



Optimus: artificial intelligence and plant genetic improvement

In 2019, GDM began to develop Optimus, a digital project that combines artificial intelligence and plant genetic improvement with the aim of achieving designer varieties.

More specifically, Optimus is GDM's global analytical product recommendation engine, developed through a comprehensive global program of agronomic management practices and product positioning for soybean cultivation.

In the words of Ignacio Bartolomé, leader of the digital strategy for GDM and Business Director for North America, “we see that there is an opportunity to increase productivity, being much more precise in how a variety is positioned in each environment within a field: that is the Optimus project”.

One of the technologies and support providers for this project is Microsoft Argentina. To know more details about this collaboration, you can read the complete article in Spanish published by the Argentinean newspaper La Nación here.

<https://www.lanacion.com.ar/economia/campo/tecnologias/con-inteligencia-artificial-desarrollan-variedades-de-diseno-nid08052021/>