

DEVELOP WITH
DEERE
2018

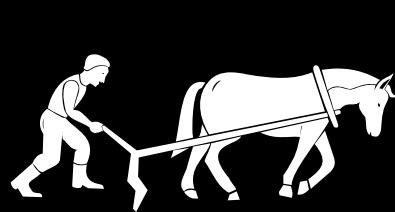
Introduction to MyJohnDeere and Operations Center

Johannes Wriedt

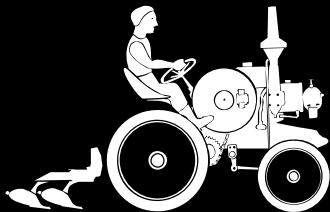
Product Specialist – MyJohnDeere.com



The 4 Revolutions of Agriculture



Farming 1.0
Mechanization



Farming 2.0
Engine



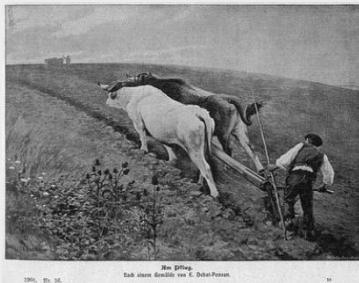
Farming 3.0
Precision Ag



Farming 4.0
Connectivity

Technological Revolutions

Agriculture yesterday



Agriculture today & tomorrow

- Ø Guidance system since 2000
- Ø Sensor Technology since 2006
- Ø Machine communication since 2008
- Ø Digital Solutions since 2013



Digitalization with MyJohnDeere.com

The image displays three screenshots of the MyJohnDeere.com platform. The first screenshot shows the sign-in page with a 'Hurricane Florence' alert. The second screenshot shows the main dashboard with various solutions like JDParts, Find Parts, StellarSupport, and Operations Center (highlighted with a yellow box). The third screenshot is a detailed view of the Operations Center showing a map of fields with crop icons and a pop-up for a John Deere 7830 tractor.

- Global availability
 - 58 countries in total
 - 36 countries in Region 2
- Single login for central access to multiple applications

What customers need

Setup data
in advance
to minimize
in-field
startup time

Leverage
experts to
assist in
understanding

Maximize
yield and
efficiency
through
planning

Many things to many people

Analyze
data
captured
with a
display

Understand
the context
of what
happened
with more
data

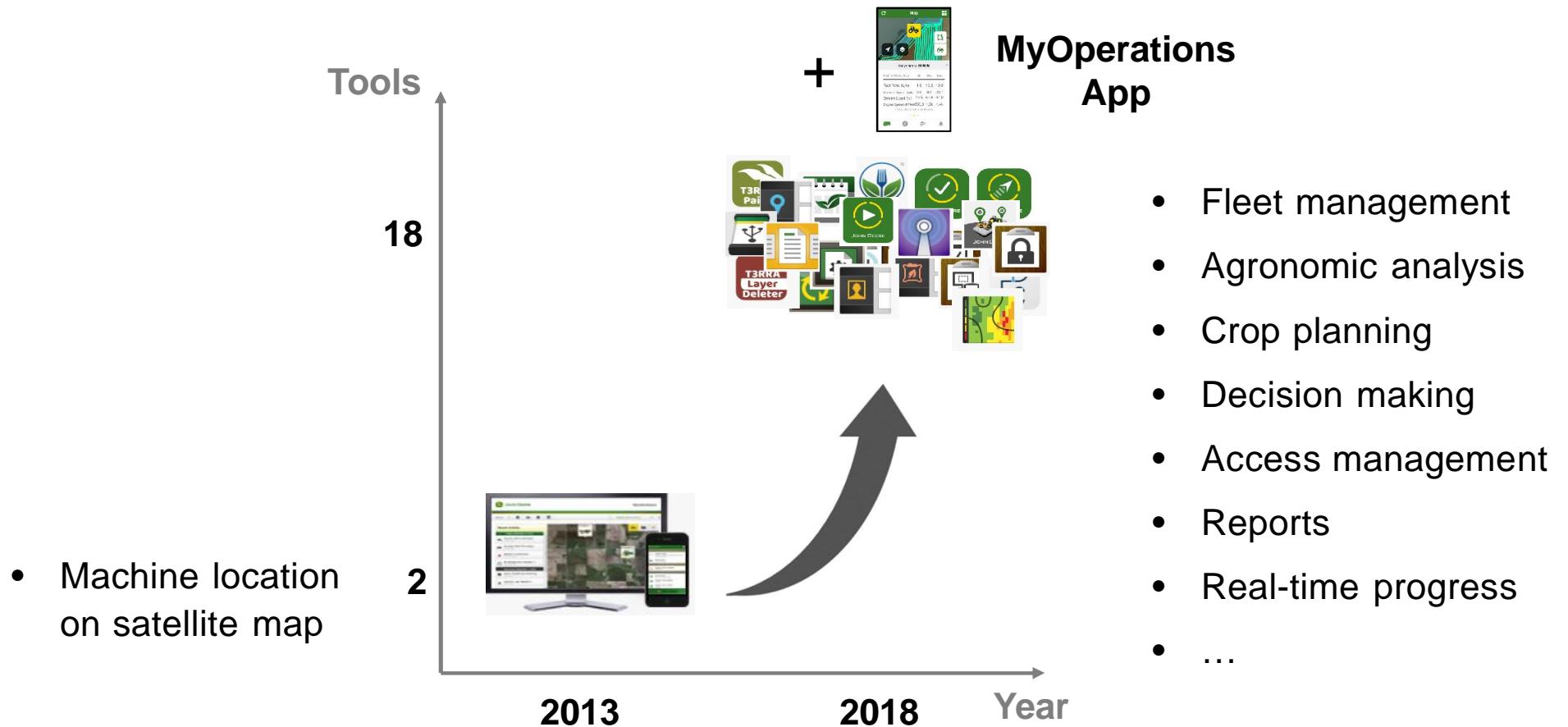
Monitor
what's
happening in
real-time

A multitude of information is needed to fulfill the customers' needs

- Land attributes
- Machine settings and performance
- Input attributes
- Agronomic practices
- Progress & quality indicators
- Weather information
- etc...



Operations Center



Is John Deere delivering all of these things on their own?

No! But...

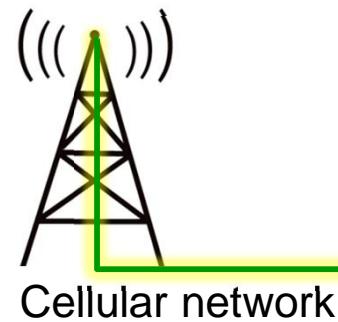
...we are providing the functional infrastructure & tools enabling connected software companies to connect their services for a joint customer experience.



