The Cloud & Eco-systems
Less Buzzwords, more action

Sophie Stanley
Head of Rural, Figured
You increased production, but did you make profit?
THE FARMING TEAM

FARMERS
see the financial effect of production changes with farm reports that make sense

ACCOUNTANTS
expand your rural accounting practice beyond compliance with a single system

BANKERS
connect to real-time data to make credit decisions with confidence

CONSULTANTS
use complete and accurate financial data to construct an informed farm plan
ARE YOU SURE THIS IS HOW WE GET DATA INTO THE CLOUD?
Is the Ag sector thinking enough like a tech company?
Feature-packed payments
A suite of APIs that powers commerce for businesses of all sizes.

Built for developers
Simple, composable, orthogonal APIs.

Powerful toolkit
Works with any type of business.

Perfectly scaled
Robust support for companies of all sizes.

Seamless security
Trusted, secure, and headache-free.

Built for developers
Robust, clean APIs that let you focus on building great products.

curl
https://api.stripe.com/v1/charges
-u sk_test_BO0ekjJOvBiI2H1WgH4olFO2: \
-d amount=400 \
-d currency=usd \
-d "description=Charge for test@example.com" \
-d "source[object]=card" \
-d "source[number]=4242424242424242"

Ruby
Python
PHP

These actually work—try running them directly in your terminal.
### On-Premises

- **9% Software Licenses**
- Customization & Implementation
- Hardware
- IT Personnel
- Maintenance
- Training

**Ongoing Costs**
- Apply Fixes, Patches, Upgrade
- Downtime
- Performance tuning
- Rewrite customizations
- Rewrite integrations
- Upgrade dependent applications

### Cloud Computing

- **68% Subscription Fee**
- Implementation, Customization, & Training

**Ongoing Costs**
- Subscription fee
- Training
- Configuration

- Ongoing burden on IT
- Maintain/upgrade hardware
- Maintain/upgrade network
- Maintain/upgrade security
- Maintain/upgrade database
XERO
Accounting Platform
Rural Supplier Feeds
Tax & End of Year Reporting

FIGURED
Production Tracking & Reporting
Budgeting & Forecasting
Financial Reporting
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