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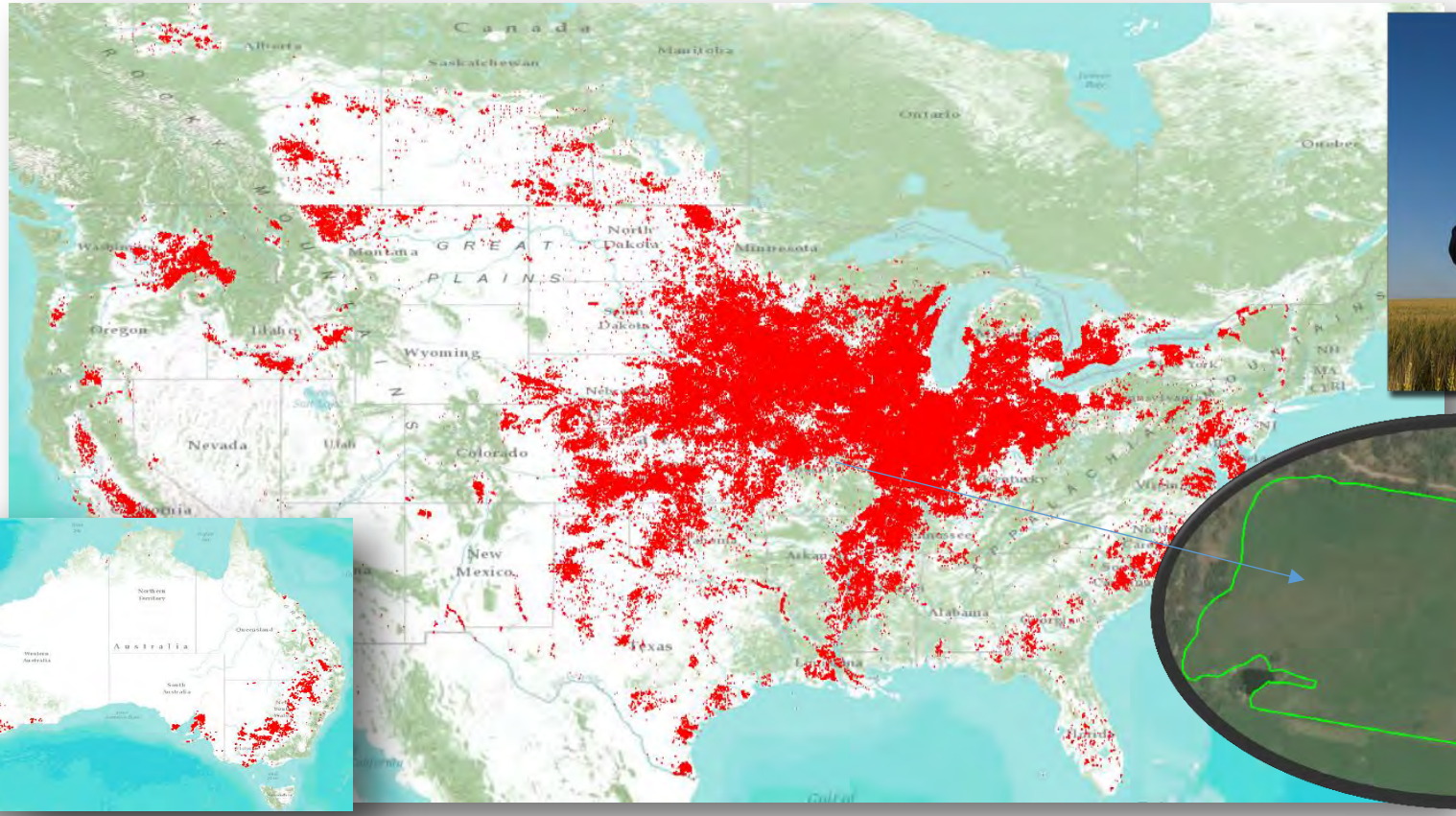
“A farmer who farms from the age of 20 until 60, has 40 years to farm, but only 40 crops to learn from.”

