

# Ag Data Integration for Productivity & Profitability

*Soil, Big Data and the Future of Agriculture  
Conference*



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Welcome to  
**MyJohnDeere.**



# Precision Ag Evolution: Taking the Next Step

Influence on Producer Business Results



## Data-Enabled Ag

- Machine Optimization
- Job Optimization
- Agronomic Optimization

Key Enablers

Machine & Production Data



## Precision Farming

- Section Control
- Variable Rate Technology
- Mapping & Reporting

Sensors & Controls



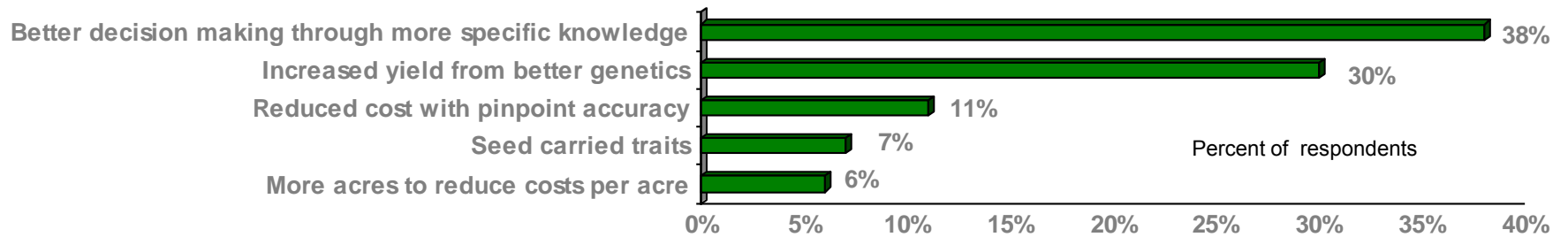
## Guidance Systems

- Automated Guidance
- Sub-inch Accuracy
- Parallel Tracking

GPS Technology

# Grower Beliefs: Better Knowledge → More Profit

Greatest potential to improve profits



# Data-Enabled Ag Goal: Improve Management Decisions that Influence Profitability



# How Have these Management Decisions been Made Historically?

*What works well, what doesn't, what should I do differently?*

## Farm Management Information Systems



# What Tools Do We Provide that Help Customers Make these Management Decisions Today?



# What Tools Do We Provide that Help Customers Make these Management Decisions Today?

What were the combine settings?  
How fast did I drive?

What did it yield?  
What was the grain loss level?

Side by side: Field-level yield and seed population maps

Side by side: Farm-level yield by hybrid

How quickly did I complete the field?  
How much fuel did I use?

A lot of information, not many insights.

Help me better understand the potential yield and cost impacts of different management decisions!

How deep did I till?  
How fast did I drive?

How wet was the field?

