Technology Evolution in Agriculture

- **Past**
  - Parallel Tracking
  - Automated Guidance

- **Today**
  - Sub-Inch Accuracy
  - Precision Farming
  - Mapping
  - Variable Rate
  - Section Control

- **Future**
  - Coordination Enabled by Telematics
  - Machine Productivity & Uptime
  - Simplifying Decisions
  - Logistics Management

**Influence on Producer Business Results**
Production System Approach
Field Analyzer

Single Layer View
Dry Yield: Corn (09-09-2013)

Side-by-Side Comparison
Average Yield: Corn (All Years) and Application: Fert...

Difference View
No Maps Selected

Years
- 2012
- 2010
- 2008
- 2006

ACRES | 80.21 | TOTAL YIELD (BU) | 16,755.2

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Policy Considerations for Data-Enabled Agriculture

- Ownership
- Privacy
- Security

- Connectivity

- Quality
- Interoperability
- Management
- ...


Deere Business Data Principles

Business Data Principles

These principles apply to data and related end-user application services offered in Australia, Canada, New Zealand and the United States.

1. Data Services

We provide a data and related end-user application services to support your and our business needs.

- We are committed to applying our core values of integrity, quality, commitment and innovation to data management as it becomes a more important part of your and our businesses.
- Your participation in these services will help us provide current and future data services to enable your and our businesses.
- These services are offered by our agriculture, turf, construction, forestry and power systems equipment businesses and not others.

For the policies of John Deere Financial and John Deere Insurance Company refer here.

Refer to our Frequently Asked Questions for more details.

2. Data Types

We differentiate business data into machine, production and other data.

- Machine Data are data that generally relate to how your equipment is functioning. Examples include fuel consumption, machine health indicators, vehicle diagnostic codes and engine performance.
- Production Data are data that generally relate to the work you do with the equipment and the land on which the work is performed. Examples include field task details, material moved, trees or crop harvested (yield), and agronomic inputs applied.

Other Data includes the geographical location of the equipment being operated.