

Coplana adopts CommScope solutions and drives the cooperative's digital transformation



IT Assessment:
from 1.3 to 3.8*



Network jumped
from 100/100 Mbps
to **1 Gbps**



Ranked between
**Top 100+
Innovative****



IoT: RFID and robots
for **inventory
management**

Brazil is currently the world's sixth-largest peanut producer, and, for the 2024/25 harvest, the forecast is a new record of 1.18 million tons, according to data from Companhia Nacional de Abastecimento (Conab). By far, the state of São Paulo produces the most, responsible for almost 80% of the total, especially in the municipalities of Jaboticabal, Tupã, Marília, and Presidente Prudente.

It is precisely in this region that Coplana – Agroindustrial Cooperative (www.coplana.com) operates. Founded in 1963, it now has more than 600 employees and about 1,200 members, producers of sugarcane, rotating crops such as peanuts and soybeans, corn, and other crops. It is one of the largest peanut producers' cooperatives



Coplana headquarters, Guariba, São Paulo

in the world, with headquarters in Guariba, 11 retail and supply stores in the state of São Paulo, a supply store in Minas Gerais, two factories, and a large warehouse in Jaboticabal, responsible for processing grains and derivative products. Its production is exported to countries on five continents.

Among other achievements, Coplana promoted the union of producers and the mechanization of farming, opened the foreign market for Brazil, and achieved a high standard of quality, certified, for example, by the international BRCCGS (Brand Reputation Through Compliance Global Standards), in Grade AA.

* IT infrastructure scenario assessment conducted by PwC, on a scale where the maximum score is 5.

** According to the IT Forum ranking

The cooperative made history with the Coplana Brazilian Premium Peanuts brand, a type of selected peanut that meets the most demanding food industries in Brazil and the world



Coplana Grain Unit in Jaboticabal, São Paulo

The challenges of a limited network

As part of Coplana's mission, there is the commitment to excellent service for rural producers, providing production support with high-quality technical assistance, supply of inputs, technologies for field's innovation, processing and storage of grains, as well as marketing machinery, implements, and diversified retail items.

However, the cooperative struggled with difficulties stemming from an outdated IT network, unable to meet the demands of its members and operational needs. "We had many connectivity problems, especially in the manufacturing units, due to the high volume of data traffic and an inappropriated network," says Danilo Marçal, Coplana's IT leader with nearly 20 years of experience in the field.

The previous network did not allow for the automation of processes in the cooperative's units. With internal traffic at 100 Mbps and links at 600 Mbps, it was unfeasible to implement SAP Business Network in the units and the SAP Business One cloud ERP, for example, and connectivity shortcomings were routine. According to Marçal, in a scenario assessment conducted by PwC, Coplana's IT infrastructure was rated as "informal" and scored 1.3 on a scale of 5.

A complete restructuring and extensive technological evolution were therefore necessary, involving not only the network but also policies, guidelines, and new systems

and processes. Danilo created a roadmap for the company's technology area, which was strictly followed. During the elaboration of the project, one requirement was established: regardless of the selected service provider, the equipment had to be CommScope.

This requirement stems from Marçal's own experience. Before taking over IT management at Coplana, he had worked for over 10 years at Tereos, a French multinational operating mainly in the agricultural raw materials market. It was during this period that he discovered CommScope and RUCKUS Networks solutions.



Industrial automation at Coplana's grain unit

"The closeness with the brand representatives in Brazil, the engineering team, the certification process for integration channels, and the 25-year warranty are some of the factors that explain the choice of CommScope," explains Danilo. "CommScope was involved from the very beginning of the project to understand the scope, and during execution carried out constant visits to monitor the physical and logical infrastructure. In addition, they maintained frequent virtual contact, inviting us to online training on project design, sustainability, support, and new portfolio products. Currently, CommScope is the only certified partner for all Coplana's networking needs," he adds.

"We evaluated other market players, but when we compared costs, benefits, and timelines for solutions that met both office and industrial needs, CommScope products scored highest in our analysis."