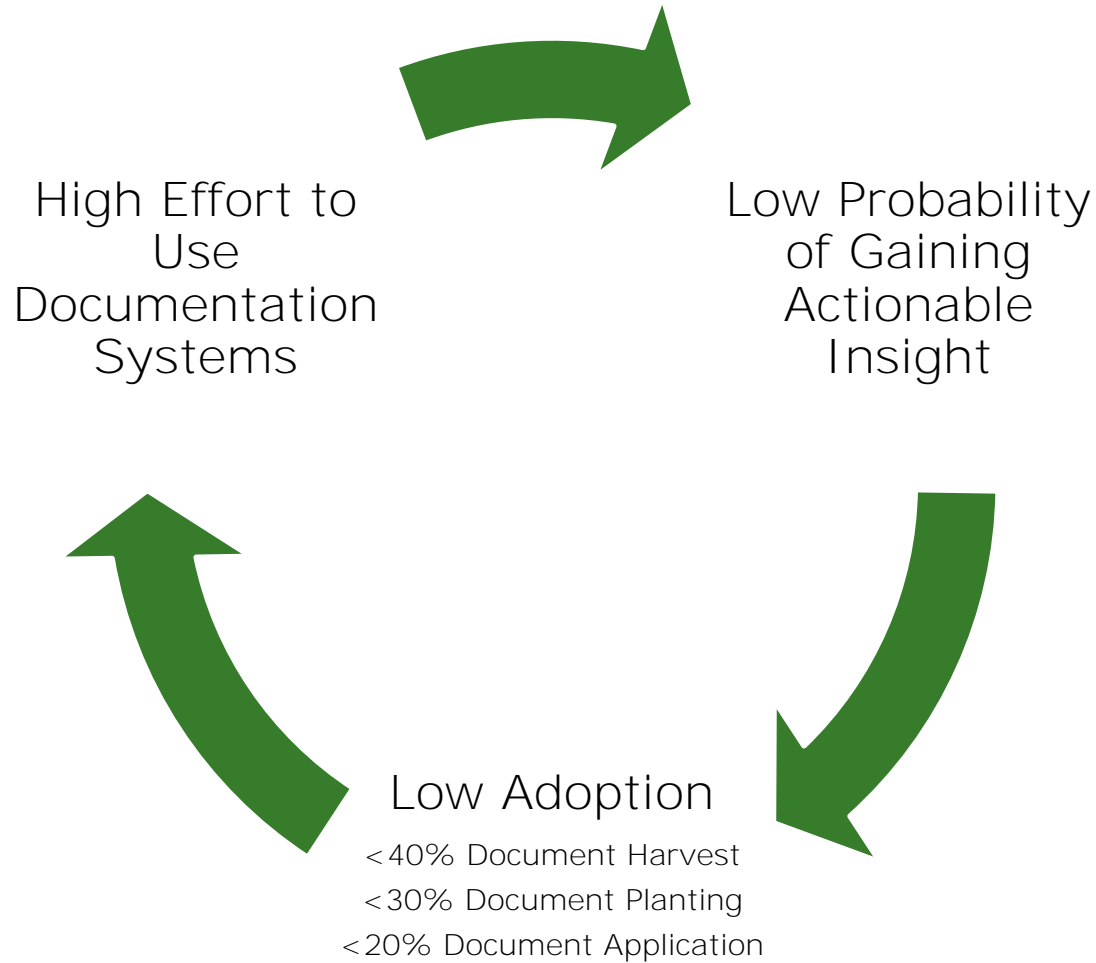
How much fertilizer did I put on?

How fast did I drive?

What population did I plant?  
What was my downforce?

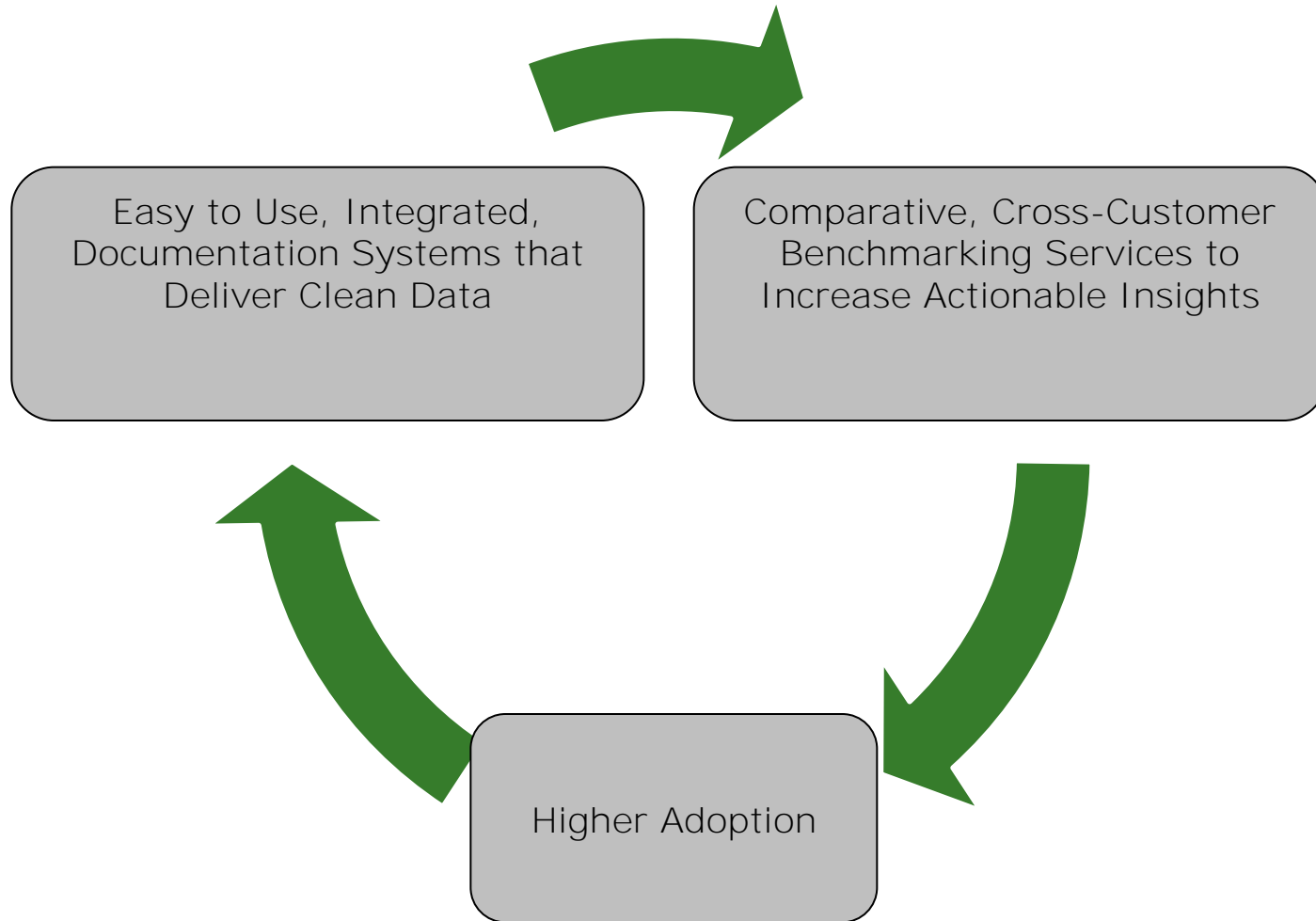
What rate did I spray?  
How fast was the wind blowing?

