TRANSFORMATIVE TECHNOLOGIES

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Information Management Services ℠

TRANSFORMATIVE TECHNOLOGIES

➢ Drone Technology

➢ Satellite Imagery

➢ Remote Sensing

➢ More Advanced Field Computer

➢ Higher Accuracy GPS Equipment

➢ All of these new technologies leads to more data being collected that will need to be managed!

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TRANSFORMATIVE TECHNOLOGIES

➢ 4G LTE Internet in Rural America

➢ "Cloud Computing"

➢ Wireless Data Transfer

➢ Mobile App's for Agriculture

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4G LTE INTERNET IN RURAL AMERICA

➢ Today I have faster Internet on my Cellular Phone than in my house on a cable DSL

➢ As 4G modem are installed in Farm Equipment, the Internet access will allow for advanced function

➢ This will change how data is moved and even GPS correction is delivered

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"CLOUD COMPUTING"

➢ What is Cloud Computing:

+ **According to Wikipedia "Cloud computing** is an expression used to describe a variety of computing concepts that involve a large number of computers connected through a real-time communication network such as the Internet. The phrase also more commonly refers to network-based services, which appear to be provided by real server hardware, and are in fact served up by virtual hardware, simulated by software running on one or more real machines."

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"CLOUD COMPUTING"

➢ What does this mean for Agriculture

+ Today computer equipment is relatively inexpensive but the processing power need to process larger data sets are still very expensive

+ Using these "virtual" servers to process large data sets, keeps the cost to process the data competitive

+ Grower now have access to analytic tools to make better agronomic decisions

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"CLOUD COMPUTING"

- ➢ How secure is my data in the "Cloud"
  - + Cloud based service providers can provide you with security audit documentation upon request
  - + Cloud can also provide you with documentation of where your data is physical housed
  - + Just like server based solutions, you must trust the people you empower to handle your data

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"CLOUD COMPUTING"

- Questions you should consider when using or building your Cloud based application
  - + Is my data stored within North America?
  - + Can I have a copy of your security audit?
  - + Where does my data go if you exit the business or sell to someone else?
- The "Cloud" is not a scary place!
- Do your Homework before you buy or subscribe!

WIRELESS DATA TRANSFER

➢ Examples

+ Trimble Connected Farm

+ Raven Slingshot

+ MyJohnDeere.com

+ AGCO AgCommand

+ AgLeader AgFiniti

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WIRELESS DATA TRANSFER

- ➤ What is the value of these tools to a grower
  - ✚ Your important operational data can get to Trusted Service Provider quicker
  - ✚ When using Yield Data in Variable Rate Application, maps can be created more timely
  - ✚ Provides a backup of your important agronomic data in case a field computer crashes

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WIRELESS DATA TRANSFER

➢ Things to consider
+ Who owns the data after data is transferred to your provider
+ What will the service provider be doing with the data once it is transferred from the cab?
+ How long can my data be stored on the service providers systems

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MOBILE APP'S FOR AGRICULTURE

- ➢ SST SIRRUS
- ➢ Ag Integrated On-Site
- ➢ Trimble Connected Farm App
- ➢ iCroptrak
- ➢ DTN Ag Weather Tools

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SST SOFTWARE SIRRUS

- www.sstsoftware.com/products-services/sirrus

- Native iPad App or available in Web Browser

  + Collect field boundaries

  + Collect Soil Sample

  + Weather data on field by field basis

  + Secure data backup

  + Allows you to share data

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AG INTEGRATED ON-SITE

➢ www.onsiteag.com

➢ Native iOS and Android App or Web Browser

+ Sync data with the Relay to move data from a field computer to mobile device

+ Provides a secure back up of all your agronomic data

+ Has several industry partners to move into there data management software packages

+ Location services

TRIMBLE CONNECTED FARM

- http://www.connectedfarm.com/
- Native iOS and Android App or Web Browser
  - Dashboard for many different data sources
  - Irrigation Management tools
  - Logistics tools
  - Fleet management
  - Operational data transfer

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ICROPTRAK

- http://www.icroptrak.com/
- Native iPad App
  - Supports shape file imports of agronomic data
  - Collect Soil Samples
  - Store work orders, inputs, application data
  - Work with you customize the forms and features to maximize your success

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DTN AG WEATHER TOOLS

➢ http://www.dtn.com/go/agweather-mobileapp/?DCMP=ag_AgWeatherMobileApp_0612_SellSheet_URL

+ Native iOS and Andriod App

+ Provides complete Historical and Forecast data for your current location

+ With the DTN Weather Station Program, the actual precipitation and forecasting maps will be enhanced

+ Provides info at your finger tip to make better decision

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SUMMARY

- ➢ A number of new technologies have increased the amount knowledge we have available to make agronomic decisions
- ➢ New technologies provide new analytics tools to help us make better decisions

THANKS FOR THE OPPORTUNITY TO SPEAK TODAY

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