

DEVELOP WITH
DEERE
2018

Keynote: US Experience & Perspective

Kayla Reynolds, Digital Business Development Manager



AGENDA

What we believe about digital ag

How our machines and data platform supports our beliefs

Progress and results





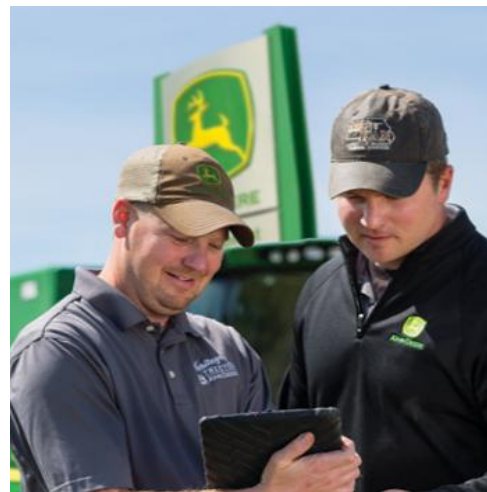
Precision Ag
Equipment

+



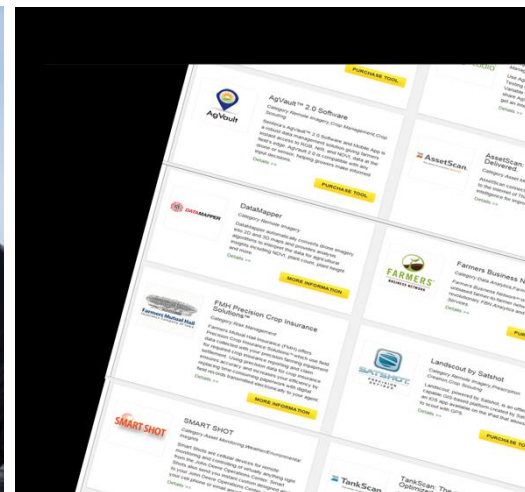
Precision Ag
Technology

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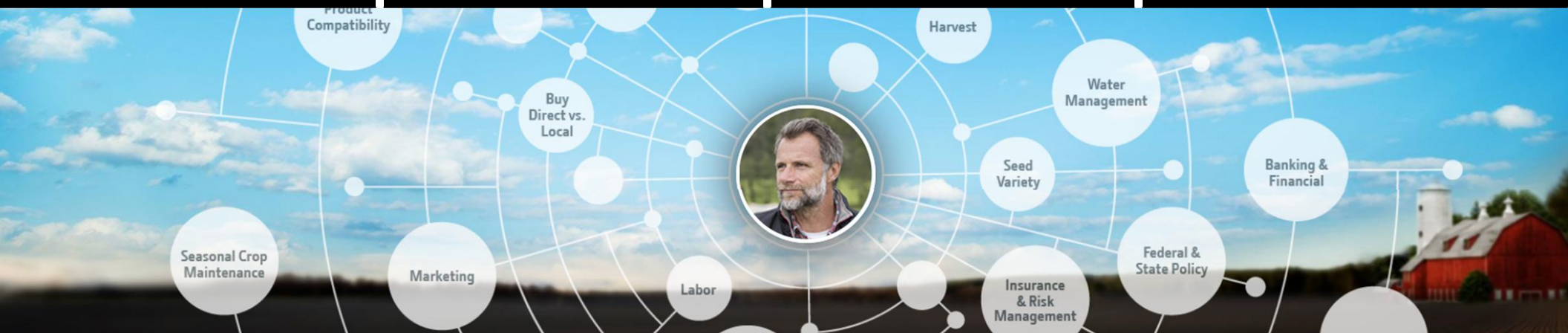