# Adoption of Current Data Enabled Ag Industry Solutions



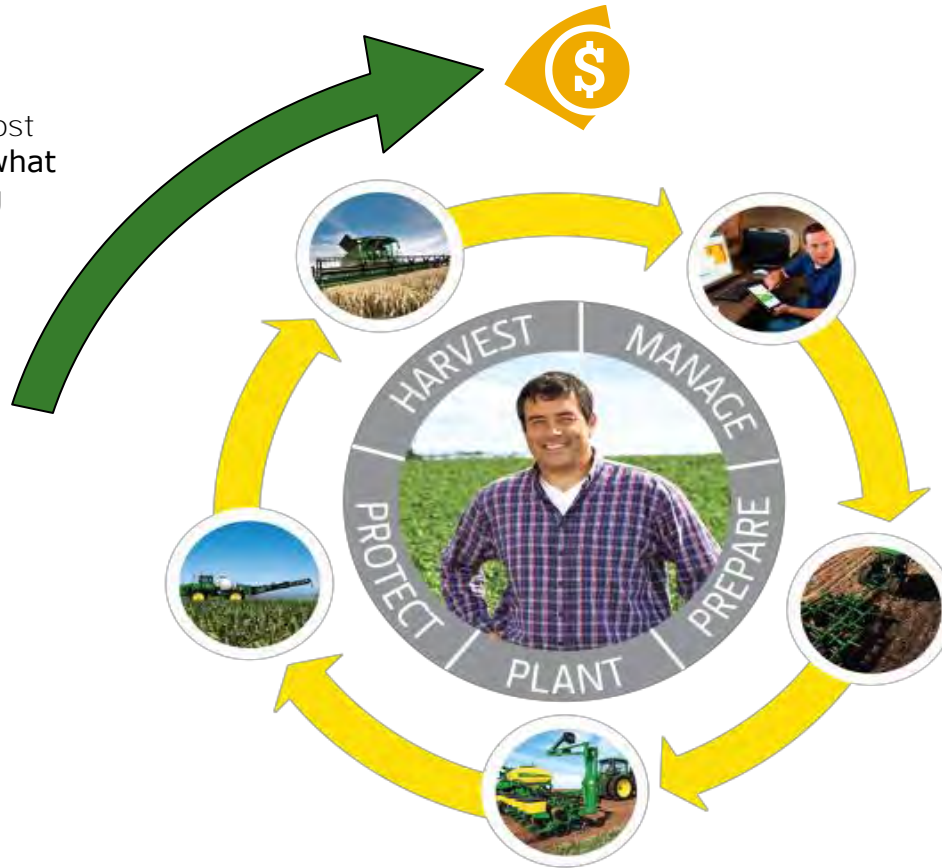


# Adoption of Current Data Enabled Ag Industry Solutions



# Comparative Benchmarking Example #1: Harvest Performance Benchmarking

Am I harvesting most  
productively...if not what  
should I be doing  
differently?