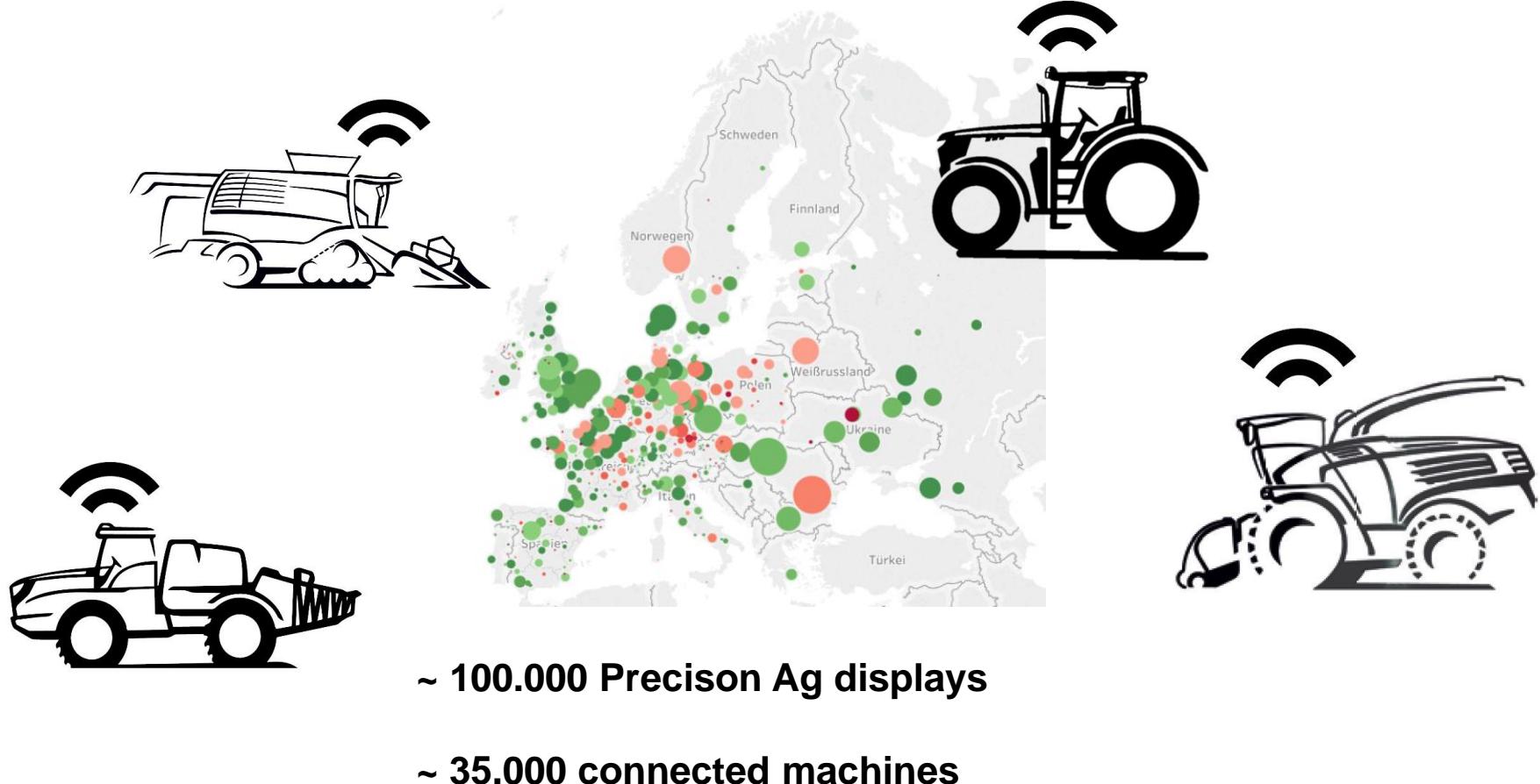
JDLink – Enabling technology



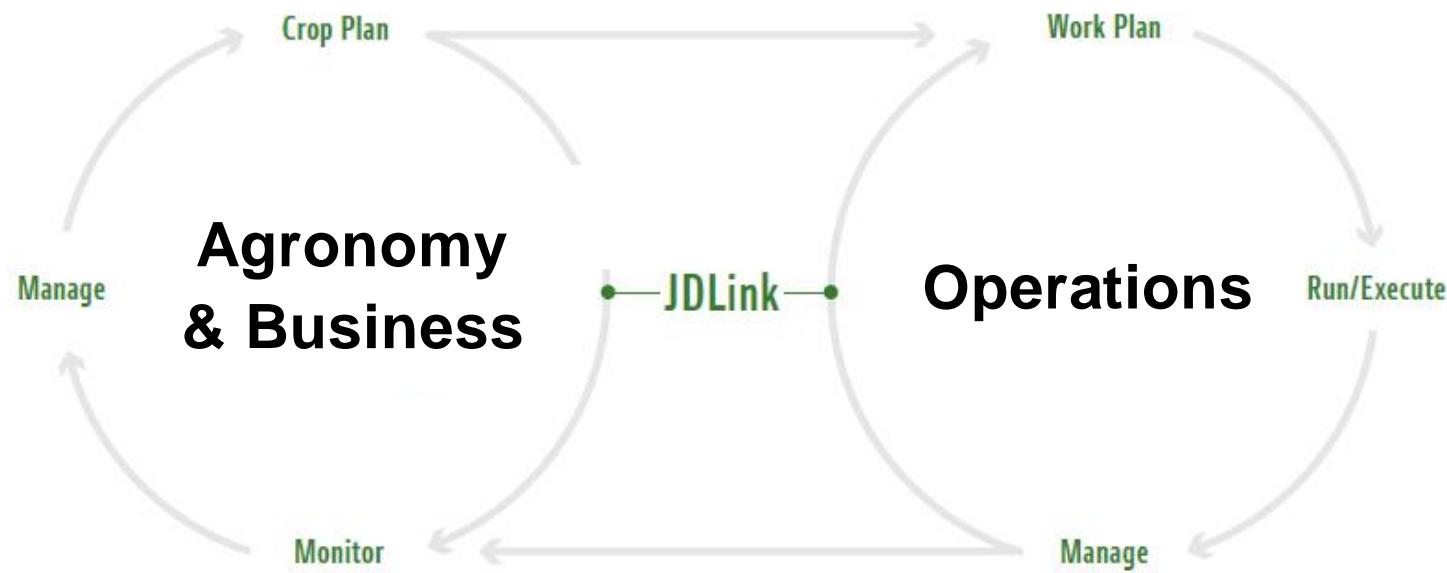
Telematics Gateway –
captures data from
machine & display



