How Future Technology Adoptions May Influence Ag Consultants and Researchers
Agenda

- Technology in Ag Sector
- The John Deere FarmSight™ Strategy
- Focus on Agronomic Decision Support
Technology Evolution in Agriculture

**Past**
- **Guidance Systems**
  - Early 2000s
  - Sub-Inch Accuracy
  - Automated Guidance
  - Parallel Tracking

**Today**
- **Precision Farming**
  - 2006-2011
  - Precision Irrigation
  - Section Control
  - Variable Rate
  - Mapping

**Future**
- **Co-ordination Enabled by Telematics**
  - 2012 and beyond
  - Simplifying Decisions
  - Logistics Management
  - Machine Productivity & Uptime

Influence on Producer Business Results

Technology Level
GPS-Enabled Precision

INCREASES:
- Yield
- Efficiency
- Productivity
- Safety

DECREASES:
- Environmental Impact
- Inputs
- Costs
- Theft
John Deere

FarmSight™

- Machine Optimization
- Logistics Optimization
- Ag Decision Support
### Three Pillars of Customer Value

<table>
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<tr>
<th>Land Prep</th>
<th>Seeding</th>
<th>Spraying and Fertilization</th>
<th>Harvesting</th>
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<tbody>
<tr>
<td><strong>MACHINE OPTIMIZATION</strong></td>
<td><strong>LOGISTICS OPTIMIZATION</strong></td>
<td><strong>AG DECISION SUPPORT</strong></td>
<td></td>
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<td>Increase machine and crop productivity and efficiency</td>
<td>Seamless flow of data between the operation, decision makers, and back to the operation</td>
<td>Inputs and outputs in the right place at the right time</td>
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Telematically Enabled Machines — 2012

7R Tractors

8R Tractors

9R Tractors

S-Series Combines

7050 Self-Propelled Forage Harvester

4940 Sprayer

7050 Self-Propelled Forage Harvester

4940 Sprayer

S-Series Combines

7050 Self-Propelled Forage Harvester
Machine Optimization
The Power of JDLink™

- Remote access to fleet locations & utilization
- Provides Diagnostic data
- Monitors service status and advises of maintenance
- Features geofencing capabilities
Ag Decision Support: Managing Information

“There are so many things to consider and account for.”

- Easy transfer and access to machinery and agronomic
- Enabling better decisions
- Sharing data with trusted advisors
John Deere FarmSight™
Implementing an Agronomic Decision

Potential for dealer to partner/partnership for total decision enablement

- Agronomic Decision Support
  John Deere Dealer Enabled

- Agronomic Decision Advice
  Non-John Deere FarmSight™ Strategy Element
A total solution that begins with understanding a customer’s business need, then provides a world class experience through a combination of equipment, technology, and dealer services to exceed that need.