

Data Interoperability: Key to Industry Success

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EFC Systems

Where are we today

- Grower adoption of technology nearing 60%
- Grower use of Multi-Layer data driven decision making maybe 30%
- Grower use of “In-Season” decision making maybe 10%
- Data is under utilized to drive sub field ROI

What Type of Phone are You?



Help Me

- Pull out your phone
- Go to www.efcsystems.com
- Now look at someone's phone who has a different operating system
- Is the content basically the same???

Something to Think About

- Do all OS companies compete?
- Does the consumer have a choice about which OS to use?
- Does each have a specific set of features that they hope to attract customers?
- In the end did all phones display the content that was intended on the website

Let's Talk About Agriculture Data

- How many different visualizations have you seen of the same raw data set?
- How many times have you seen different summaries of the same data set?
- How many software tools does a Service Provider have to use today to support the Grower?

Let's think about the Precision Ag Space

- Industry is working to develop tools to facilitate data driven decision making
- Data management tools have increased the total volume of data collected by Growers
- Are standards widely adopted to guarantee we are prepared to process and share the volume of data new tools will need to succeed?

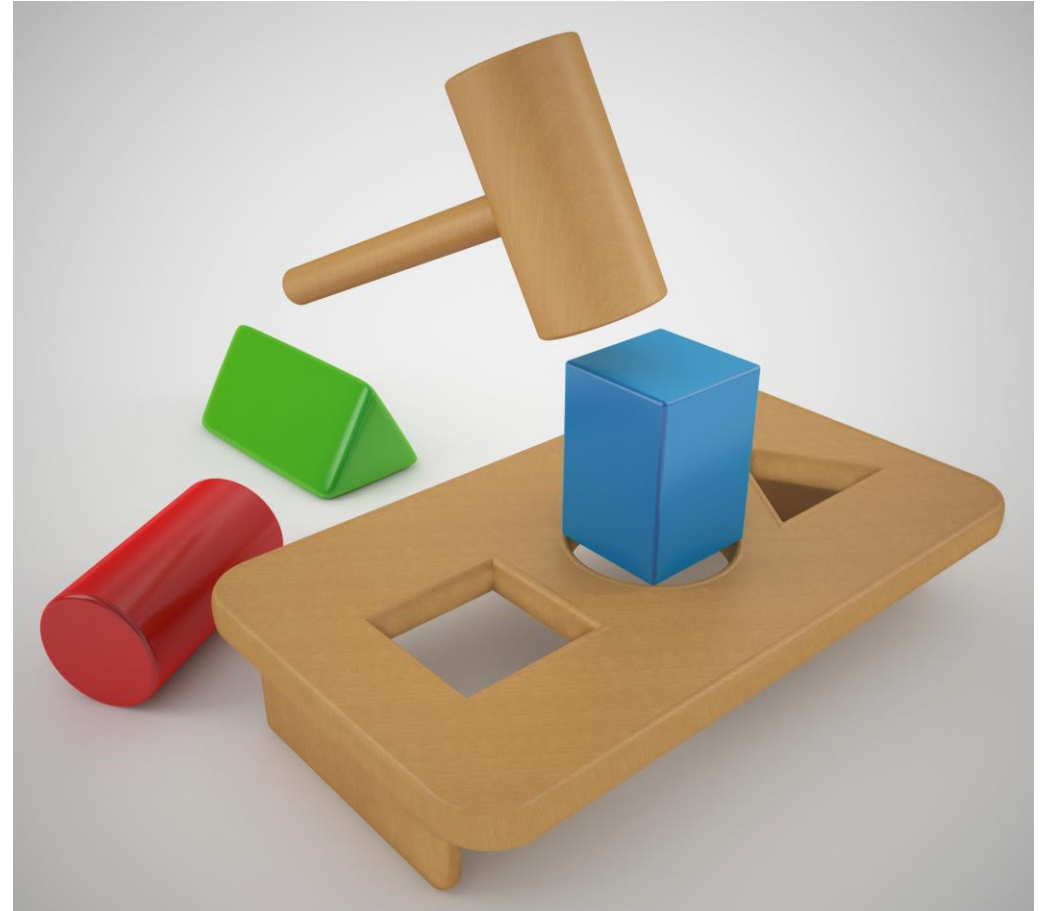
Industry Successes

- Data management solution for:
 - Management of soil N,P,K and pH
 - Hybrid/Variety selection tools
 - Planting Population
 - Water Management
 - Management Zone creation
- Development of valuable machine control tools
- Software to Software connection
- Traceability within the specialty crop market
- Talking about how we can help the Grower



Less than a success or maybe failures

- Large scale data interoperability
- Development of common field identifier to share field shapes
- Common definition of “Sustainable” and who pays
- Broadacre crop Traceability tools



Newton High School Football

- World seems to stop in Jasper County IL to support our team
- Must be a reserved seat ticket holder to have a seat
- 2018 was our 18th appearance in the state playoffs
- 2006 2nd in the state lead by a farm boy Quarterback that “Just loved to play” football