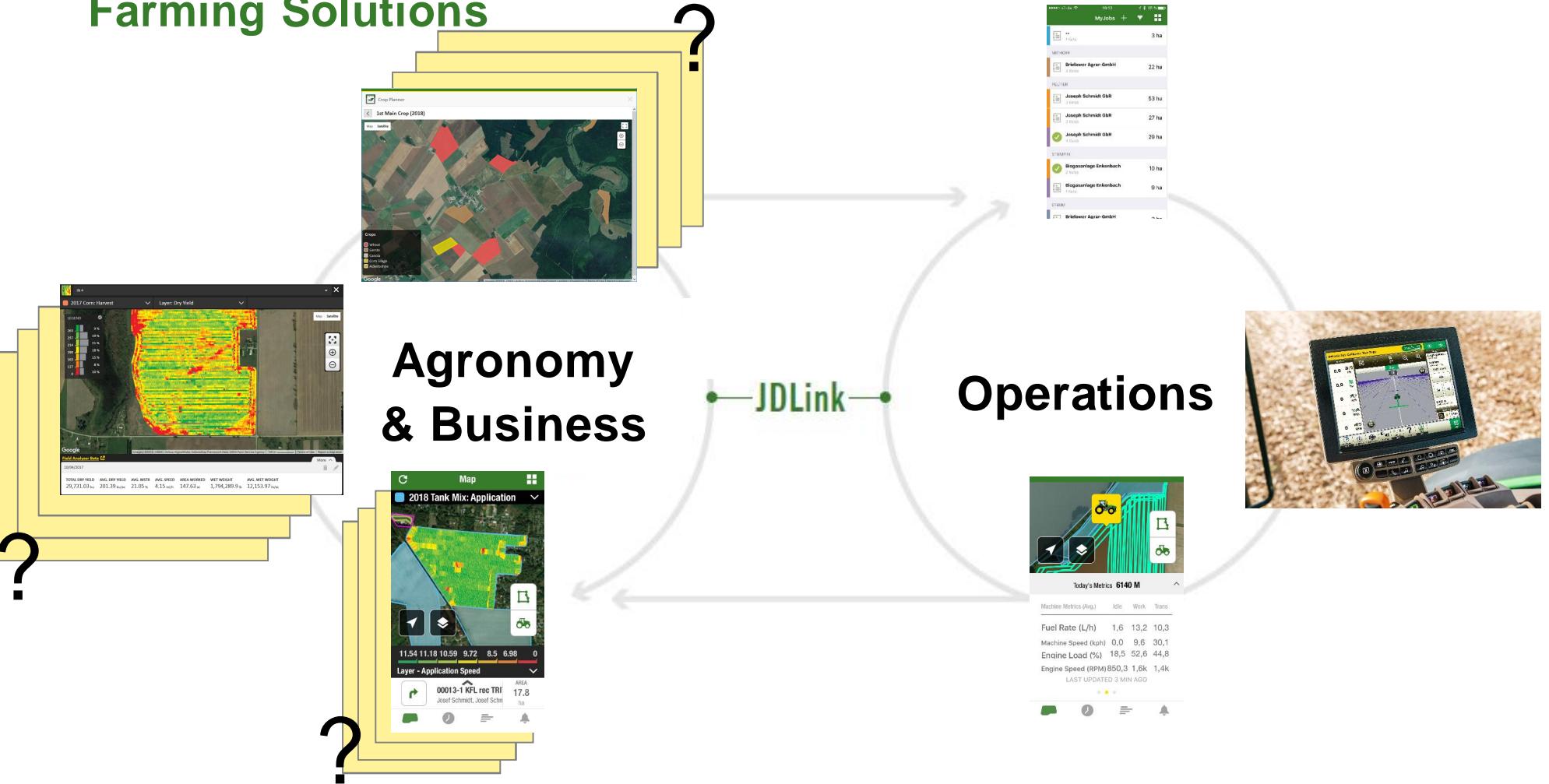
Connected machines via JDLink in Europe



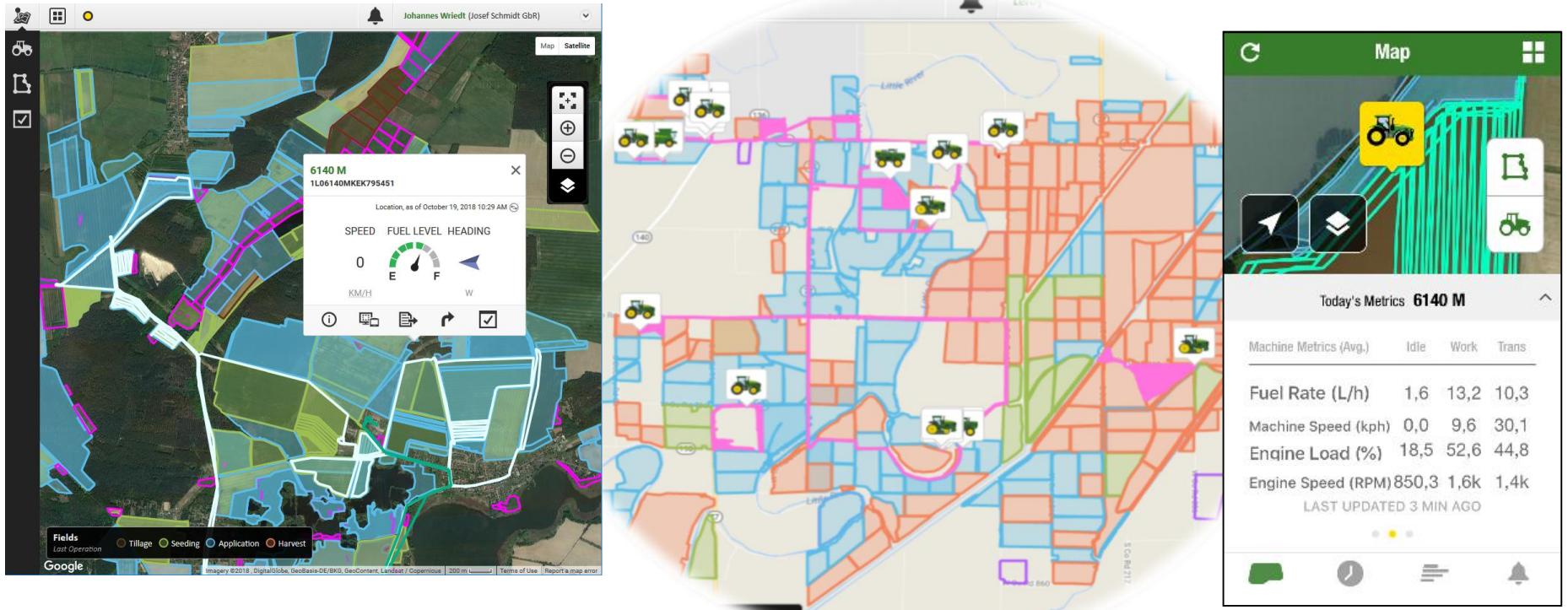
Farming Process



Farming Solutions



Run map – See what's happening now

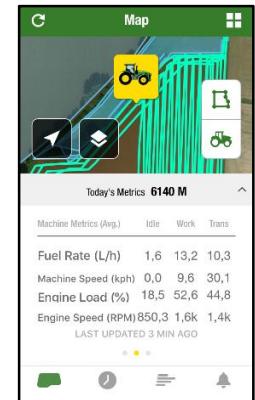


Web – Operations Center

App – MyOperations

Operations Center – Foundational tools

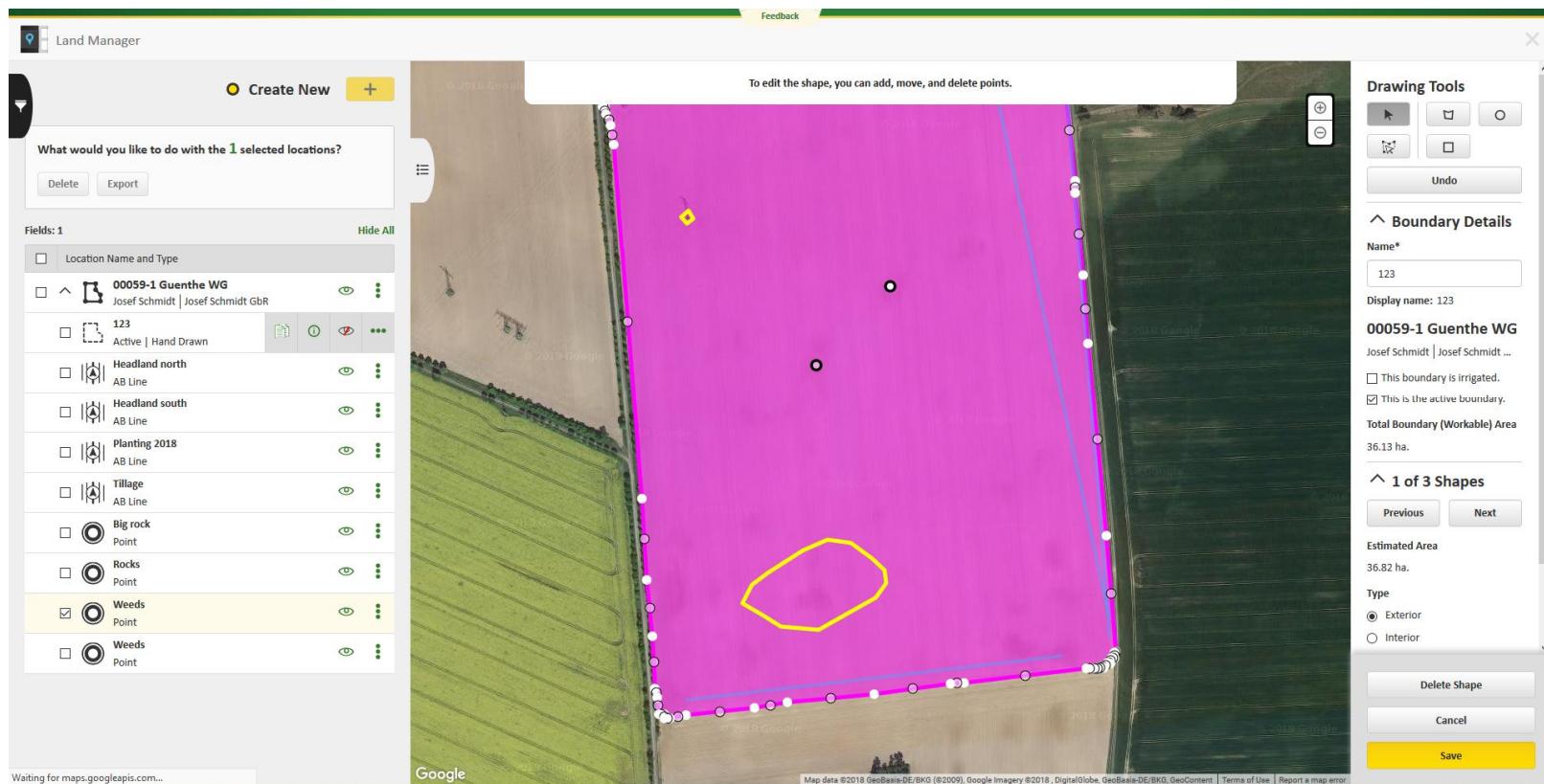
- Land Manager – manage setup information
- Crop Planner – crop split & work planning
- Field Analyzer – analyze documentation
- MyOperations App – monitor work progress
- Team Manager – access level management



