



ClearAg[®]

Environmental Guidance for Agriculture

What do you REALLY
need?

Brent Shaw, CCM

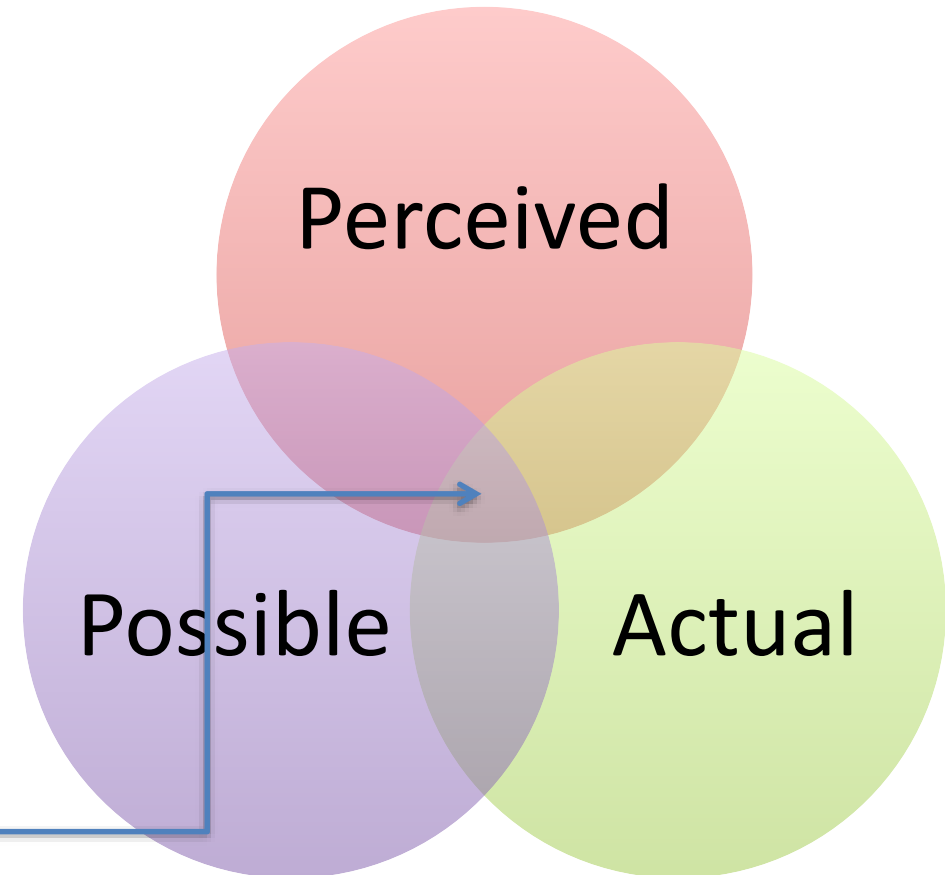
VP of Content & Customer Success

iteris[™]

- What decision is needed?
- Over what time frame?
- Where?
- What are the driving environmental factors?
- What are other sources of uncertainty?

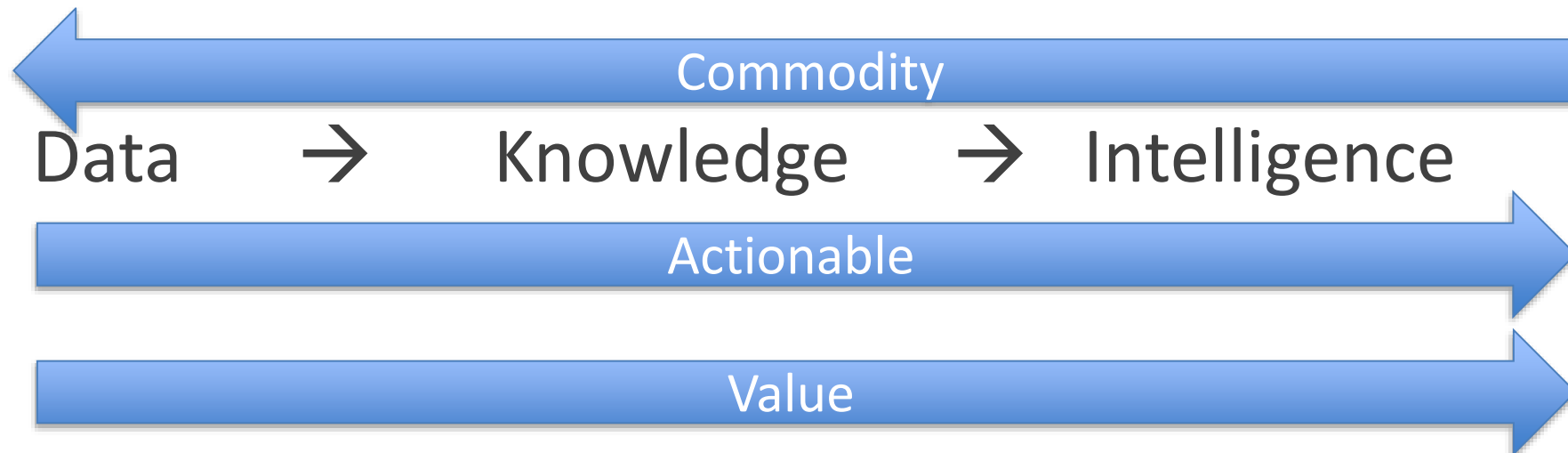
The optimum solution is arrived at through multi-disciplinary analysis of these key questions!

