Getting the Right Team on the Field

Creating an Advantage by Connecting People, Equipment, Technology, and Insights

Lane Arthur
Director, Information Solutions
John Deere
Like a head coach, Growers are seeking to create the best team.
Making it easy for growers and their advisors to connect
GOAL: Helping you get the outcome you want
John Deere Connects
People, Equipment, Technology and Insights
John Deere Solutions to help win the game

World Class Equipment

Core Precision Ag Technology

Mobile Job Applications

Data Flow in the Cloud
SeedStar™ Mobile

Technology that helps growers plant with confidence
John Deere Operations Center

A set of on-line tools that provides information about your farm when you need it, where you need it
Input Providers

Send my seed and nutrient recommendations at the right time ensuring each works as expected to deliver maximum results
Ag Service Providers and Ag Retailers

Need access to data to more effectively manage the activity on the field
Software Developers

Need **access** to **data** and **customers** to provide the solutions to more effectively **execute** your business.

34 Production Connections
developer.deere.com
A set of online tools that provides information about your farm when you need it, where you need it.
Know **what’s happening** in your operations right now, and **learn from** your **performance** over time.
COLLABORATE

Connect with the right people and tools to make decisions that save time, optimize yield, and maximize profits in your operation.
DIRECT

Turn your plans into action, and adjust as conditions change

– Use **Prescription Creator** to customize plans for unique zones in your fields.

– Use **Jobs** to prioritize work and direct operators what to do next.

– Use **Setup Builder** to equip operators to get the work done right.
New John Deere Solutions to help win the game

StarFire™ 6000
New John Deere Solutions to help win the game

AutoTrac™ RowSense™
New John Deere Solutions to help win the game

AutoTrac™ Vision
Together we can create the advantage on the field