

Does Covid 19 accelerate the use of digital tools in the agricultural value chains?

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Agenda

- 1| Burning platform for change**
- 2| Connected Support Strategy from John Deere**
- 3| Precision Agriculture – our journey**
- 4| Summary**

1 - Burning Platform for Change

- 1. Megatrend of digitalization**
- 2. Efficiency gains enabled by virtual tools**
- 3. Generation change – Generation Y and Z**
- 4. Covid 19 as an Excellerator of Change**

2. Connected Support Strategy from John Deere



Enabling FarmSight Services [Uptime & Performance]



MACHINE DASHBOARD

Monitor machine operating condition

Prioritized view of machine technical issues



EXPERT ALERTS

Predictive analytics

Identify issues before they become a problem

No stops for diagnostics



SERVICE ADVISOR REMOTE

Accurate machine diagnostic

Remote software update

Go to the field with required parts and tools



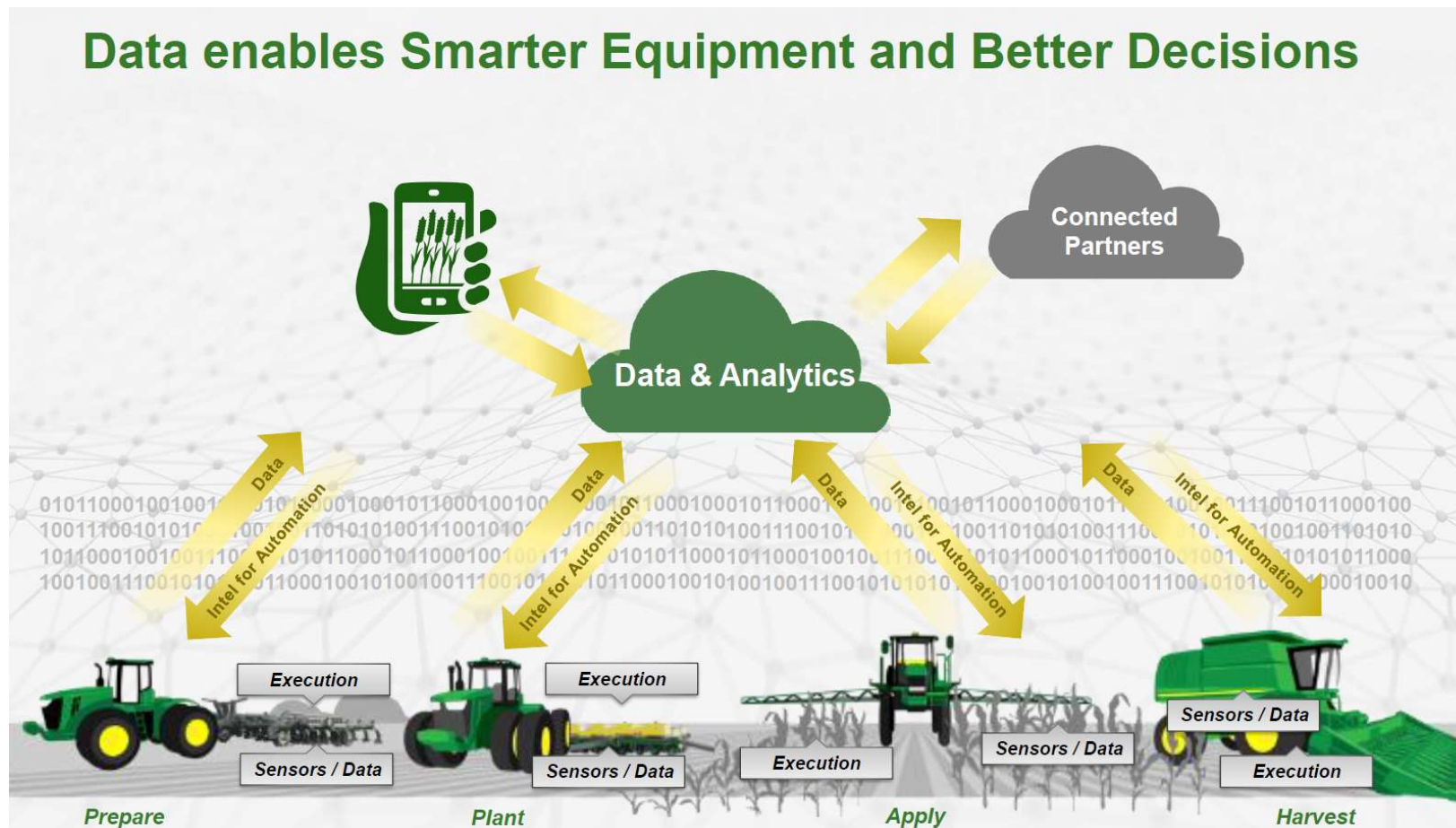
REMOTE DISPLAY ACCESS

– **Fast communication between customer and dealer expert**

– Provide recommendations for machine settings

Leveraging Telematics installed on machinery to support Connectivity & Data transfer

3. Precision Agriculture – Data & Analytics enabling more sustainable farming practises



Summary

- 1| Burning platform for change – it is happening every day more**
- 2| Connected Support – high tech support, efficient, fast, smart**
- 3| Precision Agriculture – Sustainability supported by Digital**