

# senseFly Announces Enterprise Partnerships with Trimble and Microsoft Drive



senseFly, the Switzerland-based [fixed-wing drones](#) company, has entered new strategic partnerships. The organisations include Trimble and Microsoft and is focused on the capability and suitability of senseFly's fixed-wing drones and drone sensors for precision agriculture.

"Trimble and Microsoft are major players in the agriculture sector, and these relationships are a testament to senseFly's drones operating at the high standards required by large organisations to deliver the results they need", explained Gilles Labossière, CEO of senseFly. "This includes being able to offer a range of cameras to meet project-specific requirements, absolute accuracy down to 3cm and unparalleled flight times that enable coverage of up to 500 ha (1,235 ac) in a single flight."

## Agriculture data

senseFly's [distribution agreement](#) with Trimble, as part of its Trimble Select list of preferred partners, will see senseFly products distributed via the Trimble Agriculture network, giving agriculture professionals across North America and Europe direct access to senseFly products. This will be particularly beneficial in helping agronomists, farmers and researchers accurately plan and manage their operations, as the eBee X and its suite of sensors add value throughout the growing season by providing efficient crop insights.

This week, senseFly was also announced as a partner for [Microsoft Azure FarmBeats](#). Azure FarmBeats is an agriculture initiative that seeks to sustainably increase global food production by 70% by 2050. Azure FarmBeats combines IoT sensors, UAVs and more, to collect and analyse large amounts of agriculture data. The data is then used to develop new artificial intelligence and machine learning algorithms to provide actionable insights to farmers.

## Maturation of the drone industry

For nearly a decade, senseFly has played a leading role in the fixed-wing drone industry for the GIS and agriculture markets. Currently, senseFly holds a substantial part of the US fixed-wing drone market. The continued maturation of the drone industry from early adopters to mainstream enterprise solutions could see this figure rise even further.

Matteo Triacca, vice president business solutions at [senseFly](#), commented: "As an organisation, we have worked hard to establish relationships and work closely with major industry players. senseFly's commitment to servicing and further developing these partnerships, as well as establishing new ones, will continue to drive our corporate strategy across all verticals."

Looking forward, senseFly is positioned to grow and service these new opportunities due to its significant global reach, market leading R&D capabilities and close collaboration with 3<sup>rd</sup> parties, such as senseFly partner [Pix4D](#).