Powering Perfect Produce with Lenovo and Intel

How the Simonetta Family Farm Innovates to Stay on the Cutting Edge

We aren't standing in a field between the rows of our tomatoes, and we aren't pointing to a field of cucumbers. We're meeting in the boardroom of our home office, and the topic is how we plan to stay on the cutting edge of agriculture. We have to, given the impact that technology will have on our business and the entire industry. As the Simonetta family forged ahead, we knew the margins of error in agriculture at scale were increasingly narrow and saw the need for something new. We needed a hyperconverged infrastructure that simply keeps Perfection growing.

On the Ground

Perfection Fresh takes long-term planning to the next level. In this sprawling glasshouse facility, rich-toned deep brownish red cucumbers grow almost unfathomable numbers of tomatoes and a whole host of other vegetables. As the sun rises over Perfection Fresh's Two Wells farm in South Australia, the light catches the unique swirl of colors of the Southern Hemisphere's largest and most advanced controlled-environment agriculture in the world. The light catches the rich tones of green and purple that are just starting to give way to a deep brownish red, a sign that they're ready to be harvested and brought to market.

The experience and expertise of the Simonetta family, along with a team of scientists and engineers, have taken traditional agriculture to the next level with technology to consistently deliver perfect produce. But to do so, it must satisfy several key criteria:

1. It must instill the right care.
2. It must respect the natural resources we work with.
3. It must be pan-continental. Through a comprehensive infrastructure that simply keeps Perfection growing.
4. It must be highly adaptable and resilient to downtime.
5. It must handle Perfession's ever-evolving challenges—including having to adapt and respond to fluctuating and ever-changing market conditions.

And our success depends on understanding the data, bringing it together, and building the appropriate infrastructure to act on it. That's where technology comes in.

On the Grid

A hyperconverged infrastructure combines robust servers, powered with 3rd party servers, storage, and software to consistent deliver perfect produce. But to do so, it must satisfy several key criteria:

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