Legitimate to think we can learn from other fields and soils

Big Data comes from lots of small data!

Collect it once- for business value – share it as needed

Recreational data keeping wont work!



Interpretation will be key to extract value from Big Data. Industry effort.

Tractors

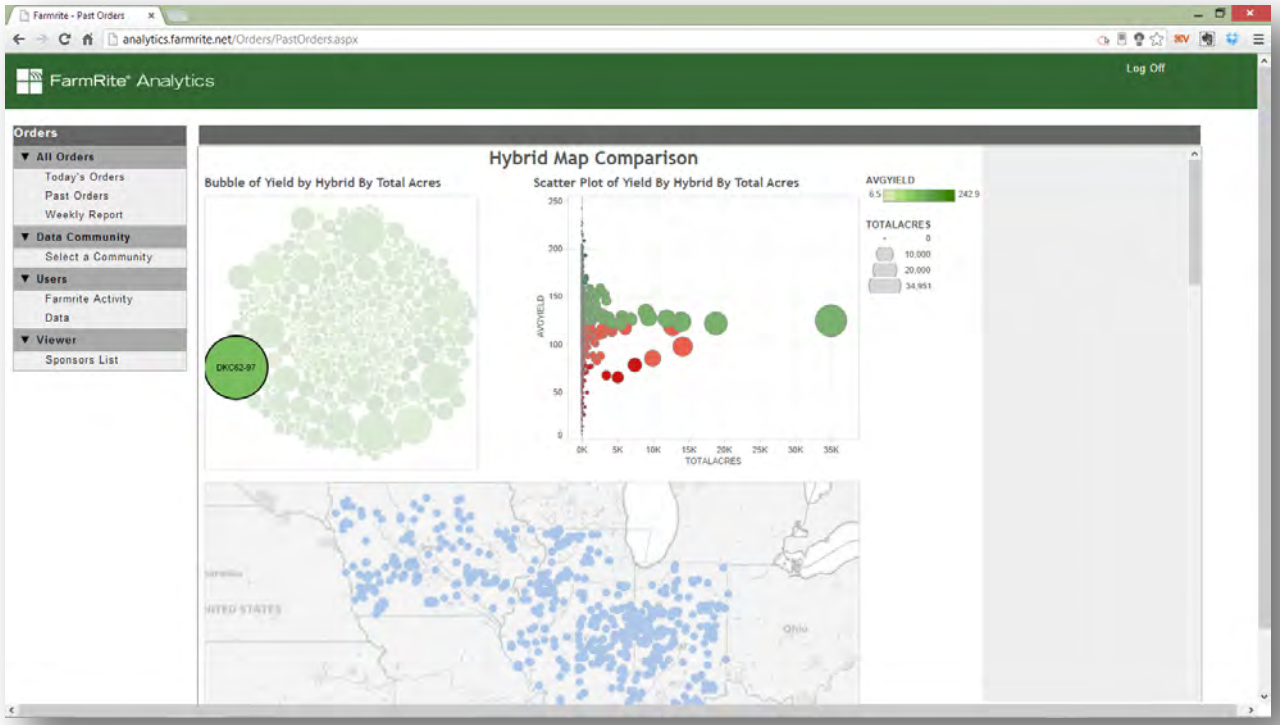
Mobile Devices

In field sensors

Robotics

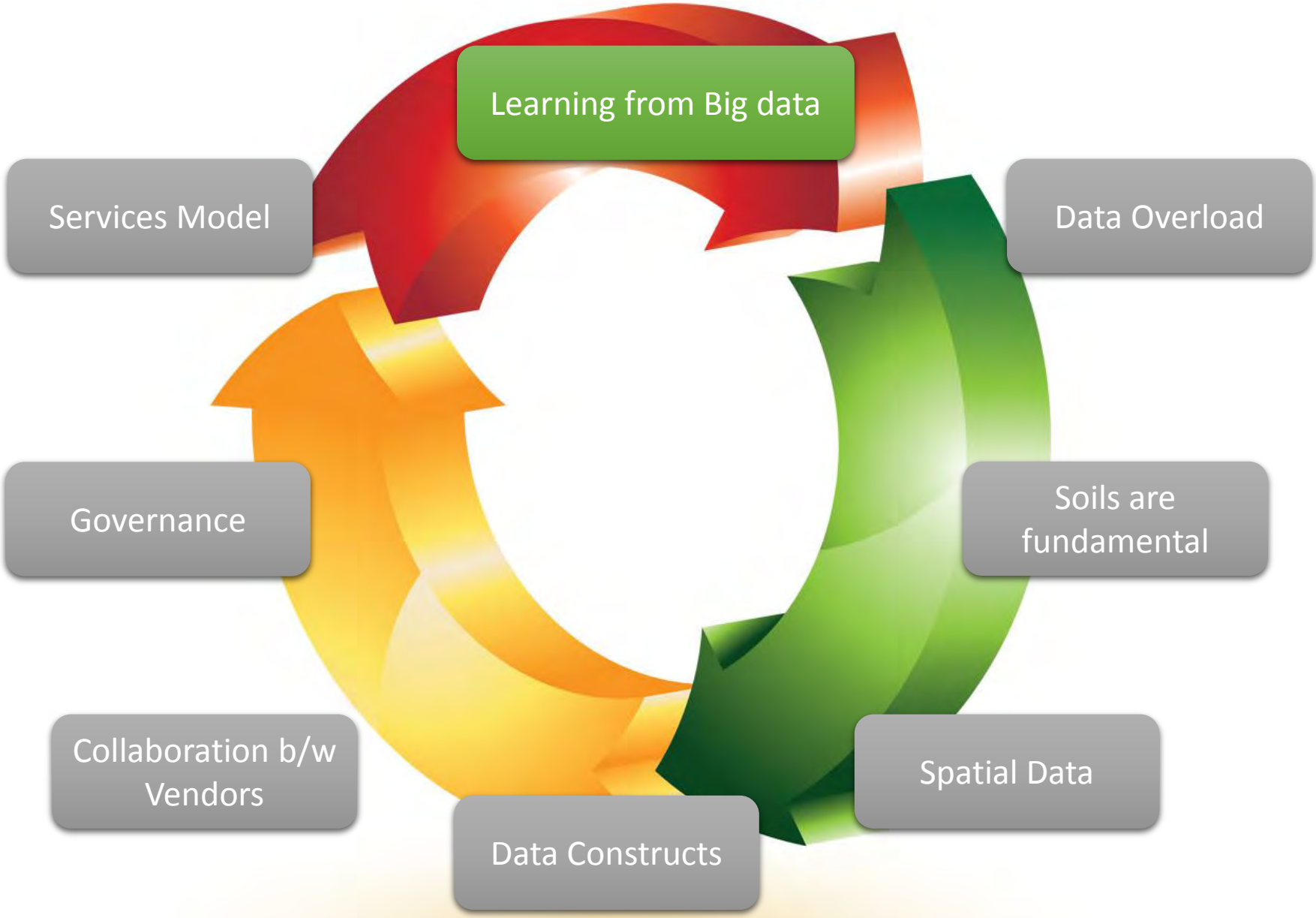
Weather

Remote sensing



Multiple vendors = Dealing with proprietary data formats – Red, Green, Etc

