

Hello Tractor Captures 75% of Nigerian Tractor Market with Kinvey-Powered App



Planting crops late can cost farmers 1.5% of their yield per day. In sub-Saharan Africa, the average farmer is 30 days late. Using Progress® Kinvey™, Hello Tractor was able to quickly create an innovative mobile app that helped farmers get access to the tools they need to plant on time.



COMPANY Hello Tractor	INDUSTRY Agriculture
PRODUCT Progress Kinvey	COUNTRY Nigeria

CHALLENGE

Getting an innovative mobile app to market quickly as an early-stage company with limited staffing.

SOLUTION



Kinvey is a high productivity app development platform that enables enterprises to accelerate app delivery



Kinvey empowers businesses to focus on value-added innovation instead of application infrastructure



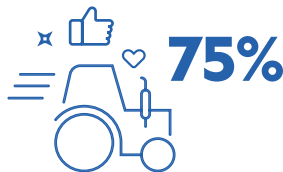
With built-in security and compliance, enterprises can rest assured knowing their applications are secure

RESULTS



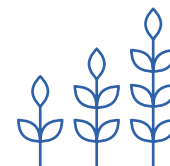
2.5 Months

Hello Tractor was able to build the application in just 2.5 months, despite limited staffing resources



75%

Fast time to market helped Hello Tractor capture 75% of the Nigerian tractor market, with one account worth \$6m



With the app, Hello Tractor is fighting food insecurity and improving the lives of millions in sub-Saharan Africa

“Kinvey has been completely transformative for us. With Kinvey, we were able to put out an Android application in no time. We didn’t have to worry about the backend at all, it was totally taken care of by Kinvey.”

JEHIEL OLIVER
CEO AND FOUNDER
HELLO TRACTOR

Deliver rich, innovative mobile experiences fast with Progress Kinvey.

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