Tools

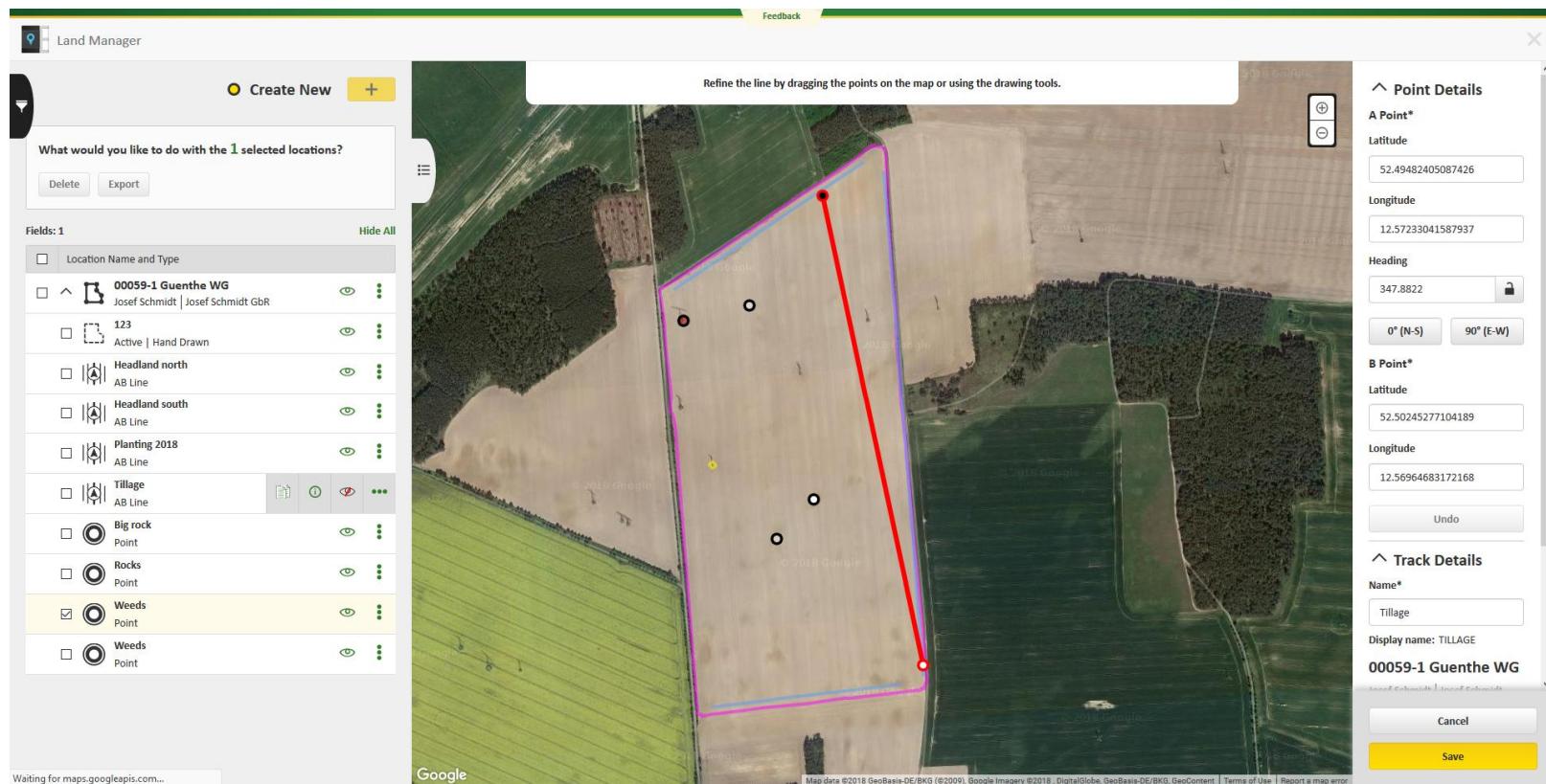
John Deere Software Manager	Product Manager	Permissions Report	Setup Builder	Jobs Report	Remote Display Access Report	Land Manager	John Deere Data Manager	Crop Planner	Field Analyzer
Team Manager									

Land Manager – Prepare machine setup



Field boundaries

Land Manager – Prepare machine setup



Guidance lines

Land Manager – Prepare machine setup

The screenshot shows the Land Manager software interface. On the left, there's a sidebar with filters for Client (Josef Schmidt), Farm (Josef Schmidt GbR), Field (00059-1 Guenthe WG), Location Types (Boundaries, Guidance, Flags), and a search bar. The main area displays a map of a field with a pink boundary and a blue line. A red flag icon is placed on the field. On the right, a detailed view of the flag is shown with the following information:

Flag Details

- Flag Type: Point
- Created Date: Sep 13, 2018
- Latitude: 52.5006854793752
- Longitude: 12.5676968293828
- Last Modified: Oct 29, 2018
- Source: Hand Drawn
- Notes: ---

What would you like to do with the 1 selected locations?

- Delete
- Export

Fields: 1

Location Name and Type
00059-1 Guenthe WG (Josef Schmidt Josef Schmidt GbR)
123 (Active Hand Drawn)
Headland north (AB Line)
Headland south (AB Line)
Planting 2018 (AB Line)
Tillage (AB Line)
Big rock (Point) (Selected)
Big rock (Point)
Weeds (Point)
Weeds (Point)

Flags

- Area
- Line
- Point

Reset Filters

Waiting for maps.googleapis.com...

Close

Edit

Flags

Crop Planner – Set the plan

The Crop Planner interface allows users to manage crop plans for different seasons. The main window displays a list of crop plans for the current year (2018) and the previous year (2017). Each plan is represented by a pie chart showing the distribution of various crops across fields.

