This is in line with the aspirations of Singularity Aerotech or SAT.Asia, as the parent company of SM4RT Tani, which aspires to collaborate with local ecosystem players to accelerate the adoption of new technology in the country.

With the launch of Urus Tani, farm owners now will have access to two digital platforms—a browser-based application and a mobile application- that work hand-in-hand to capture all relevant farm operational data.

On top of gathering feedback and insights, SAT.Asia will also be working with researchers from UMP for research and development efforts.

According to SM4RT Tani founder and SAT.Asia's chief executive officer, Hafeiz Hassan, the partnership with UMP is geared towards further expanding the capabilities of SM4RT Tani's sensors while increasing the reliability of their line of offerings and products.

"We are excited to collaborate with UMP primarily on research and development of new industry 4.0-related technologies such as IoT, data analytics, blockchain and AI. We are also working together to provide industrial support for UMP's students' development, such as internships, training and other activities that can prepare them with the necessary skills and capabilities – may this MoU become a stepping stone towards the advancement of Malaysia's technological adoption," said Hafeiz.

Making its debut in 2020, the SM4RT Tani platform combines traditional farming with state-of-the-art IoT and cloud-based solutions to provide farmers with robust digital tools that aim to revolutionise the agriculture industry.

SM4RT Tani is also looking into infusing new technology such as data analytics and blockchain into the UrusTani platform to further expand its portfolio of offerings.