AGCO AT A GLANCE

Global Farming Solutions

4,050 Dealers

Emerging Markets
Investing in developing markets.
Fuse
Smart Farming. Synchronized

Global Product Management to maximize R&D

Ingredient brand for AGCO’s Precision Ag products and services, including partner network

Consistent user experience and interoperability across brands and equipment platforms
On Ramp
Evolving from hardware to software

AgCommand 1
- Topcon AM50 and AM53 hardware
- Topcon Tierra server
- Jointly developed user interface by engineering team
- Fleet owner user interface
- Lacked flexibility for AGCO to innovate

AgCommand 2
- ACM from Appareo
- UI by AGCO + third party developer
- Challenges with integration
- Monolithic system lacked scalability

AGCO Connect
- Family of ACM hardware standard from the factory
- Data platform by AGCO
- Brand new UI launching 2019
- Democratizing the data internally, with our dealers and for our customers
Freeway Eastbound
Offboard Infrastructure for the Future

Micro-services

- Logger
- Config File
- API
- Calculation

Data Ingester → Real-time Messaging BUS → Data Storage → Data Lake

Telemetry UI (i.e. AGCO Connect)
Machine Monitoring
Data Analytics

Data Lake
Freeway Westbound
Onboard Infrastructure for the Now

Microservices
- Alerts
- Logger
- Geofence
- Task Controller
- Calculation

ACM
- WiFi
- Cellular
- Iridium, GPS
- BT, 433MHz
- CAN

Cloud API
Data Manager
Convenience Layer

Core
Smart Connect API
Cordova Plugin
Software Operating System
HOV or Zip Lane

Accelerate Learning from Data

Science fair booth from Data Analytic IT infrastructure, WG Market Intelligence, Aftersales, Fuse, and AWS

200 attendees

1. Increase awareness of ongoing efforts
2. Spark ideas to use data
3. Encourage exploration
Off Ramp

Digital Transformation is more about culture than technology

“Data Monetization is not about ROI of your digital transformation. It is about creating measurable value for your customers with your assets.”