2018 (8 Crop Plans)

- Cover Crop:**
 - Yellow Mustard (12.3%)
 - Peas Europe (7.8%)
 - Catch Crop Mix (0.0%)
 - Unplanned (79.9%)
- 1st Main Crop:**
 - Wheat (18.1%)
 - Barley (15.0%)
 - Canola (12.3%)
 - Corn Silage (12.0%)
 - Unplanned (42.6%)
- 2nd Main Crop (Double Crop):**
 - Alfalfa (5.2%)
 - Unplanned (94.8%)

2017 (7 Crop Plans)

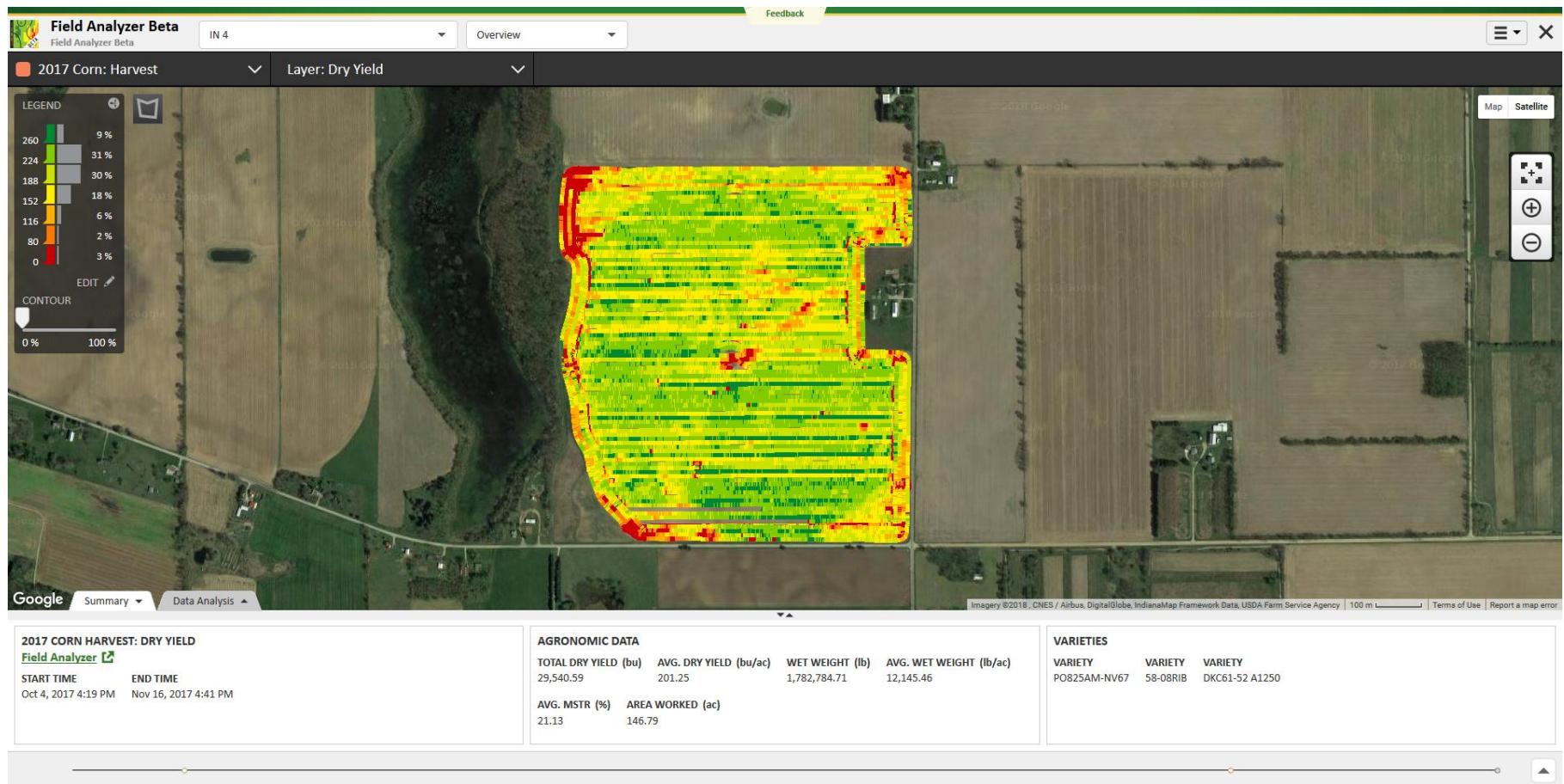
- Cover Crop:**
 - Mustard (5 Fields, 42.79 ha)
 - Feed Peas (2 Fields, 27.22 ha)
 - Catch Crop Mix (0 Fields, 0 ha)
- 1st Main Crop:**
 - Bread Wheat (Winter) (4 Fields, 63.16 ha)
 - Barley (Europe 6) (5 Fields, 52.51 ha)
 - Canola (3 Fields, 42.95 ha)
 - Corn Silage (5 Fields, 41.7 ha)
- 2nd Main Crop (Double Crop):**
 - Alfalfa (1 Field, 10.0 ha)

A separate map view shows the spatial distribution of these crops across a field area. The map uses color-coded legends to represent different crops:

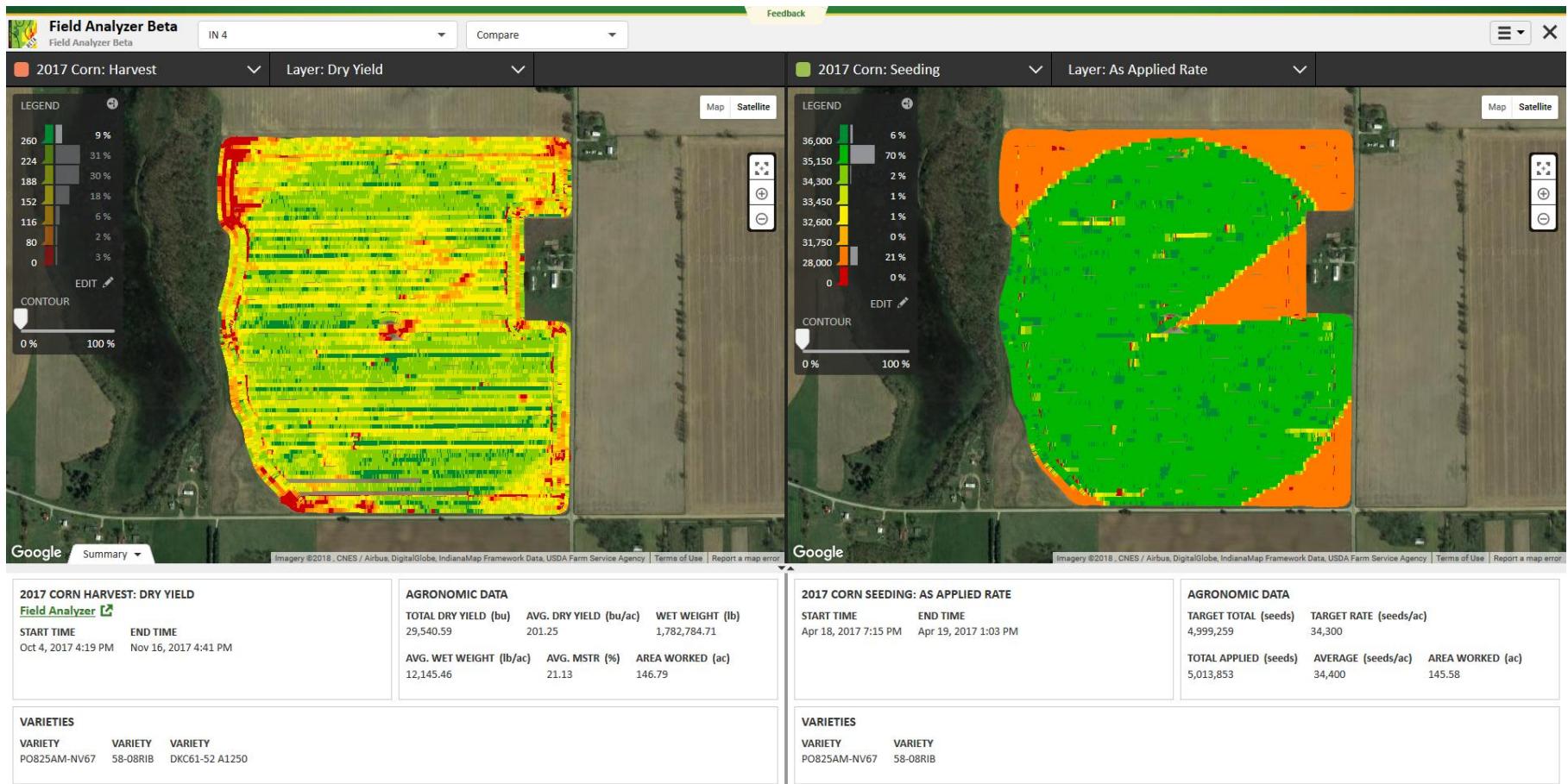
- Red: Wheat
- Grey: Barley
- Green: Canola
- Yellow: Corn Silage

