

DEVELOP WITH
DEERE
2018

John Deere Vision Business Case for Connected Software Companies

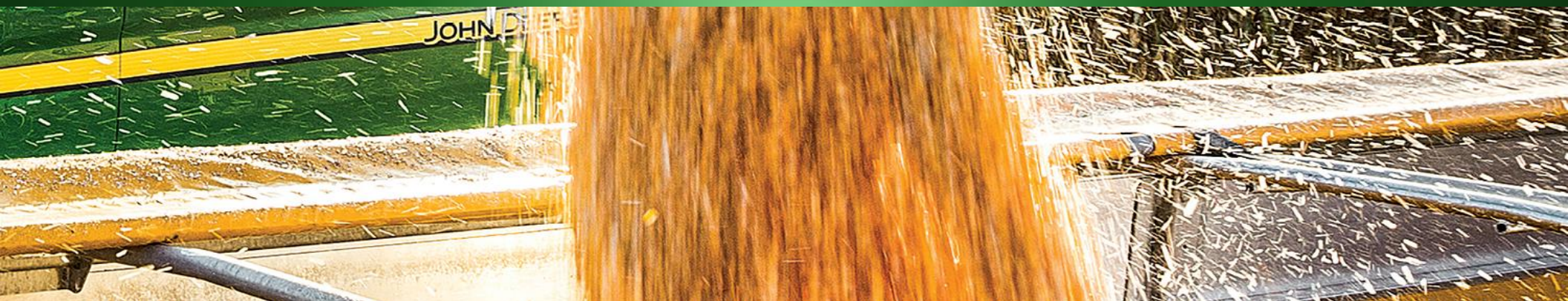
Than Hartsock, Director Precision Ag, Region 2





OUR HIGHER PURPOSE:

Enable people to live better lives by serving those linked to the land.



Deere can't do it alone...

- Ø Better outcomes for our farmers – they don't farm alone
- Ø Deere will not build every digital solution
- Ø Integrations drive execution on Deere machines



Connected Software Companies benefit...

- Ø Wirelessly connected customers w/ precision ag tech
- Ø Easy access to data in one place
- Ø Established digital partner ecosystem: Europe & globally



Change in Strategy

- Ø FROM: working with one local FMIS solution per country
- Ø TO: supporting connected software tools across countries

