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Agrovista sign Landmark 100th CropWalker Licence!

Agrovista UK Ltd, the leading agronomy specialist have signed their 100th CropWalker licence with Muddy Boots Software. To mark this 100 licence landmark Muddy Boots made a presentation to James MacWilliam - Commercial Strategy Director of Agrovista UK Ltd. The presentation took place on Thursday 14th June on the Muddy Boots Stand at Cereals 2007.

Agrovista first struck a relationship with Muddy Boots in 2001, and since then business has grown at a rapid rate. This is testimony to the excellent level of back-up and support provided by Muddy Boots who have a dedicated helpdesk focused on answering any CropWalker related questions. Jeff Goulding Sales Director of Muddy Boots said "we value our relationship with Agrovista and look forward to the future as our software continues to develop; and their business continues to grow."

James MacWilliam of Agrovista (also exhibiting at Cereals) states that "CropWalker has become an essential tool for agronomists and we have come to rely heavily on it. We have made a significant investment in the system, which illustrates the confidence we have in it."

Muddy Boots have had a presence at Cereals since the event began. Goulding said "we had a continual flow of existing customers and new enquiries to our stand throughout both days of the show. There is no substitute for meeting customers face-to-face and being able to demonstrate our systems." Cereals provided a platform for the launch of **CropWalker Mobile** - the successor to Pocket CropWalker. Of this Goulding points out "Instead of describing the many improvements, visitors could see for themselves how this software has developed."



Julian Knight, Muddy Boots Account Manager (left)
James MacWilliam, Agrovista Commercial Strategy Director (Centre)
Jeff Goulding, Muddy Boots Sales Director (right)