<https://cropplanner.deere.com/cropplaner/season/2017/01/000185.aspx?AID=1&CID=1&DID=1&FID=1&GID=1&LID=1&SID=1>

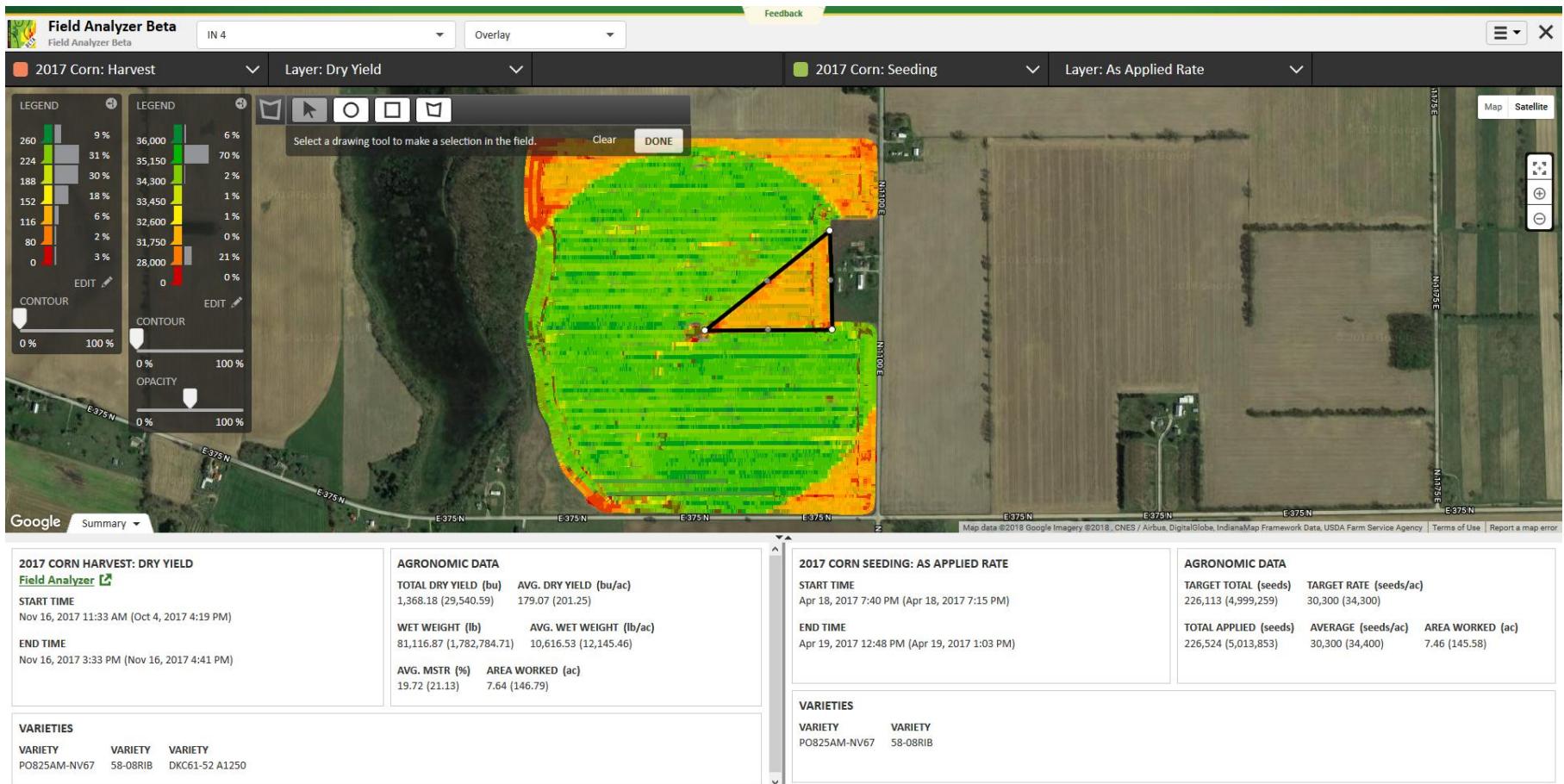
Field Analyzer – Field level map view



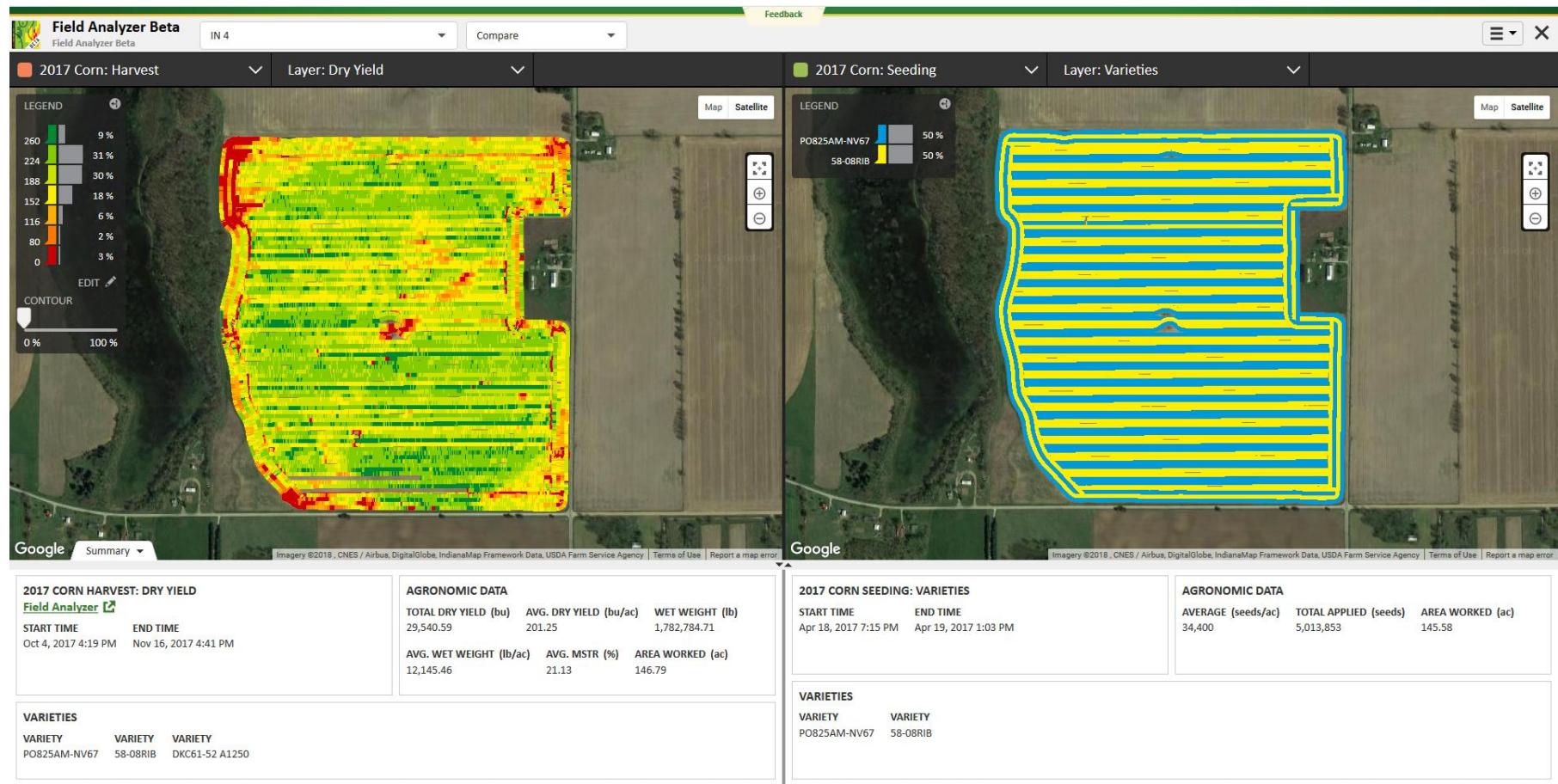
Field Analyzer – Field level map view



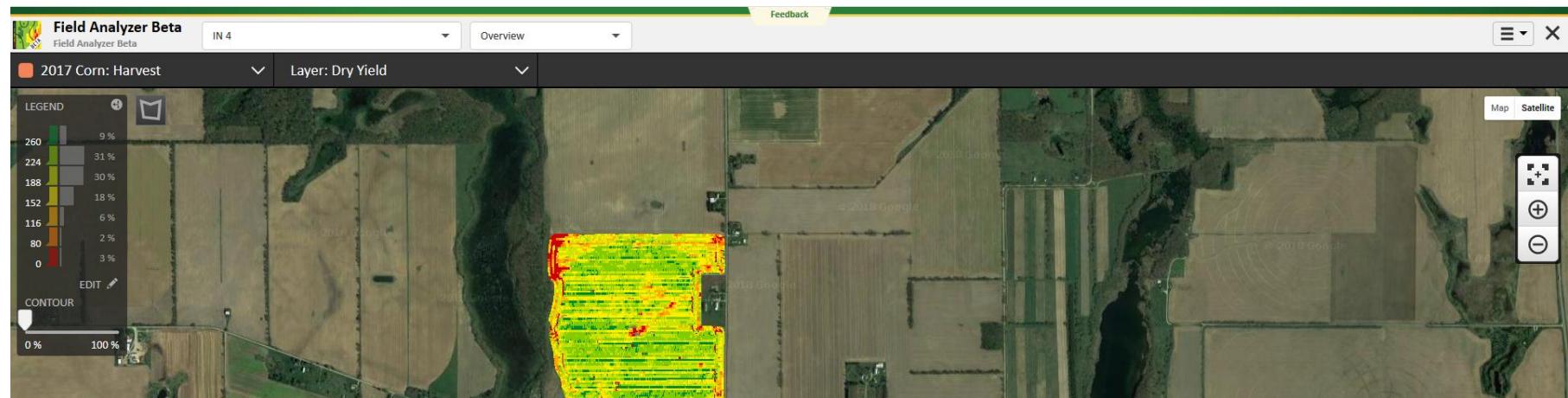
Field Analyzer – Field level map view



Field Analyzer – Field level map view



Field Analyzer – Field level map view

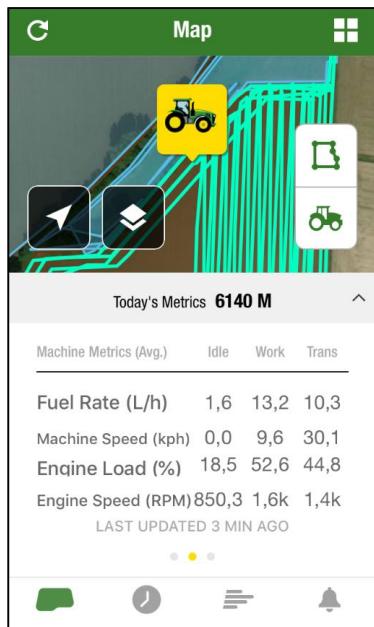


