

AEssenseGrows Adds Business Management to Cruise Control Aeroponics

Guardian Cloud Intelligence Visualizes Complete Grow Operations with Cloud-Based Analysis, Accelerating Business Decisions

SUNNYVALE, CALIFORNIA, UNITED STATES, November 13, 2019 /EINPresswire.com/ -- [AEssenseGrows](#), an AgTech company specializing in precision automated aeroponic platforms for consistent high-yield plant production, today introduced a new set of business management features that deliver dramatically greater insight to cultivators. The Guardian Cloud Intelligence central management system brings cloud-based data analysis and visualization of complete grow operations to AEssenseGrows' advanced software platform for automated aeroponic plant growth.



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The AEssenseGrows Logo

Adding to “cruise control” grow recipes, the new features help cultivators analyze the costs and revenue of various strain performance—easing the comparison of historic, current grows, and future planning—to determine the most profitable paths in the context of the latest market pricing.

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“We're really excited about the ability to run reports on our grows and cross those with our harvest yields and pricing expectations to determine the big-picture issues we can optimize over time,” said master grower Matthew Willinger, whose operation in Oakland, Calif., uses the AEssenseGrows [AEtrium system](#). “And being able to evaluate the operational cost of a grow-- water, nutrients, labor, electricity--combined with selling prices is a great tool for analyzing the profitability of different grow rooms and strains.”

The AEssenseGrows award-winning AEtrium system

delivers sensor-driven cruise-control automation to simplify aeroponics and amplify its inherent benefits. The Guardian Grow Manager central management software executes the exact grow recipe and environmental conditions set by the master cultivator. Once created, dozens of sensors in every machine report on performance and direct adjustments 24/7 and 365 days per year without hesitation, rest, or fatigue. Key variables are automatically tuned such as lighting, nutrients, HVAC, and environmental control to maintain the optimal conditions as defined in the

master cultivator's grow recipe.

Guardian Cloud Intelligence now extends the master cultivator's knowledge with limitless cloud storage and analysis, leading to better decisions at the fingertips of the master cultivator from any convenient location at any time of day.

Key analysis and features in the Guardian Cloud Intelligence system include:

- Room-level aggregated reporting for unlimited sized rooms. Sensor data can be displayed and reported per harvest by the minute, hour, day, week, quarter or year.
- The availability of unlimited financial data on nutrient usage, water usage, CO2 usage, labor, maintenance, and electrical usage.
- The integration of collected data with the Calendar, enabling all employees and managers to share to-do lists and action items. Users can manage labor operations for their entire facility through an easy to use calendar dashboard. Visually analyze sensor patterns over the days of the calendar. Adjust your work assignments on the fly and have those tie directly back to user assignments.
- Workflow integration and dynamic form extension connect business processes, like reporting and documentation, directly to the operator's daily activities so it is seamless and easy to follow. Every employee starts their shift with a complete list of their required activities for the day, and this is dynamically updated with changes as required. Completion of the events are all stored and integrated in the analysis in the cloud.
- Market pricing and financial impact reports based on facility metrics and labor integration, produce profitability forecasts based on real-time and projected data.
- Additional convenience tools such as video access to every room, or Backnet and Modbus integration for peripheral extensions, are included for expandability.

"There are two key requirements for running a long-term successful cultivation business—growing good quality plants efficiently, and making smart business decisions," said Phil Gibson, AEssenseGrows' vice president of Marketing. "The Guardian Cloud Intelligence provides invaluable help for decision making, with its automated 'cruise control' approach to aeroponics and, now, its new business management tools so growers can make smart data-driven decisions."

Also today, AEssenseGrows announced that its AETrium grow systems have received Europe's CE Marking, ensuring they meet the health, safety and environmental protection standards for products sold within the European Economic Area.

The AETrium system hardware and software will be on display at the AEssenseGrows booth, C5308, at the MJBizCon show in Las Vegas Dec. 11-13. For more information on the Guardian Cloud Intelligence software and the complete AETrium system, visit www.aessensegrows.com.

About AEssenseGrows

AEssenseGrows (pronounced "essence grows"), founded in 2014, is a precision AgTech company based in Sunnyvale, Calif. A recipient of the Red Herring 2019 Top 100 North America award, AEssenseGrows provides accelerated plant growth SmartFarm platforms and software automation delivering pure, zero pesticide, year-round, enriched growth to fresh produce and medicinal plant producers globally. With AEssenseGrows, growers can precisely control their production operations at your fingertips from anywhere in the world.

Phil Gibson
AEssenseGrows

+1 669-261-3086
[email us here](#)

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