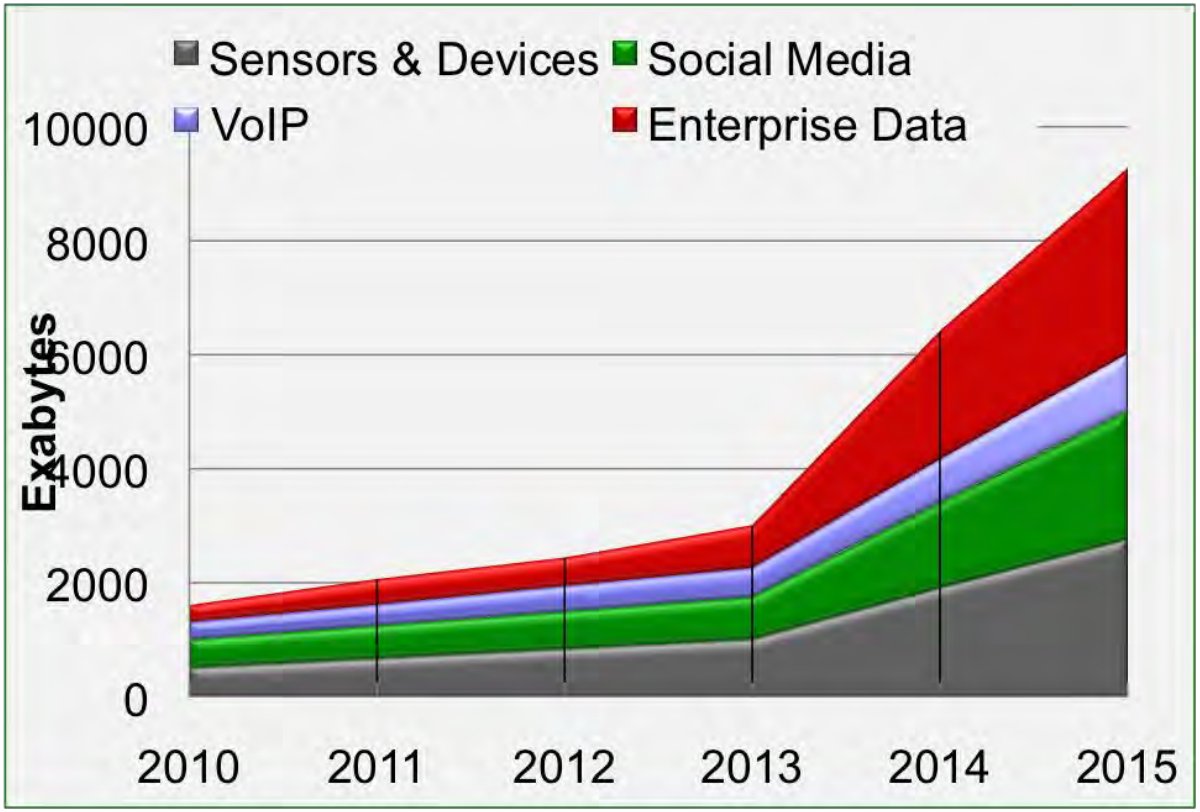
Key Issues


Learning from Big data
Data Overload
Soils are fundamental
Spatial Data
Data Constructs
Collaboration b/w Vendors
Governance
Services Model

Data Overload

Drinking from the Firehose!

More data is not always more value!