# Comparative Benchmarking Example #2: Seed Selection & Seeding Job Optimization Benchmarking

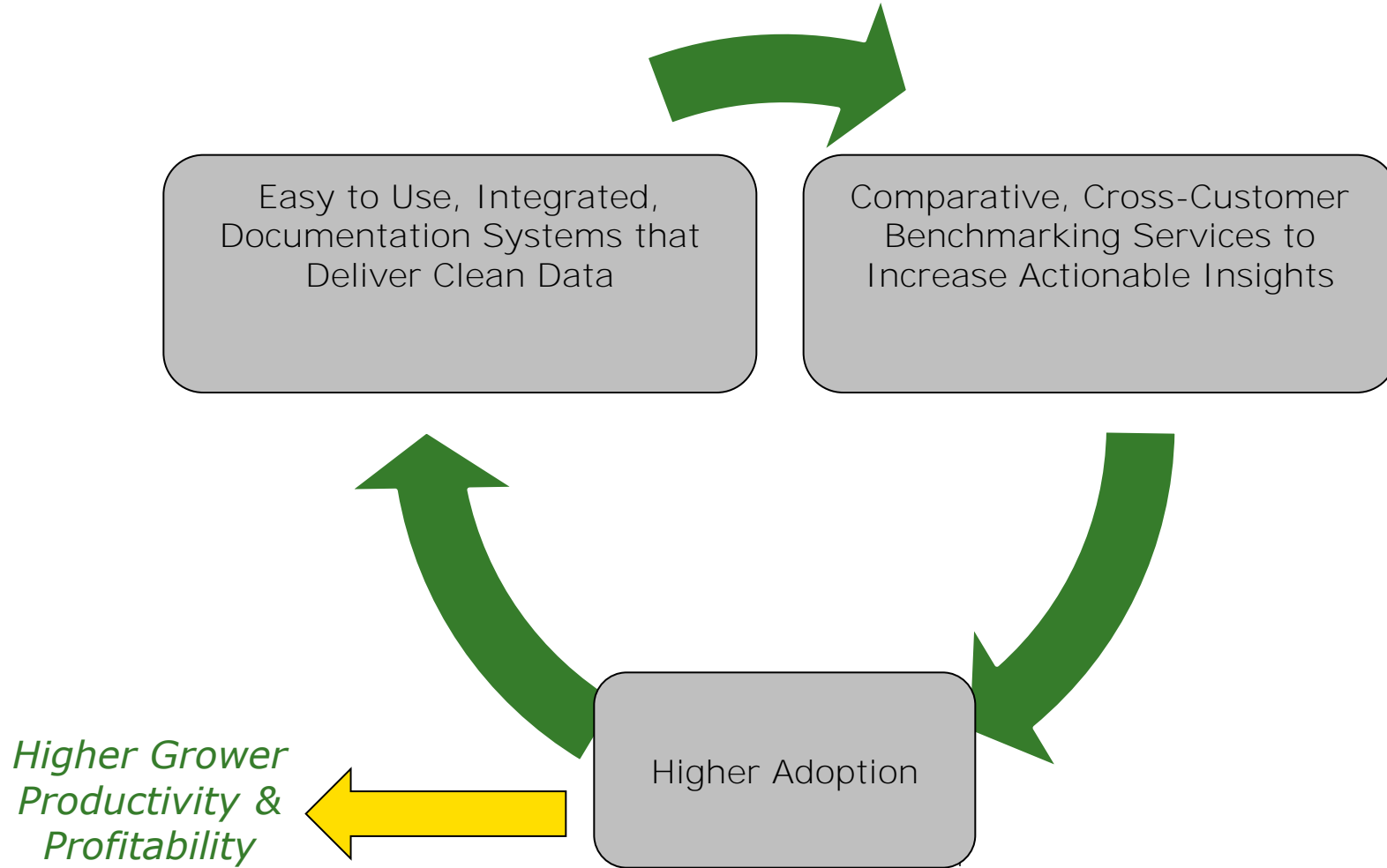


What seed choices are most profitable for each field?

