

Potato Business Summit



Jason Tucker
Manager, US Western Sales Region
John Deere

A green tractor pulling a red combine harvester in a field at sunset. The tractor is in the foreground, and the combine is behind it. The sky is a mix of orange, purple, and blue. The field is green and appears to be a crop field.

Helping Our Customers Farm Better

Jason Tucker

Manager

United States Western Sales Region

Deere & Company





**MAKE EVERY
SEED COUNT**



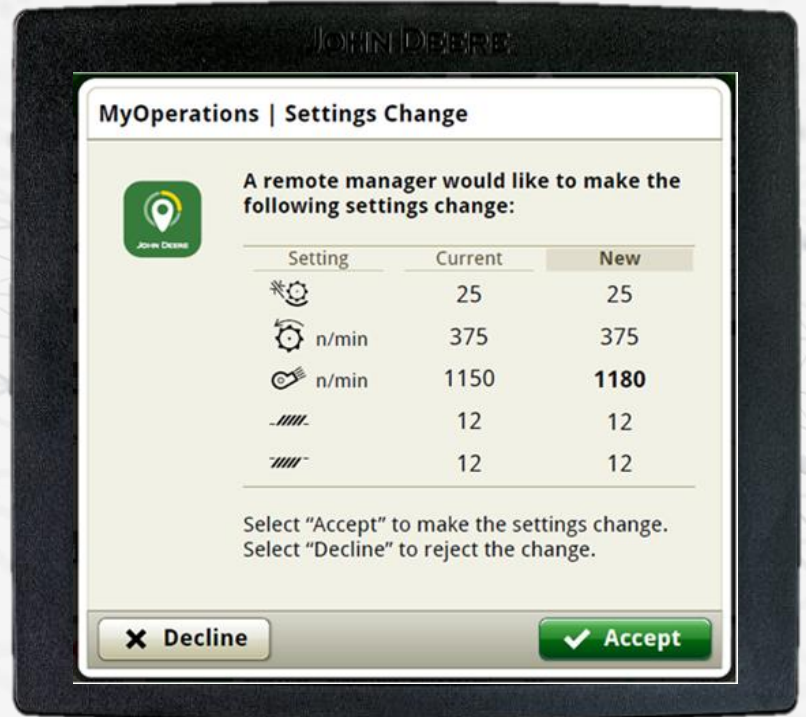
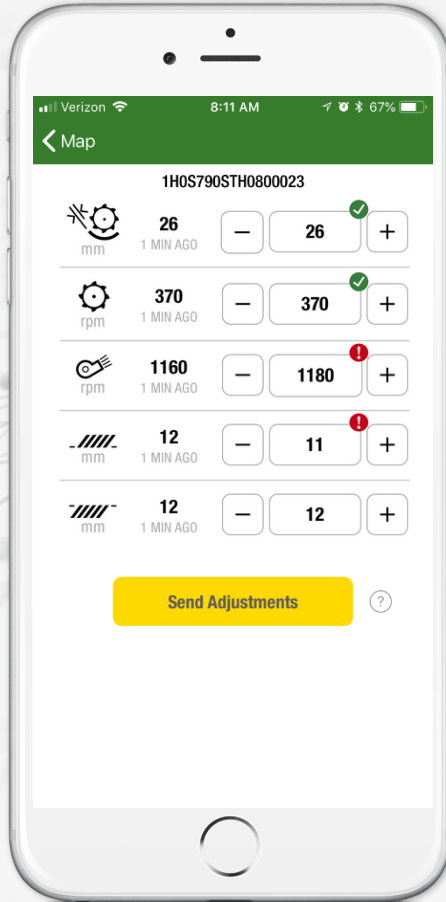
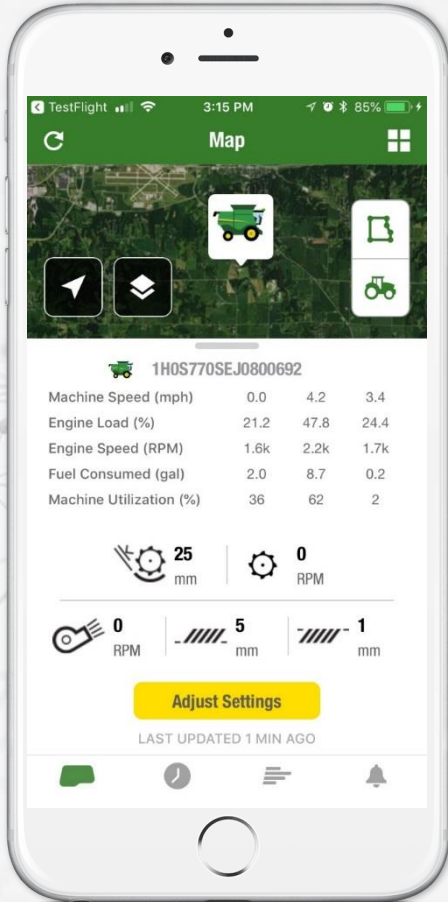
**MAKE EVERY
DROP COUNT**