A Data Driven World

More connected devices than people

- 2010 = 12.5 billion
- 2015 = 25 billion
- 2020 = 50 billion

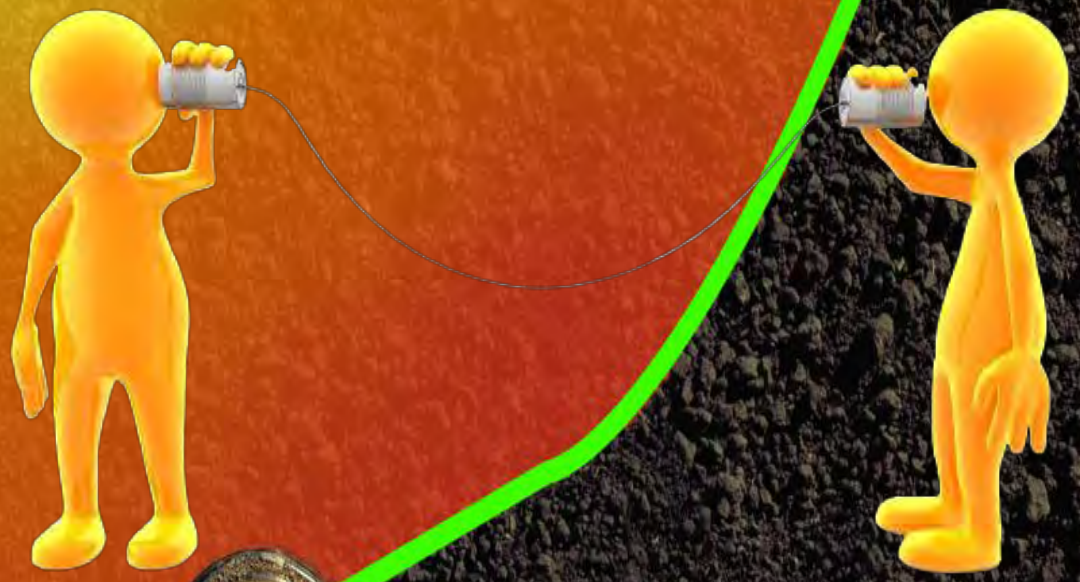
Source: Cisco

Where is agriculture in the big data game?