Dealer Support
& Services

+



Connected Software
Solution



Total Customer Solution

John Deere Data Principles

Value

Transparency

Control

www.deere.com/trust

**Farmers make over 140 decisions in a growing season
Deere's digital platform helps them achieve better outcomes**



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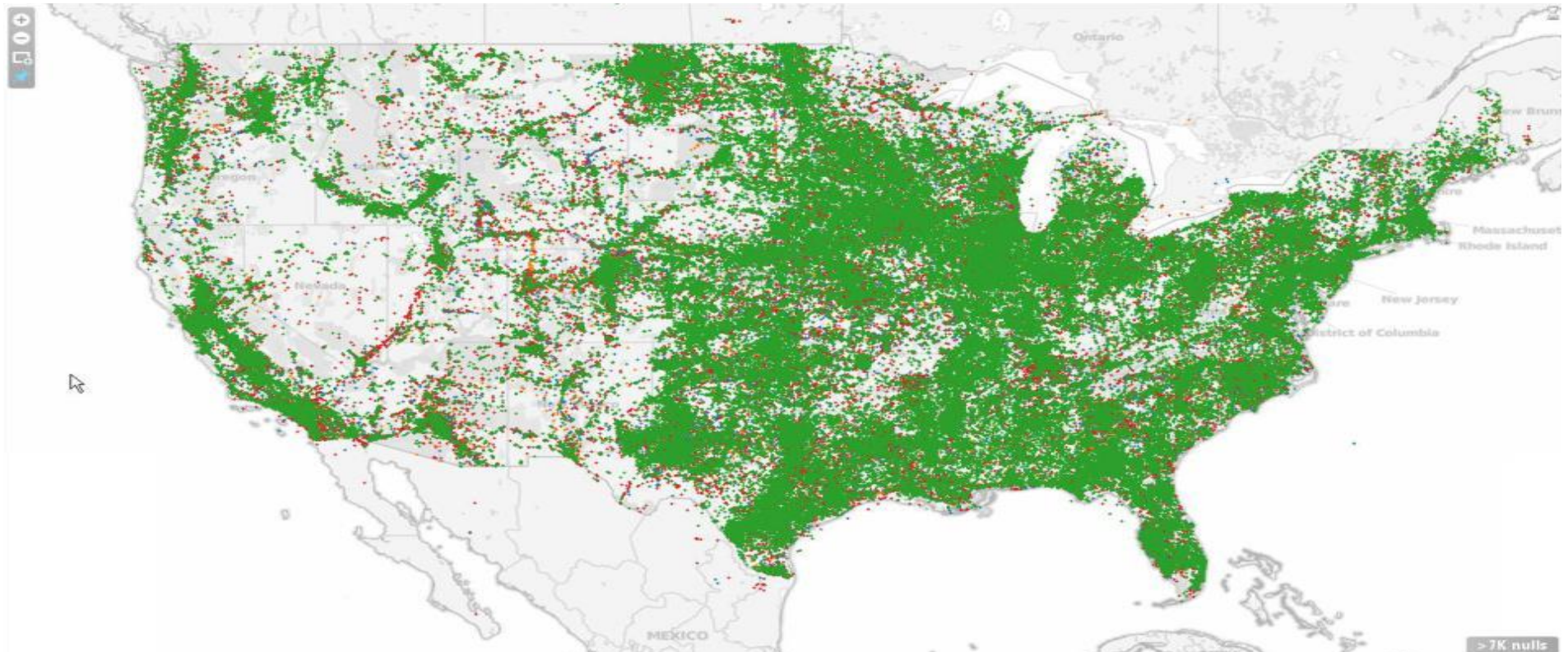


Our machines have more technology today than ever...