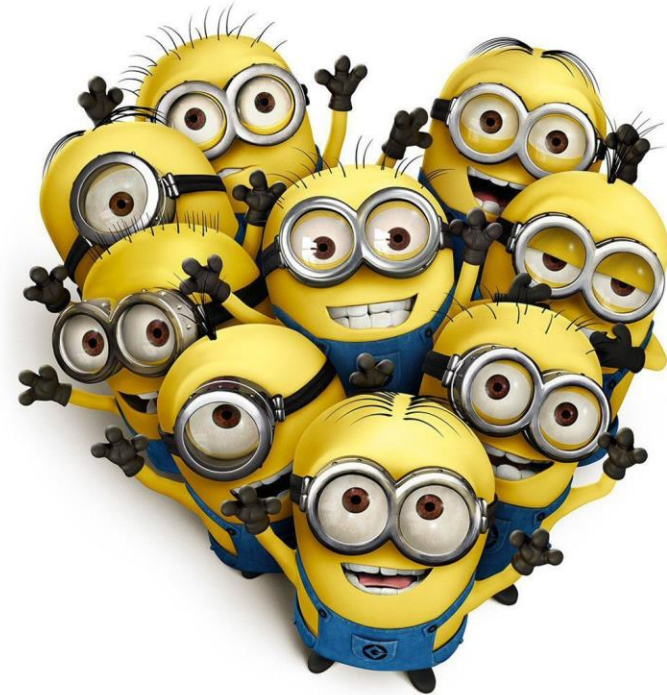
LONGEST PLAY IN SCHOOL HISTORY

Options

1. Work together as a team to bring data interoperability
2. Work independently to build a platform and force users to adapt to your rules
3. Let others outside our industry set the rules or standards and we all must change

Work together as a team

- Just like the phone example everyone could consume the content the EFC folks intended
- Competitors spend more time developing tools and features to bring value to data
- As an industry we can work to bring solutions that meets our customers needs and requests



Work Independently

- Users will likely be operating with 6 or 7 different solutions based on what data each system can support today
- Our industry spends Millions on developing to each others' standards
- Meeting our customers needs and requests will be delayed while we work to support multiple systems



Let others set the standards

- They will address our customers needs or request from the data?
- Industry will likely need to make changes to meet these new standards.
- Will these organizations know and understand the capabilities of the current technology to capture their requested data?

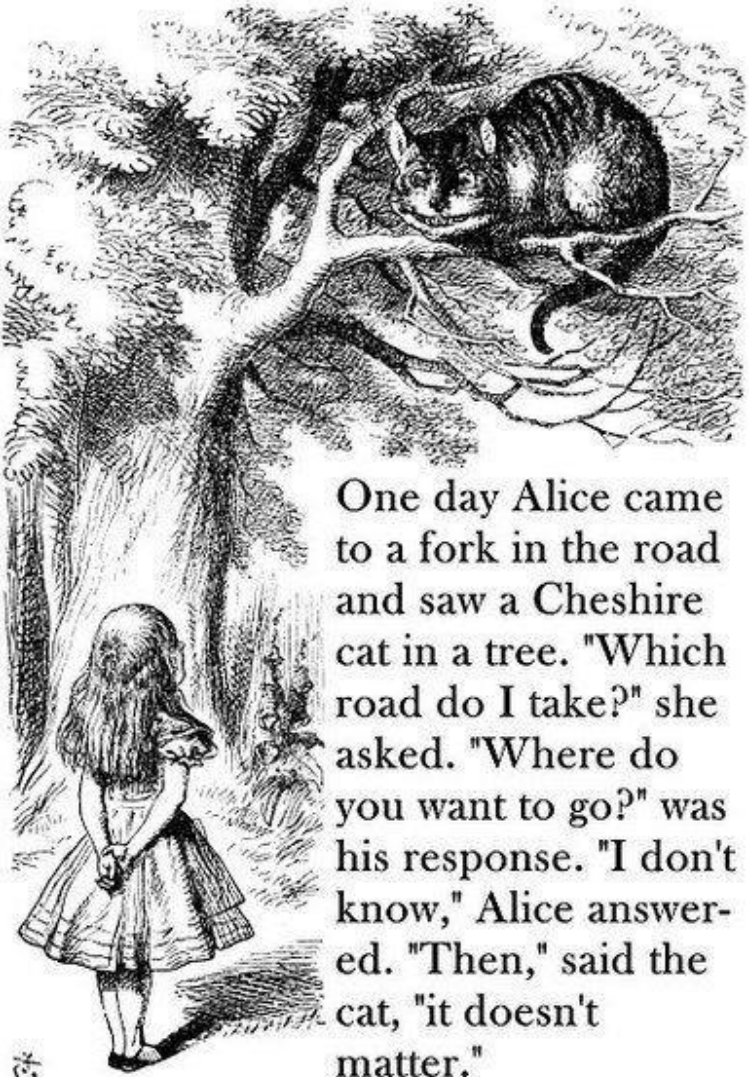


Growers point of view

- They just want technology and software tools to work!
- Must be easy to use!
- Must bring value to their operation!
- “Brand Loyalty” and “Customer ‘Stickiness’”
 - not the same thing







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."



Summary

- Visualize what success looks like for a Grower or Service Provider helping a Grower
 - Increasing Efficiency?
 - Increasing Productivity?
 - Increasing their Competitiveness?
 - Making their life easier?
- How can your company help others meet one of these 4 objectives and provide you revenue?
- How quickly could the next “big” thing be here if we could spend less time supporting data formats and spend more time building something new?



Questions?

Thanks for the opportunity speak!

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