- Roughly one exabyte

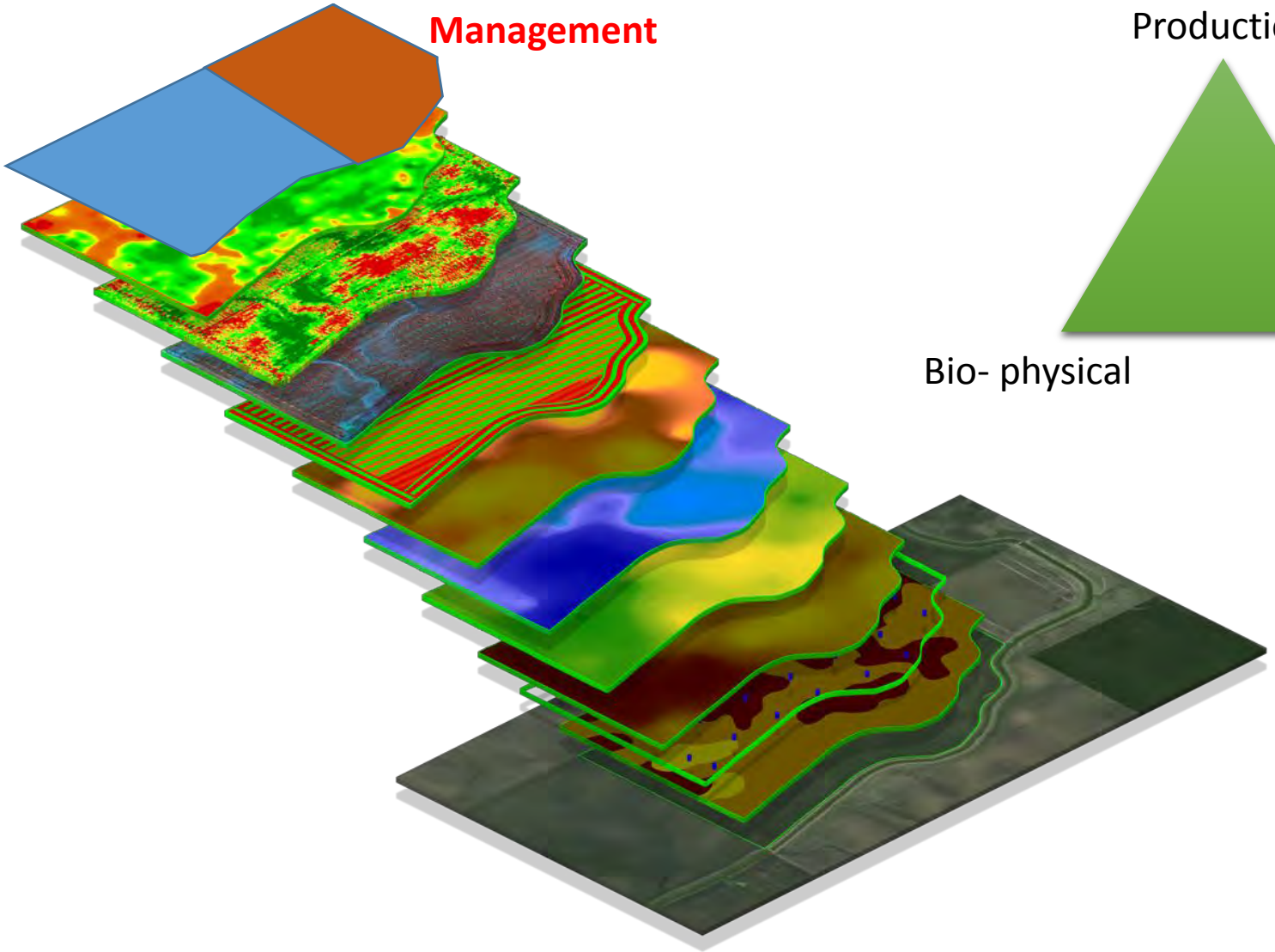
Soils are fundamental

Surgo Soils data X



Soils data will pay a dividend

Spatial Data



Production

Bio- physical

Management

agX®
The language of agriculture.

Data Standardization

agX® provides a framework for how data is collected, stored and communicated.

An example of a user populating a planting operation using standardized Content picklists.

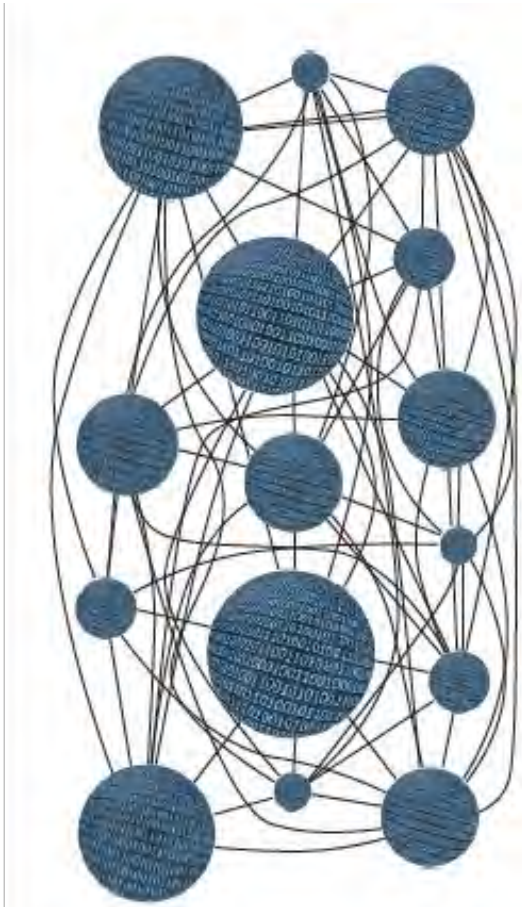
SST Software
Manage Data. Harvest Information.

agX®
The language of agriculture.