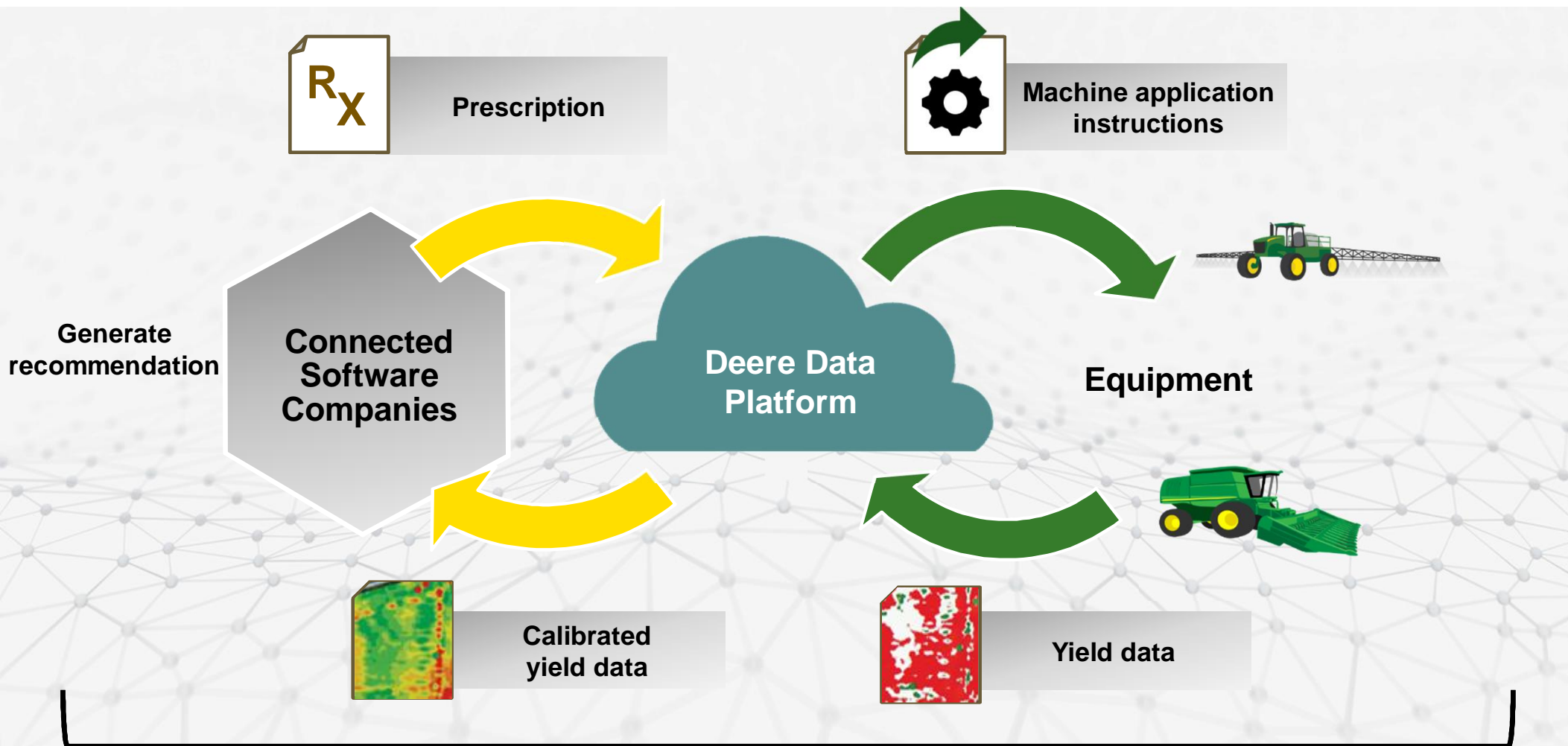


...ensuring the best outcome for each pass across the field.

Farmers with Deere machines are collecting a lot of data...



Wireless Enabled Machines (2009-present)



Grower is foundational across the data sharing cycle

Tools to make this happen...



Develop with Deere Conferences | Support Team | in Ops Center
(developer.deere.com)

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Deere has built the industry leading digital ecosystem