“Data” Needs



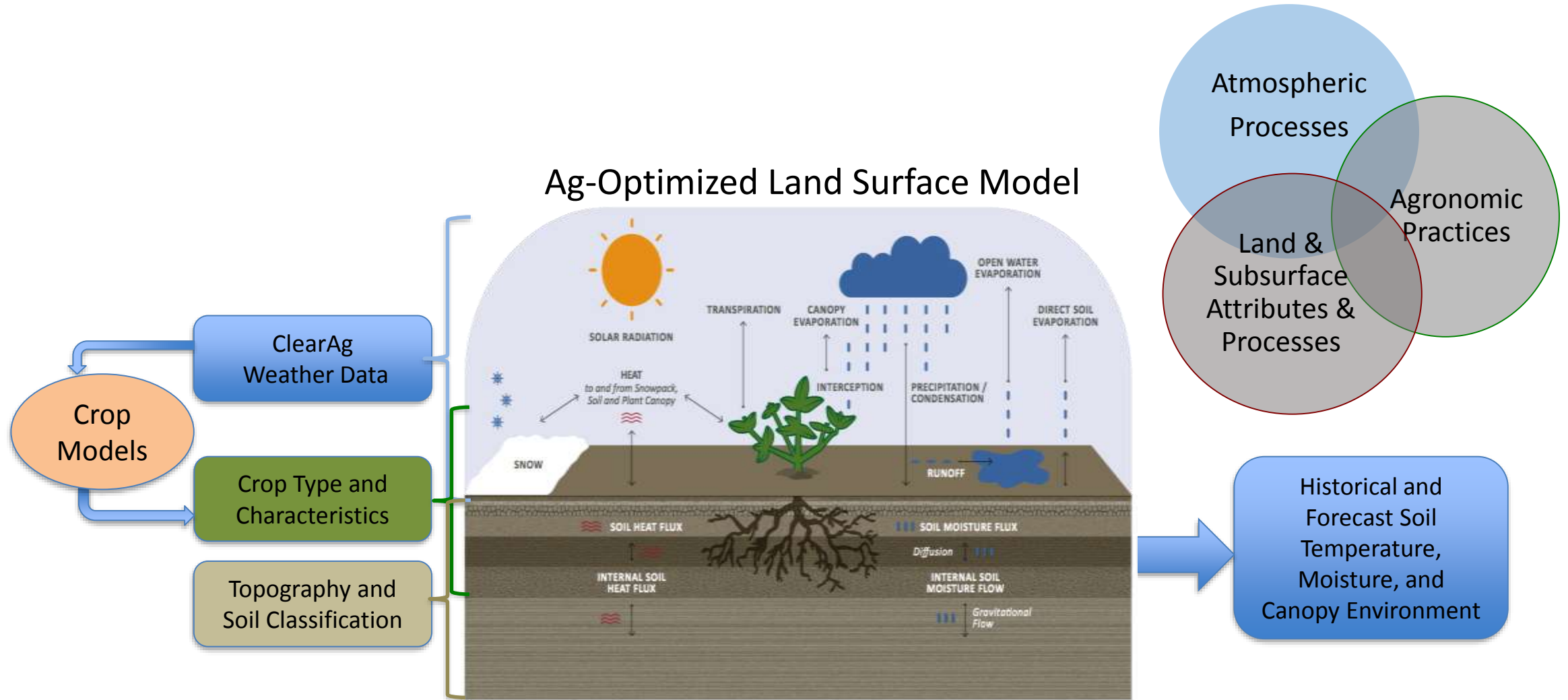
The Paradigm is Changing ...