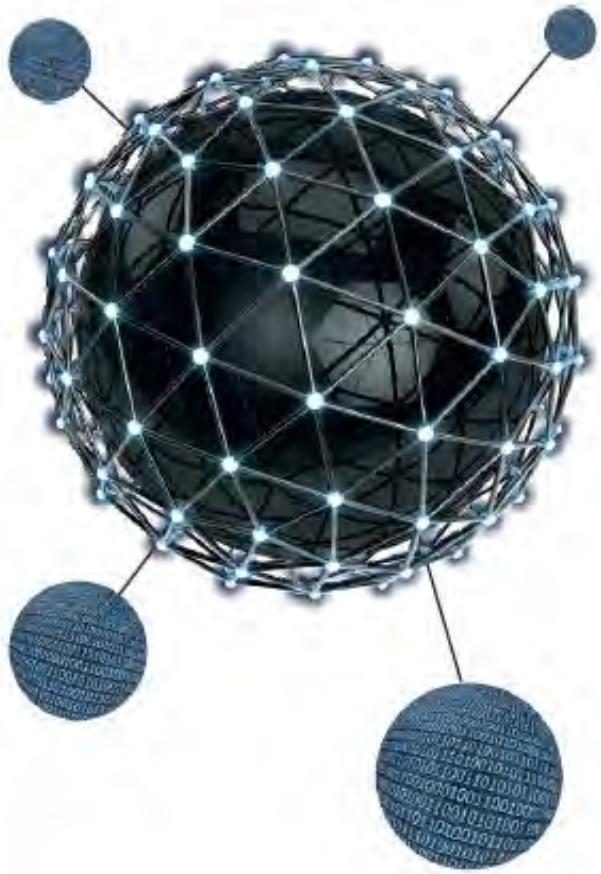
Core Layers

Vendor collaboration

Multi vendor marketplace - app redundancy



Peer-to-Peer Style API Integration



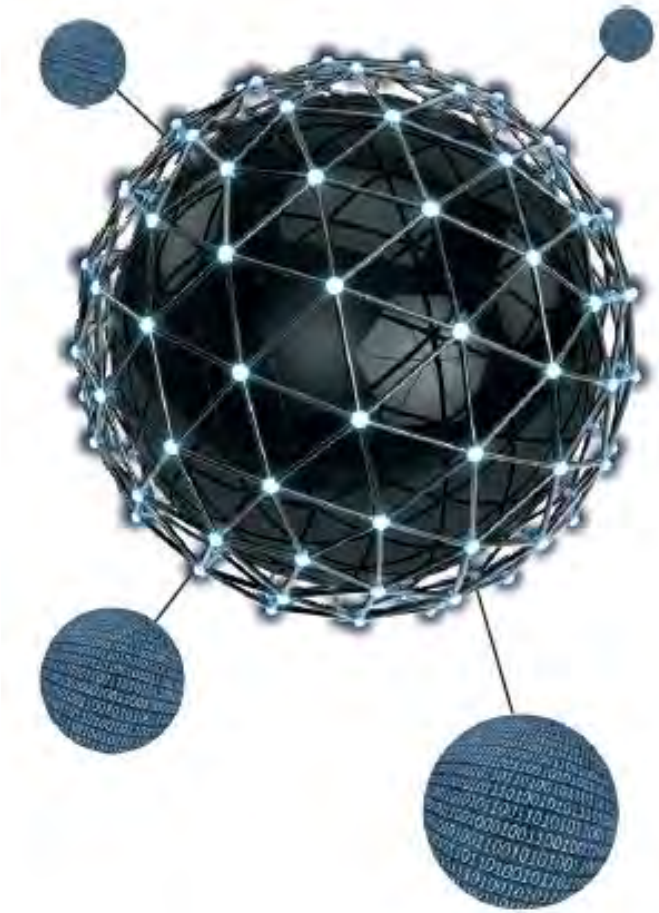
agX Central Spatial Repository

Open Marketplace

Open Marketplace

Governance

