What IS Working and What is NOT Working...

Kevin Pattison
- Trimble Ag Software Lead
- Calgary, Alberta, Canada

Bob Wold
- Trimble Ag Software Lead
- Denver, Colorado, United States

TODAY’S PANEL MODERATED BY BEN ALLEN, TRIMBLE ENTERPRISE SOFTWARE SOLUTIONS LEAD
Trimble Hardware

- Partnerships with major equipment manufacturers
- Deep understanding of data transfer and work flows
- Significant Installed Base
Trimble Software

- Tools that enable farm customers on millions of acres per year
- From beginners to full precision management
- Full Native Mobile Support for iOS and Android
## Today’s Realities

### Focus
- Machinery
- Agronomy
- Logistics
- Marketing
- Procurement
- HR
- Finance

### Systems
- On-board Computers
- Email
- Smartphones
- Office Computer
- GPS Equipment
- Internet
- Sensors
- Consultants
- Bank Statements
- Software
- Vendor Systems
- Equipment Systems
- Satellite Images

### Tasks
- Plan Crop Rotation
- Collect Soil Samples
- Create Seed/Fert Recipe
- Order Inventory
- Prepare Equipment
- Plant the Crop
- Report to Insurance
- Monitor Weather
- Collect Tissue Samples
- Scout the Crop
- Apply In-Season Treatments
- Run Equipment
- Harvest
- Market the Crop
- Manage the Inventory
- Deliver the Crop
Precision Ag and Variable Rate sounds very complex, do you understand why?
The Ag Supply Chain as it Relates to Software

- Weather
- Agronomy
- Imagery
- Equipment
- Contracts
- ERP
- Traceability
- Data Backbone
Why can’t the many systems simply talk to each other?!
Operating Systems
How do “Point Solutions” and “Platform Solutions” differ?
Heavy Investment

2014 = $2.3 billion

2015 = $4.6 billion
How is the heavy pace of investment impacting agriculture?
Agribusiness

Food and agribusiness have a massive economic, social, and environmental footprint—the $5 trillion industry represents 10 percent of global consumer spending, 40 percent of employment...

McKinsey&Company
How do these issues relate to agribusinesses like ag retailers or food processors?
Smartphones Use

2009 = 14%

2016 = 90% (estimate)

Agribusinesses = 99%
What impact are smartphones having agriculture?
Trimble’s Ag Software Portfolio is Substantial