120

100

80

60

40

20

0

2013

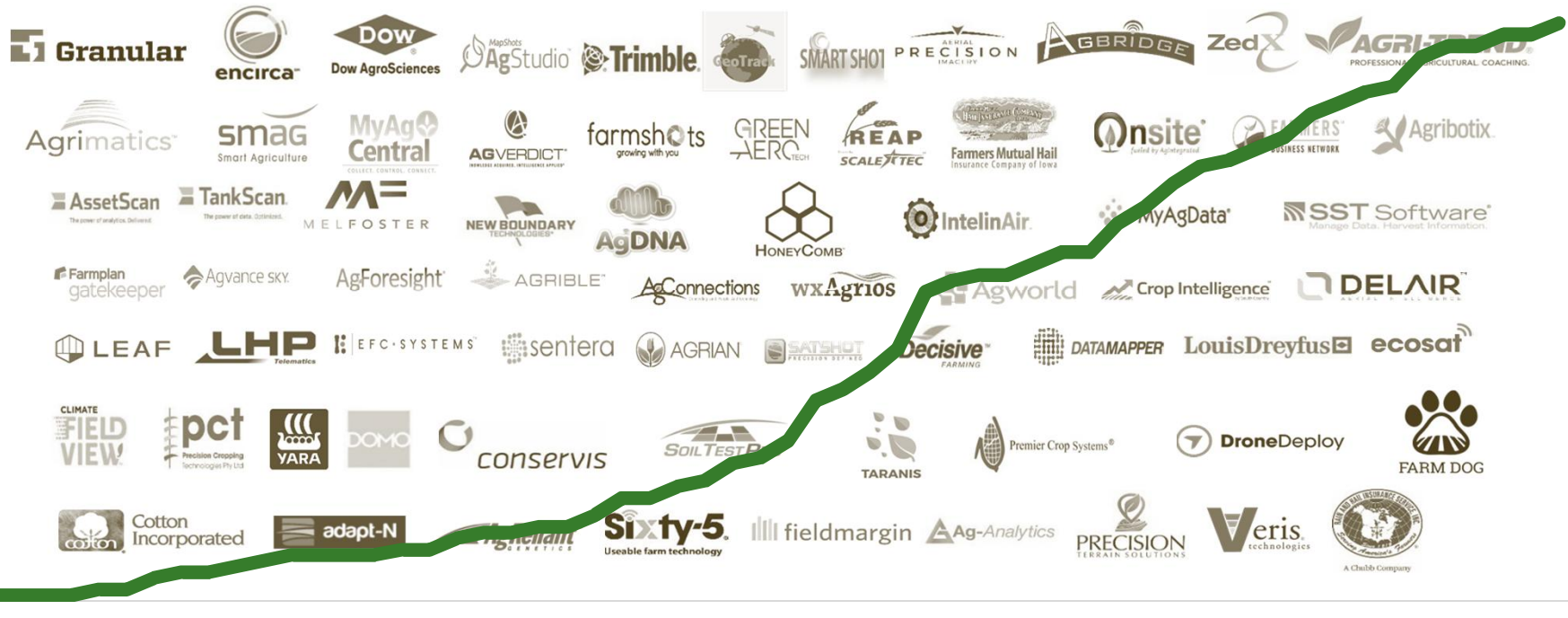
2014

2015

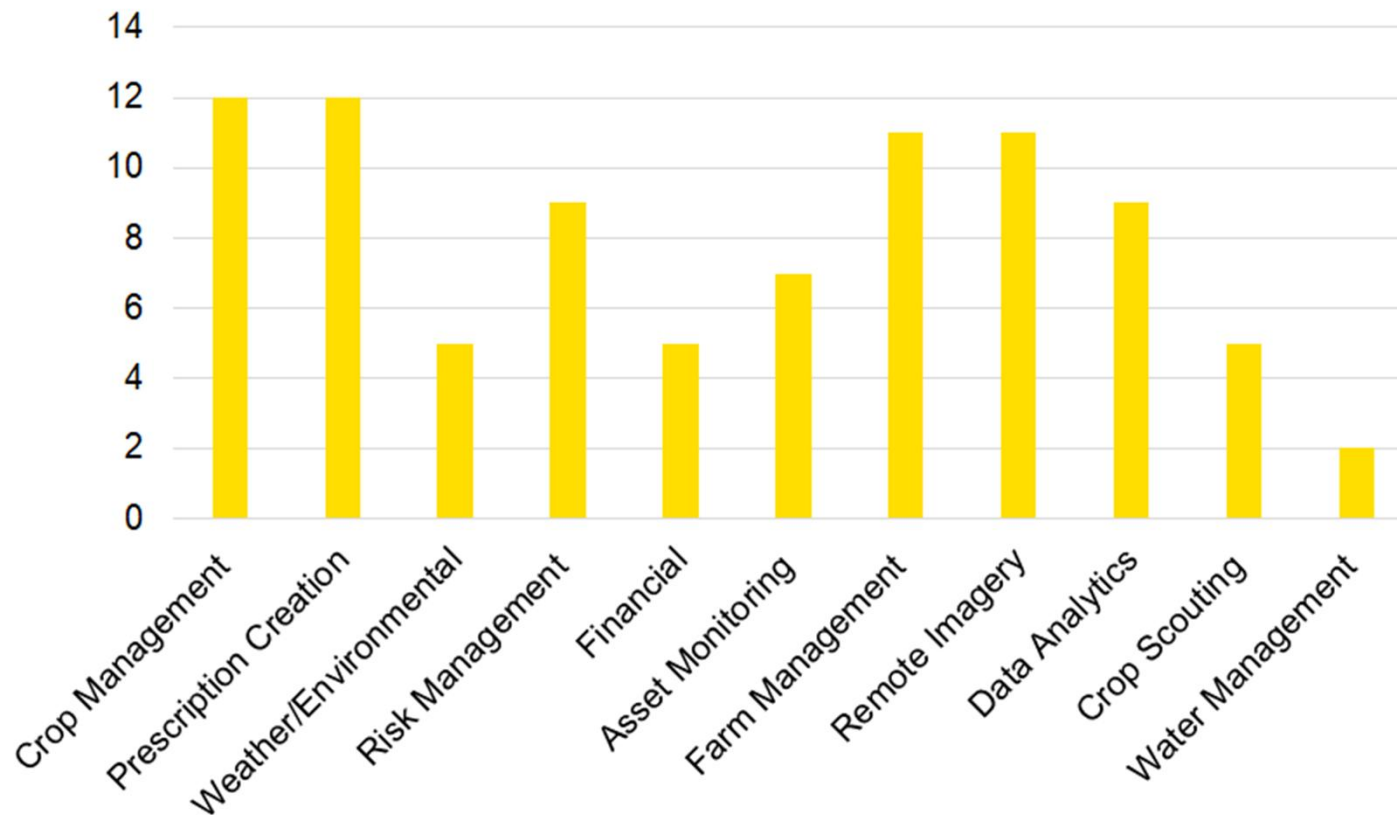
2016

2017

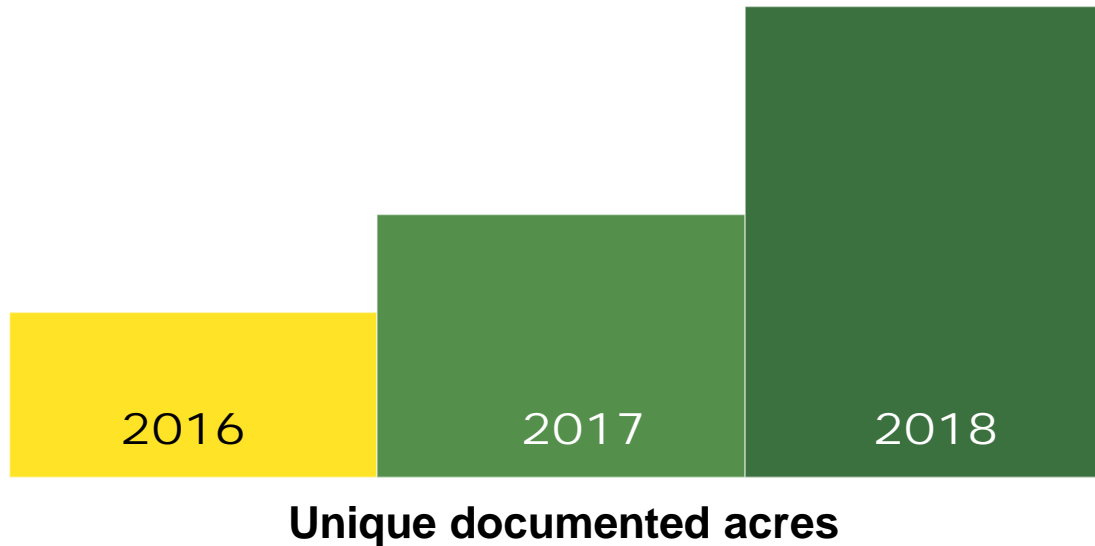
2018



Connected Software Companies provide growers a broad set of additional functionality



Connected Software Companies (CSCs) are increasingly important tools for growers using the Deere digital platform



- Ø One in three customers share with a CSC
- Ø Larger customers
- Ø Higher adoption of precision ag technology

Customer story example...one of many

- Customer in Canada – doing straight rate of fungicide on rapeseed fields
- Through **Satshot** imagery he identified low performing areas
- Utilized **Satshot** to create a VR fungicide prescription
- **RESULT:** Customer saved enough money in fungicide costs to buy a new sprayer in one year.