What seeding practices are likely to be most profitable for each field?

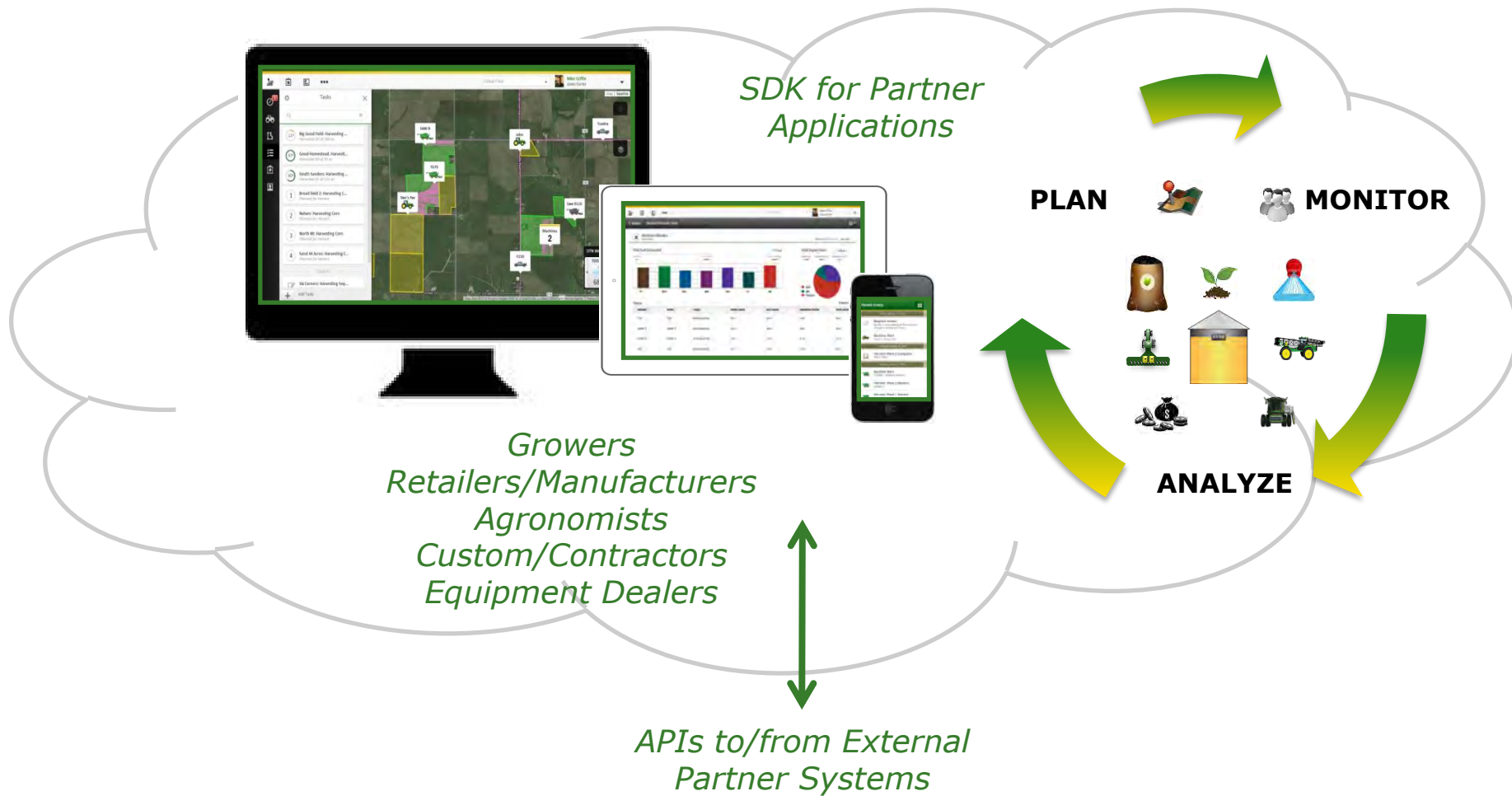
# Summary Points

*What works well, what doesn't, what should I do differently?*



# John Deere's Solution Approach

## MyJohnDeere Operations Center Platform





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