“Rapid advances in technology ensure wide access to data, but data is most effective only when it can be **translated to actionable information**. This requires high-quality forecasts **tailored to specific end-user needs**; increased **understanding of how end-users engage with and respond to messaging**...” *Call for papers, AMS Special Symposium on Impact-Based Decision Support Services.*



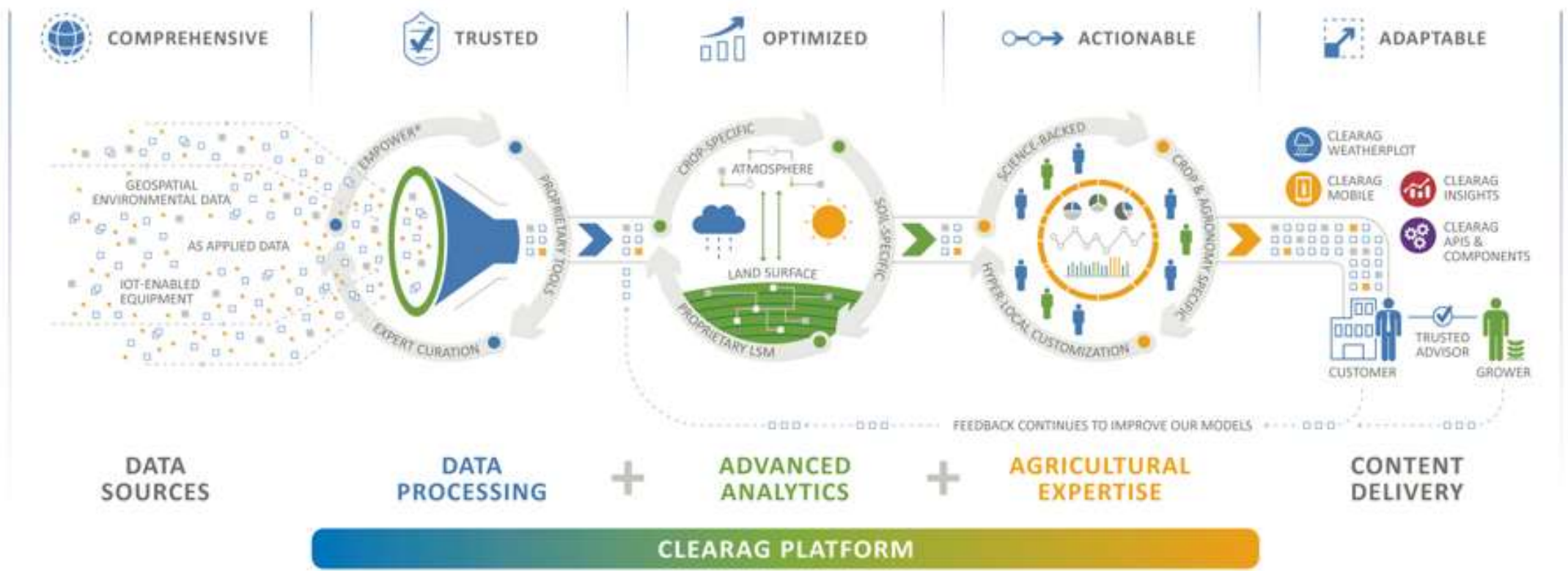
Corollary: The new paradigm is not a one-way flow of commodity data, but a multi-directional exchange of information necessary for the specific problem.

The Air, Soil, and Plant Continuum





The ClearAg Platform



Multi-discipline, multi-directional services for optimum decision support and agricultural business intelligence.



