

LH AGRO: CONNECTIVITY THAT FOLLOWS THE MACHINES INTO THE FIELD

LH AGRO UK LTD

LH Agro UK Ltd has supplied precision farming technology to UK farms since 1987. As Topcon's preferred partner in the UK, it provides one of the industry's largest ranges of monitoring and control solutions, supported by its own team of engineers working nationwide.

Its core business is auto-steering, which guides tractors and combines accurately across a field. To reach the highest accuracy, LH Agro delivers a real-time correction signal (RTK) to machines over cellular networks.

It also supplies the systems that control how crops are sprayed and fertilised, so the right amount is applied in the right place.

The Challenge

LH Agro's guidance depends on a live mobile connection. To steer a tractor or combine precisely, each machine needs a steady stream of GPS correction data as it works.

The fixed base stations gather that data and send it back to LH Agro's network, which pushes the correction out to the machines in the field.



Rowan Reed,
LH Agro

That connection has to hold up wherever the machines are – in remote locations where signal can be weak, and on machines constantly on the move.

LH Agro needed connectivity it could rely on in those conditions, and a commercial model suited to how its machines actually use data.

Under a previous contract, data came as a single fixed allowance shared across all its SIMs, so LH Agro paid for a set volume regardless of use, including capacity on idle machines.

The Spitfire solution

Spitfire answered both needs. Its SIMs provide the mobile connection that carries the correction signal, bringing the data back from the base stations and out to the machines as they work.

The SIMs are steered to a primary network – Spitfire's MVNO (with a leading UK MNO) in LH Agro's case – and fall back to other networks when that signal isn't strong enough, so machines stay connected as they move through areas of variable coverage.

Billing is on Spitfire's Pay-Per-MB model, so LH Agro pays only for the data each SIM uses, and each activates the moment it goes into a modem.



Innovative • Flexible • Reliable • Supportive • Cost Effective



What Spitfire provides:

- Data SIMs steered to a primary UK network, with fallback to others where the signal is weak
- Pay-Per-MB billing, so LH Agro pays only for the data each SIM uses
- A dedicated account manager who responds quickly
- Instant activation once a SIM is fitted to a modem

LH Agro started with a short trial – a pair of SIMs in one base station – then added more to tractors and other moving machines, where holding a signal on the move is the harder test. It's now standard practice: engineers fit SIMs during routine visits in a rolling transition across base stations and machinery.

Cost was what first brought LH Agro to Spitfire. Paying by the megabyte means no longer paying for data the business isn't using, including on idle machines, which in turn lets it price more competitively for its own customers. Rowan Reed, LH Agro, explains:

"Being able to pay for exactly what we're using, it allows us to be a lot more competitive with our pricing, which directly benefits our customers."

Responsive support for a team in the field

For engineers working out in the field, often far from base, responsive support matters as much as the connection itself. With Spitfire, any issues are handled by its Support and Engineering teams, quickly and efficiently.

Business impact

With Spitfire in place, LH Agro can now:

- Pay only for the data it actually uses, keeping its own pricing competitive
- Rely on connectivity that holds as machines move, with fallback where signal is weak
- Deploy SIMs that activate instantly when fitted, with no return visits for minor issues
- Keep spare SIMs on hand – engineers carry a stack of five to ten each – ready to order and fit instantly during routine visits should the need arise.



Around 40 SIMs are now in use across base stations and machinery, with more being added as the rollout continues.

Looking ahead

LH Agro is steadily rolling SIMs out across its bases and machines, the number growing with each round of visits. Rowan adds:

"From a performance standpoint, everything's been great. The SIMs get put into modems, they activate instantly, we've got good connectivity and they roam well."

LH Agro intends to continue with Spitfire as the rollout progresses.



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