VARIETIES	TOTAL DRY YIELD (bu)	AVG. DRY YIELD (bu/ac)	WET WEIGHT (lb)	AVG. WET WEIGHT (lb/ac)	Avg. MSTR (%)	AREA WORKED (ac)
58-08RIB	14,004.93	188.75	840,854.5	11,332.28	20.72	74.2
PO825AM-NV67	15,514.41	214.38	940,654.69	12,998.34	21.5	72.37
Not Seeded	21.25	97.07	1,275.52	5,827.68	20.71	0.22
TOTAL	29,540.59	201.25	1,782,784.71	12,145.46	21.13	146.79

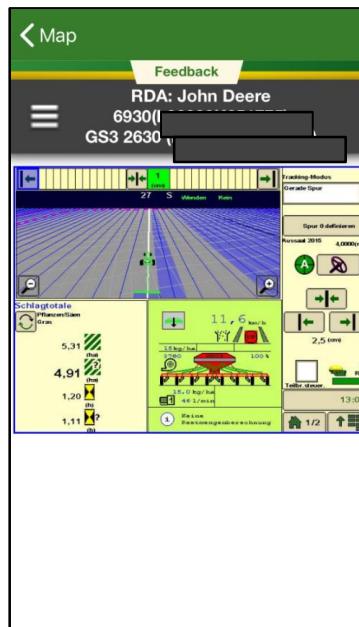
MyOperations App – Access everywhere & everytime