**CAPTURE
EVERY
HARVEST**



MyOperations™ App



APEX → John Deere Operations Center

The most functionality ever released to our customers

The screenshot displays the John Deere Operations Center interface, which is divided into several sections:

- Land Manager:** A sidebar on the left containing search, client, farm, field, location types, boundaries, and guidance filters.
- Field Analyzer Beta (Top):** A main window showing a satellite map of a field with a purple boundary. It includes a 'Create New' button and a prompt: 'What would you like to do with the 0 selected locations?' with 'Delete' and 'Export' options.
- Field Analyzer Beta (Middle):** A window showing two side-by-side maps. The left map is titled '2018 Corn: Harvest' with a layer of 'Dry Yield'. The right map is titled '2018 Corn: Seeding' with a layer of 'As Applied Rate'. Both maps include legends and 'Map'/'Satellite' toggle buttons.
- Field Analyzer Beta (Bottom):** A window showing a '2018: Granular Profit Maps: Revenue' map. It includes a legend with revenue values per acre and a 'Map'/'Satellite' toggle button.
- Summary Panel (Bottom Left):** A panel providing detailed data for the '2018 CORN HARVEST: DRY YIELD' field.

2018 CORN HARVEST: DRY YIELD
Field Analyzer

START TIME: Oct 17, 2018 1:05 PM | END TIME: Oct 18, 2018 7:32 PM

AGRONOMIC DATA

TOTAL DRY YIELD (bu)	AVG. DRY YIELD (bu/ac)	WET WEIGHT (lb)	AVG. WET WEIGHT (lb/ac)
9,870.43	183.68	576,570.97	10,729.36

AREA WORKED (ac): 53.74

2018 GRANULAR PROFIT MAPS: REVENUE
Oct 18, 2018

Granular has generated an estimated Profit Map using cost averages and revenue based on the USDA's common crop prices for harvest. (Generated on 2018-11-30)

Learn more about Granular

ESTIMATED PROFIT
\$522/ac | \$28,007 total



*** Sample Representation Only**

Your John Deere Dealer



Efficiency through scale



John Deere Connected Support™

With connected machines John Deere dealers can...

- Monitor alerts coming from each machine
- View in-cab display for easy setup
- Diagnose problems remotely
- Perform software updates from the



EXPERT ALERT EXAMPLE



Expert Alert

Fuel Pump Expert Alert received by supporting dealer on customer's 8345R.



Dealer proactively contacted customer before pump failed, ordered pump, and scheduled repair for next day while machine was not being used



Repair completed in single trip, while machine was not in use resulting in no customer downtime.



Customer Tom S.

“Schedule it and get it done at our convenience.....anything that we can do to prevent a breakdown especially during periods like Harvest and Planting is going to be a big benefit”

REDUCED INPUTS



IMPROVED RESOURCE MANAGEMENT



MINIMIZED LAND IMPACT



LOWER COSTS



EASE OF USE