Landscout by Satshot

Categories: Remote Imagery, Prescription Creation, Crop Scouting

Landscout, powered by Satshot, is an offline-capable GIS-based platform created by Satshot, is an iOS app available on the iPad that allows users to scout with GPS.

[Details >>](#)

[MORE INFORMATION](#)





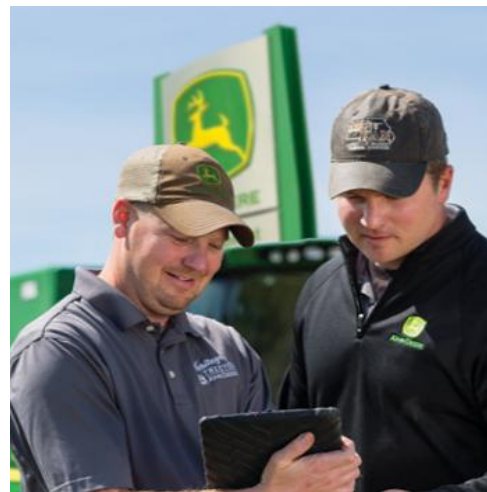
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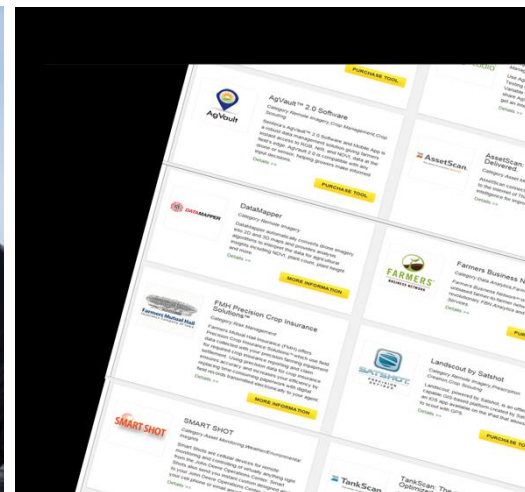
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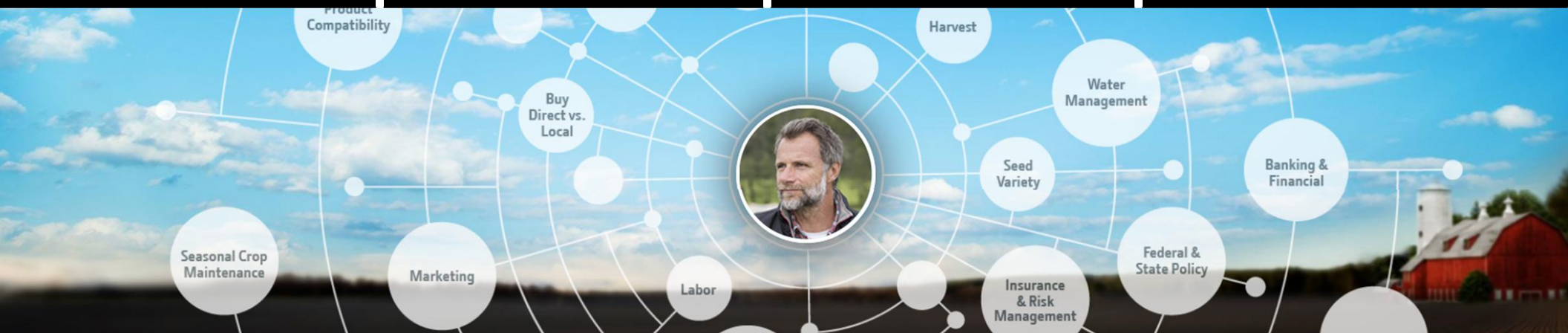


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JOHN DEERE