

Data Sharing and Data Islands

“NAVIGATING THE WATERS OF AG DATA”



Questions for you

- How many of you work with Growers to manage data?
- How many of you use USB sticks exclusively to move data?
- How many of you use email or “Dropbox” style web based services?
- How many of your Growers use a data transfer tool?

History

Early 2000

Purple Data had to be processed in Purple software

2010

Let's all work together

Today

Let's see who can get the biggest pile of data

Landscape today

- Consolidation occurring at a rapid pace at all levels
- New data “collaboration” agreements being announced
- Yet for others, data is seen as a way to increase customer “stickiness”
- Growers are using more wireless data transfer solution today than ever before
- Not all of your customers are using the same solution

Landscape today

- Companies are choosing to partner with different companies
- My software company partnered with company X and most of my customer uses Company Z
- Growers are choosing to work with OEM solutions, online data tools and even other trusted Service Providers
- This is creating “Data Islands” that Service Providers must figure out how to navigate

Data Islands?

- Like an island in a sea, Data Islands are difficult to get to
 - Access is limited or rigidly defined
 - Costs to “get to” the island are higher
 - Extra fees
 - Time and other resources
- And once you get to the island:
 - You find out you don’t speak the same language (file types are different, difficult to work with)
 - You have to learn how to live (operate) in the Island’s environment that will likely feel very foreign, perhaps even intimidating
- And if you really need the data on this Island to do work for your customers: this is a real problem; and it’s getting worse



Problem

- How do I get the grower data I need to do my job?
- What if “getting to the island” is so difficult I can’t recover my customers’ data from the island?
- Mixed fleets in an operation create an environment of multiple “Data Islands” to assemble a complete data set for the grower.
- What do I tell my customer when they ask me about solution “X”?
- My customer just said he thought X’s solution was REALLY GOOD!

Now What??



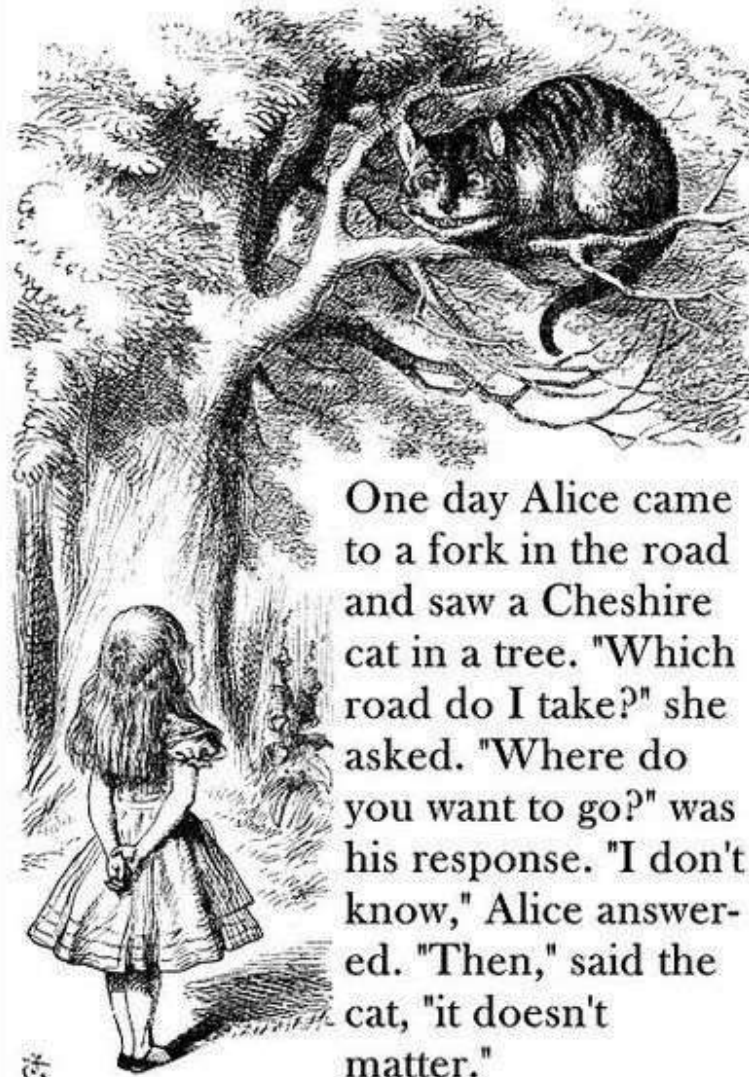
Option for Service Providers

- Try to convince your customers not to use X service
- Choose to partner with one service and then sell your customers on that solution
- Give up and find a different job



How many of you provide ALL of these services today?