Danilo Marçal,
Coplana IT Leader

CommScope's tailor-made solutions

For the new structured cabling infrastructure's implementation, Coplana chose BR Telecom (<https://grupobrtelecom.com.br/>), from Paulínia (SP), a CommScope integration partner that operates in corporate and industrial networks. "It was a major project in every sense, and we had to overcome some specific challenges. For example, so as not to disrupt Coplana's operations, especially during harvest periods, we built a parallel network with new infrastructure and cabling and migrated department by department. This way, we avoided impacts, especially in business areas and on the factory floor," explains Fernando Bonolo Reis, owner of Grupo BR Telecom.

He says the project lasted two years and deadlines were met: "We started at headquarters in Guariba, then moved on to the two manufacturing units in Jaboticabal, one of which operates 24/7, and to the warehouses. For us, it was one of the most important projects we have carried out in recent years, and we are very committed to the client," says Fernando.

The solutions implemented in Coplana's facilities include overhead and underground optical cabling, UTP AWG CAT6 and CAT6A cabling, DIO, male and female RJ45 jacks, patch panels, optical cords, GBICs, RUCKUS ICX 8200 switches, RUCKUS R350 indoor and T350 outdoor access points. At Coplana headquarters in Guariba (SP), 288 active network points were installed across four racks, 10 switches with AS (self-supporting) and AR (rodent-resistant) fibers, redundant routes, and 12 APs.

The Jaboticabal plant 1 (UG1) received 376 active network points across 28 racks, 43 switches with more than 15 km of AS and AR fibers across four backbones, redundant routes, and 95 APs. At unit 2 (UG2), also in Jaboticabal, BR Telecom installed 190 active network points across 16 racks, 20 switches with more than 10 km of AS and AR fibers across two backbones, redundant routes, and 21 APs.

The restructuring also improved Coplana's retail and supply stores in Pradópolis where 24 active network points, one rack, two switches, and two APs were installed; in Ibatinga (48 active network points, one rack, three switches, and four APs), and in Tupã (48 active network points, one rack, three switches, and four APs).

"Today our infrastructure is standardized and, from the 1.3 score we had previously obtained in PwC's assessment (out of 5), we rose to 3.86. The project executed with CommScope equipment greatly boosted Coplana's technology landscape."

Danilo Marçal, Coplana IT Leader



RUCKUS R350 Access Point – Wi-Fi 6

The result

The new IT infrastructure resulted in a "night-and-day" transformation at Coplana. "Today the cooperative has a series of new services beyond data and voice, including industrial automation with smart robots in the manufacturing units, connected via Wi-Fi, for inventory and dock storage management," explains Ricardo Wassermann, Channel Partner Management at CommScope.

"Before, we couldn't even use the cloud or have access to an ERP in a cloud environment. Now we have industrial automation, cloud platforms, 1.2 Gbps internet, Wi-Fi network for 500 employees, SAP Business Network and Business One, RFID in production and truck receiving, IoT equipment, improved access control, automation networks, and networks for members and visitors with excellent performance. We have automated scales and truck receiving control, and all our antennas are connected to RUCKUS switches. The result also translated into more availability and connectivity, network security, and increased performance and productivity," says Danilo Marçal. With this, the LAN/WLAN network that previously operated at 10/100 Mbps, after the network revamp, now delivers 1 Gbps per device, ensuring performance in connectivity and automation.

He adds that CommScope solutions will also be applied in the cooperative's new IT projects, as it expands its facilities. "When we start a project, the products must be only CommScope and RUCKUS Networks, and only with partner companies certified by CommScope to perform the work. In 2026, we will evaluate new demands and create a new transformation roadmap for stores and other units not yet equipped with CommScope," concludes Danilo.



More efficient inventory management with the implementation of new technologies

"For CommScope, this was another opportunity to serve Brazilian agribusiness, a dynamic sector that has been quickly adopting next-generation IT technologies. At Coplana, it was a true turning point, a complete transformation."

**Ricardo Wassermann, Channel Partner Management
at CommScope**

"In 2024, with the new infrastructure, we placed Coplana among the 100 most innovative companies in the use of information technology, according to the IT Forum ranking. And CommScope plays a key role in our agribusiness lifecycle because it consistently delivers high-performance solutions. This allows us to focus on other matters. For us, having them in our roadmap is very important."

**Danilo Marçal
Coplana IT Leader**



CAT 6A LSZH Copper Cabling

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