Standardising data and not data Standards



Not for Profit

Ideal Governance

Supply Chain Dominance

Services Model

Research

Technology

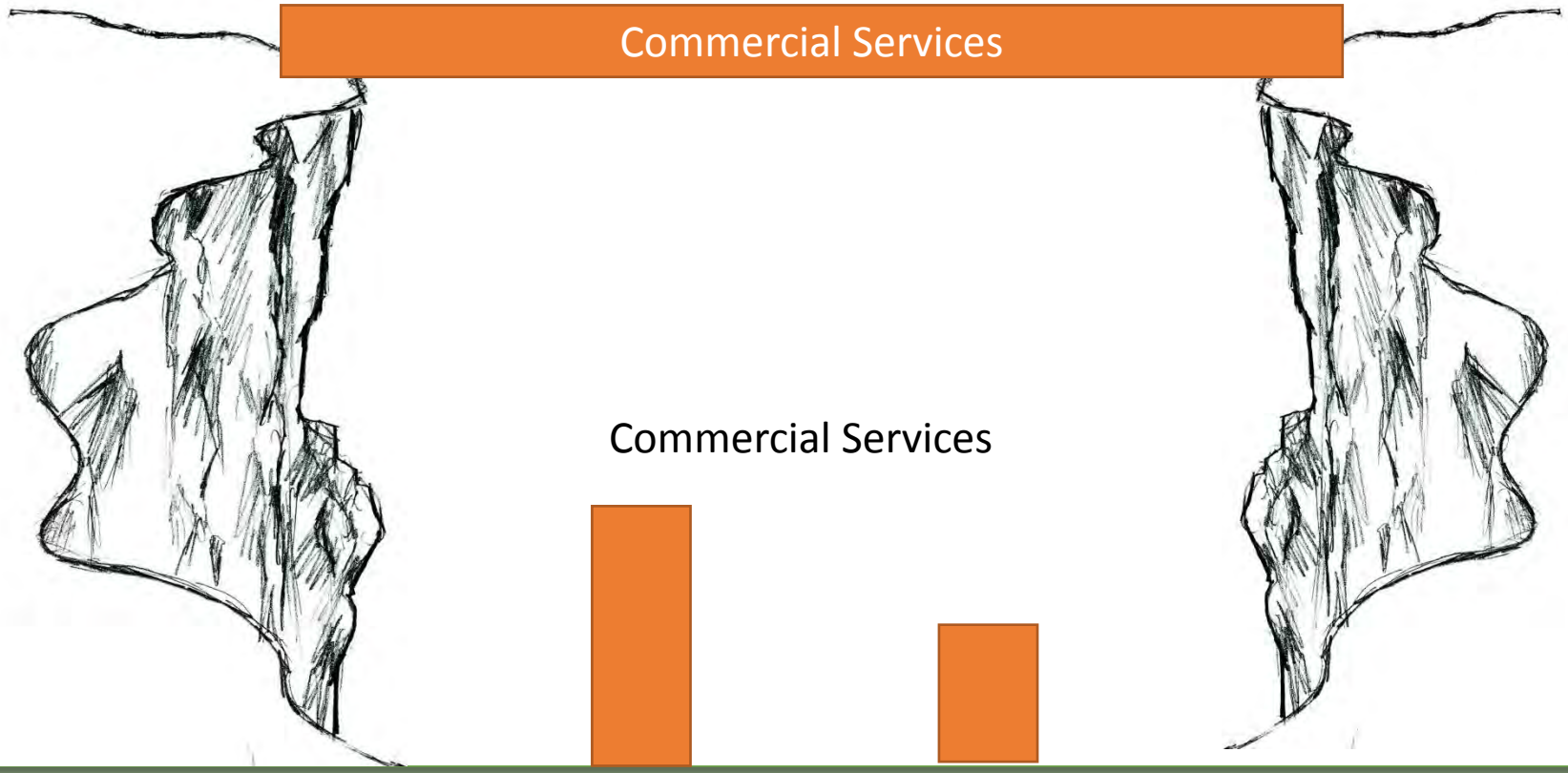
Farm Trials

Subsidised Training

Farmers

Adoption

Commercial Services



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