- Crop Rotation Planning
- Hybrid/Variety Selection
- Nutrient Management
- Variable Rate Application
- Intensive Soil Sampling
- Production Unit Accounting
- Equipment Support
- CNMP Plan Writing
- Equipment Dealer
- Crop Insurance
- Fleet Mgmt. (Procurement)
- Crop Acreage Reporting
- Input Use/Recommendations
- Field Consulting
- Ag Financing/Lender
- Ag Production Merchandiser
- Water Mgmt.
- Aerial Applicator



One day Alice came to a fork in the road and saw a Cheshire cat in a tree. "Which road do I take?" she asked. "Where do you want to go?" was his response. "I don't know," Alice answered. "Then," said the cat, "it doesn't matter."

Data Sharing & Digital Ag is HERE

- Unless you provide every one of these services and are willing to participate in all the NEW things that your customers one day will benefit from, **PRODUCERS MUST COLLECT & SHARE DATA** with those who offer these services if they are to maximize their profitability
- How many times have you heard “I have all this data but don’t know what to do with it?”
- While many still are focused on building a better product or becoming the next Amazon of Ag, **FOR PRODUCERS TO BENEFIT** from technology and data, increasing emergence of data islands is an issue

Option for Service Providers

- Choose to be the “Data Steward” to growers and FIGURE OUT THE PATH through the water to the “Data Island”
- Be the consultant (travel agent) to the grower to assist the customer in navigating the complexities of value FOR THE PRODUCER to be gleaned from their own data!



Merriam Webster Defines “Steward”:

- One employed in a large household or estate to manage domestic concerns (such as the supervision of servants, collection of rents, and keeping of accounts)
- A fiscal agent
- One appointed to supervise the provision and distribution of food and drink in an institution or on a ship, airplane, bus, or train
- One who actively directs affairs : manager

Data Steward

- Manages producer data storage needs
- Works with producers' OEM's data distribution systems so that data gets to where the producer wants it to go
- Assists in the sharing of Producer data with others at the Producer's request
- Assists the producer in understanding what's needed to collect good machine data in the field & elsewhere
- Oversees and advises the producer on all aspects of their operation that impacts data collection, interpretation, or utilization

Data Stewards need to define for their Customer

- What type of data do you plan to store.
 - Agronomic Data
 - Land Data
 - Farm Management
 - Machine Data
 - Weather Data
- Who will own the data.
 - This should be clearly stated and if any data is retained for future uses



Data Stewards need to define for their Customer

- Decide how you plan to transfer the data to the owner
 - Could choose to use “cloud” service for delivery
 - Could deliver via portable media i.e. USB stick
- Define how long you will retain a copy of the data captured for the grower
 - For future planning you may want to retain some data for a defined length of time
 - This can also prevent someone coming back several years later asking for past data.

Data transfer and storage option

- USB sticks or portable hard drives
- Personal computers
- Email
- “Cloud” based storage tools



Good Data Storage Plan?



Data Storage Options

- AFS Connect
- Ag Data Coalition
- AGCO AgCommand
- AgLeader AgFiniti
- Digi-Star Harvest Tracker
- Dropbox
- FieldView Plus
- Google Drive
- One Drive
- MyJohnDeere
- Trimble Connected Farm
- Raven Slingshot

Why use “Cloud” service

- Provides a tool to store growers data in a single location
- Allows you the ability to “catalog” your growers data
- Most of these systems will provide you a tool to provide requested data back to the Grower timely
- Most of these systems allow you share Grower data to their other trusted Service Providers

“Cloud” Storage Consideration

- Define your goals of using a “Cloud” based data storage solution?
- What solutions are your customers using?
- Does this system support your Growers hardware solution?
- How will choosing this solution impact my customers?
- Read and understand the services Terms of Use and Data Privacy agreements?

Something to Think About

- Data has value and growers will need help managing the mountain of data
- Don't be afraid to consider new technology
- Make sure the technology you choose to provide your customers provides value
- We are unlikely to control that “data islands” will continue to grow, but Service Providers are well positioned to help Grower navigate waters between the “islands”

Questions?

Thanks for the opportunity speak!

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