Turning **data into knowledge** drives proactive and predictive decision making. Being proactive, based on data-driven analytics is critical to innovation and growth.
ABOUT MyAgCentral

Platform:

• Cloud-based data management and decision-making solution
• Offers a visual and collaborative approach to agricultural management
• Integrates applications and technologies that you already use in a single solution
• Streamlines dataflow and increases real-time visibility into everyday operations
• Facilitates data sharing and workflow automation
Data-centric technology:

- Optimizes processes and efficient uses of resources and existing land
- Collects key data:
  - Soil-mapping
  - Fertilizer application
  - Crop yields
  - Machinery
  - Drones
  - Weather
- Gives insight into yield production in specific locations
- Helps with future planning or automating processes
- Increases production, efficiency, and quality
Designed to help:

- Growers
- Ag Retailers
- Trusted Advisors
- Input Providers
- Co-ops
- Farm and Land Managers
- Agronomic Service Providers
- Seed, Fertilizer, and Equipment Dealers
- Commercial Agricultural Operations
- Researchers
- Investors
Data Quality

• Industry Challenges in “Big Data”
  - Point of capture data challenges

• NEW! Field Matching Tool
  - Geospatial Resolution

Mobile

• Enhancing Relationships between the Advisor and the Grower
• Always Connected to your data
• Coordinate/Capture/Share
• The success of “Big Data” is challenged by current data practices
  - Correcting the data at the point of capture
    Example: Machine Display Data Entry

• NEW! Field Matching Enhancement
  - Geospatial Resolution
    Name/Boundary issue resolved
COMING SOON: MOBILE INTERFACE

Always Connected to your Data

- Coordinate Activities and Tasks
- Capture Data at the Point of Observation
- Enhance relationships with your growers
  - Easily share data
  - Enhance communication
- Capture or Retrieve data quickly and efficiently
- Receive Alerts and Notifications right to your phone
INTRODUCING: **NEW! RESELLER PROGRAM**

Your New Profit Center

- **Shared Revenue**
  - Faster more accurate aggregated contracts

- **Grower Subscriptions**
  - For current and future customers
  - Recurring Revenue

- **Increased Precision Sales**
  - New Products, Upgrades, Sensors

- **More Customers**
  - Better Efficiency
THANK YOU!

Visit us at Booth # 113

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