Crop Decision Support – Disconnected Approach



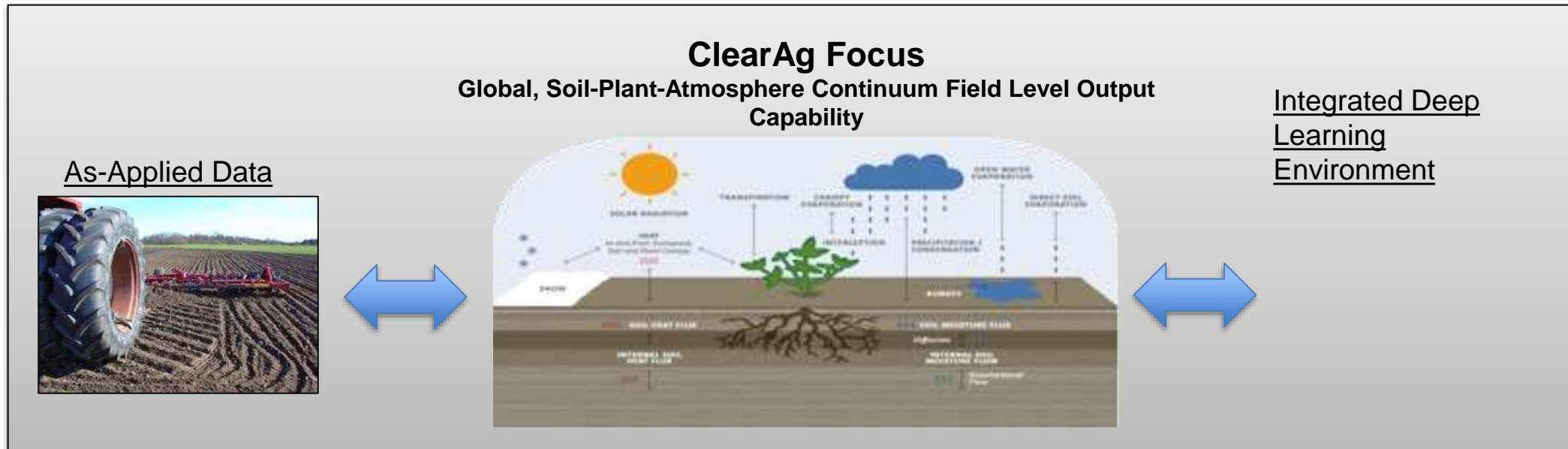
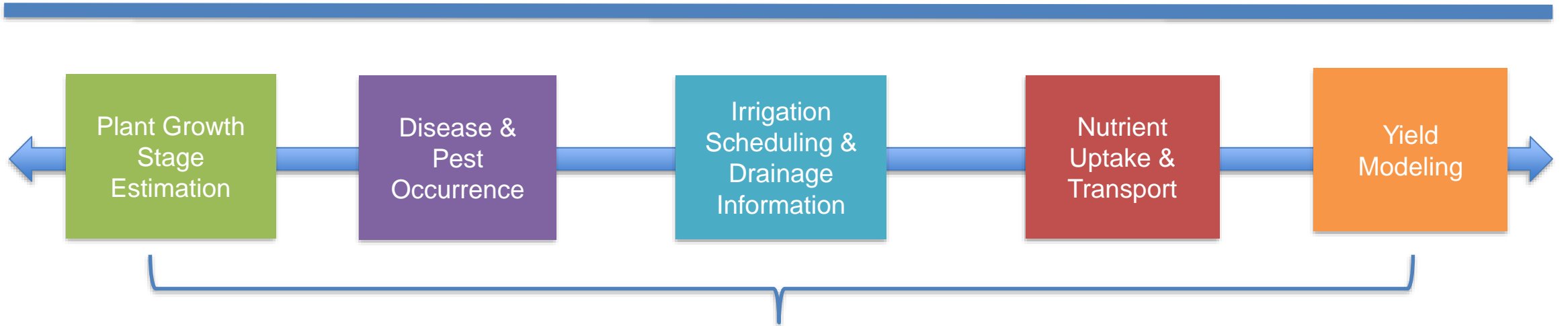
Environmental Data
Weather Stations, Soil Sensors, Remote sensing data, Weather Models, etc.

Air Temperature	Soil Temperature	Solar Radiation	Wind Speed	Soil Moisture	Precipitation
-----------------	------------------	-----------------	------------	---------------	---------------

Field Data
Field Surveys, Pedons, DEMs, Lidar, Soil samples, In-field management data

Soil Texture	Field Slope	Soil Chemistry	Organic Matter	Tillage
--------------	-------------	----------------	----------------	---------

Crop Decision Support - Connected Approach



- Start with the end in mind.
- Ask the right questions.
- Engage across the relevant sciences.
- Seek understanding of the needs-solution space.
- Eliminate integration barriers.
- Turn data into action.

Transition from vendor-client to trusted partner relationships.