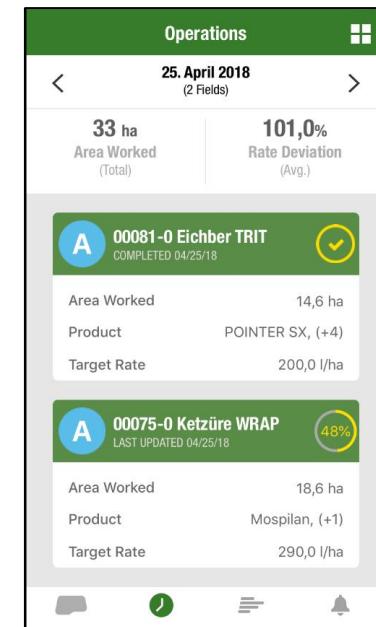
Overview



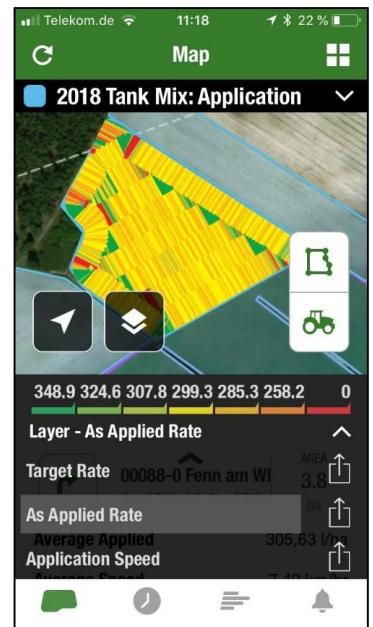
Machine details



Remote
Display Access

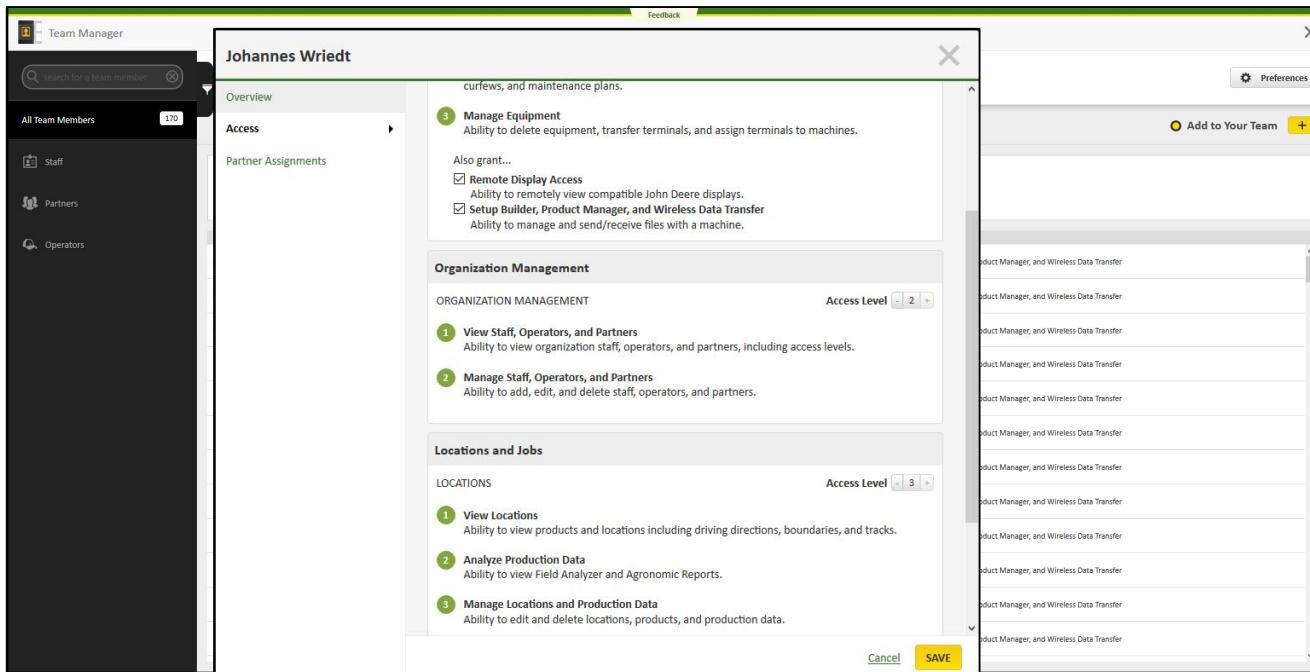


Work progress



Documentation
& Work quality

Team Manager – Access level management

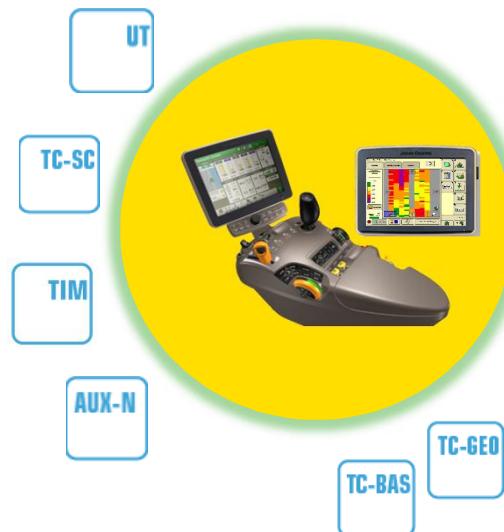


- Operator
- Staff
- Partner (e.g. contractor)

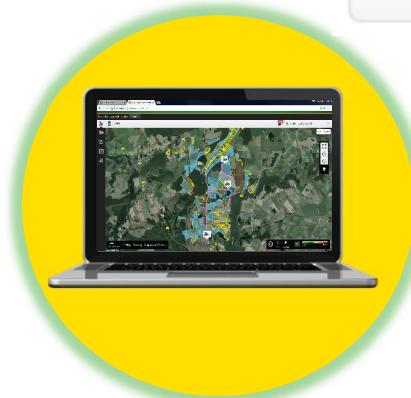
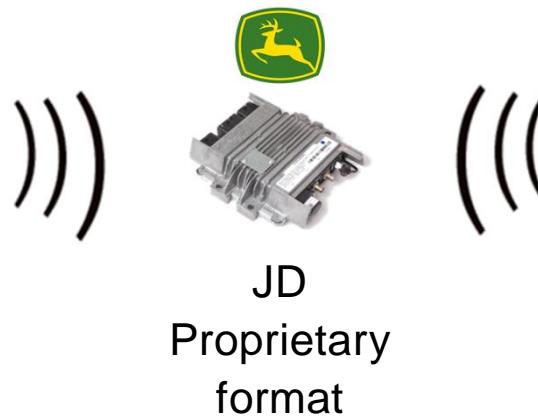
Customers have control about access permissions!

Compatibility & Interfaces

Machine &
Implement control



Data
management



AGRICULTURAL INDUSTRY
ELECTRONICS FOUNDATION

* in development
** GS2 2600 & GS3 2630 only

GDPR – Data privacy

- Customers have control of their data
- Customers are informed about data usage & security via terms & conditions
- Agreement required to use JDLink & MyJohnDeere
- Personal data handled in accordance to EU GDPR
- Customers control exchange of data by managing access rights
- John Deere uses data only to fulfill contract with customer (e.g. JDLink)
OR
- based on explicit consent by customer (e.g. for Expert Alerts)



GDPR – Data privacy

- John Deere has implemented all legally required rights regarding use of personal data, such as deletion, rights to inform, portability, limitation of data processing and data correction
- All Connected Software Companies must be compliant as well
- Acknowledgment via API license agreement is mandatory



Summary

1. Connected machines

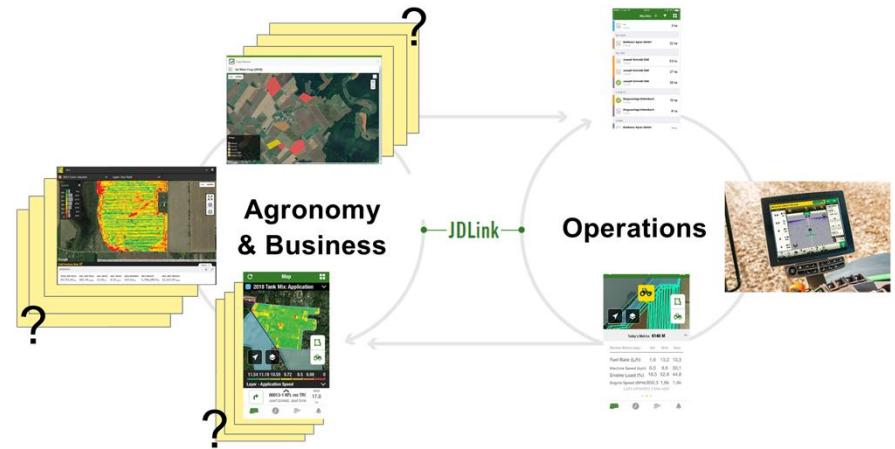
- Data communication between machine & office – send & receive

2. Operations Center

- Setup Management – Preparation
- Crop & Job Plan – Planning
- Monitoring – Execution
- Documentation – Analysis

3. Open platform & compatibility

4. Data privacy – compliance for John Deere & Connected Software Companies



Opportunities for further functionality & services via connected tools in each step!