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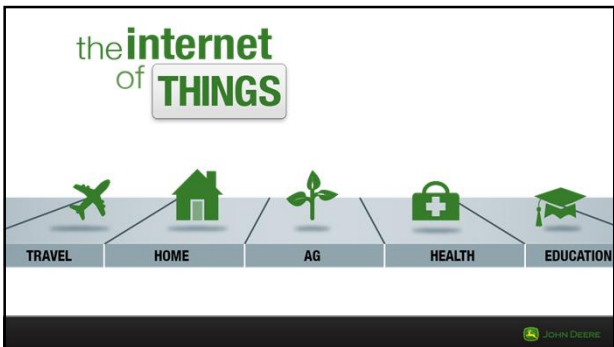
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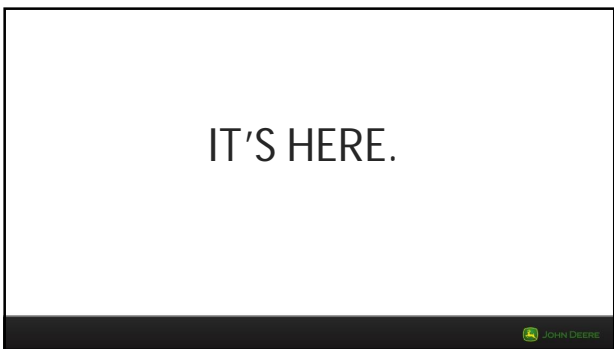
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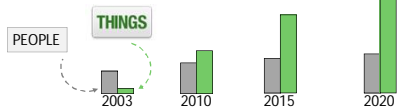
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### More Connected Things than People

In 2008, the number of **THINGS** connected to the internet exceeded the number of people on earth. By 2020 there will be 50 billion **THINGS** adding an estimated \$1.7trillion to the global economy.



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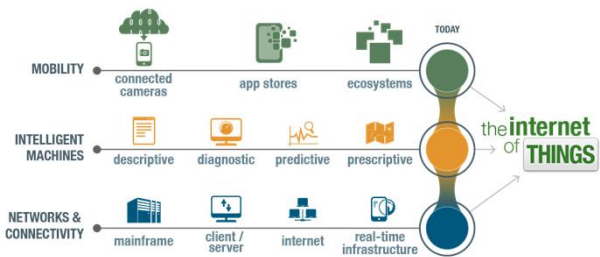
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### Technology Stars are Aligned...



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John Deere Today:  
Preeminent provider of Ag, Turf, Construction and Forestry Equipment

- 178 Years
- \$30 Billion Company
- 65,000 Employees Globally
- 60+ Factories Worldwide
- \$4M R&D Spend/Day



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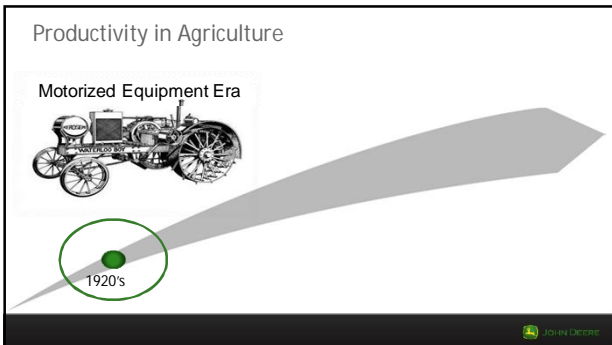
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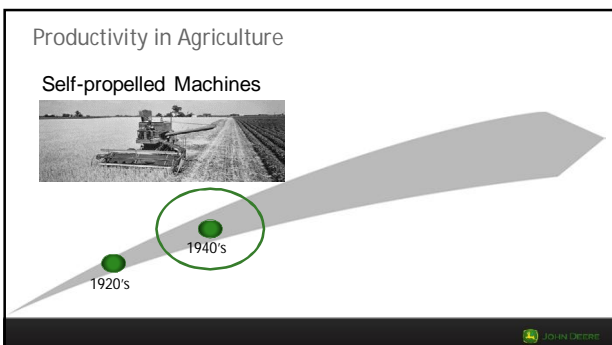
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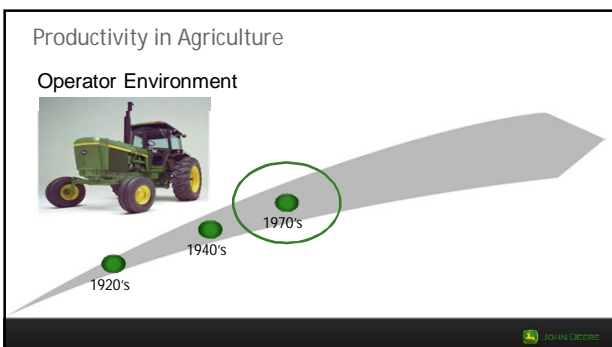
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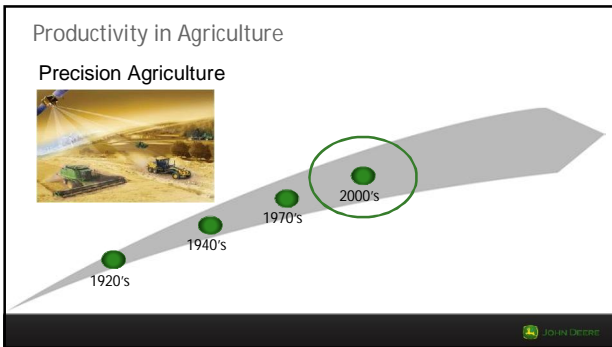
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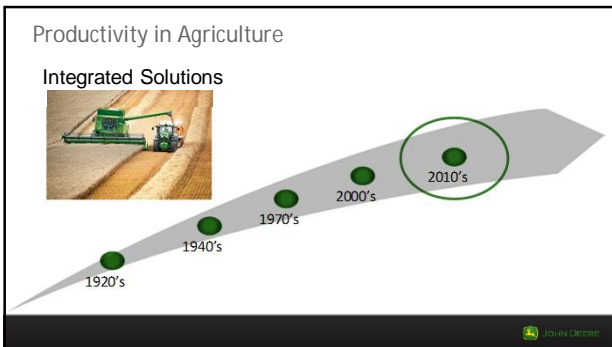
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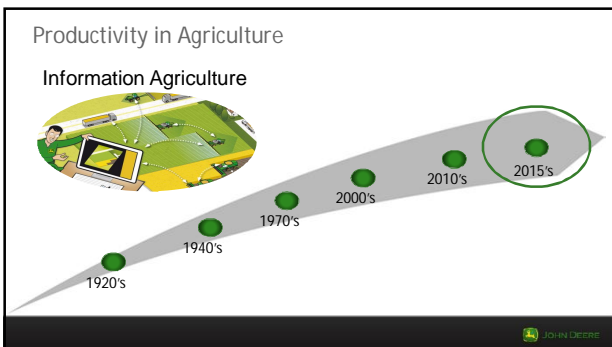
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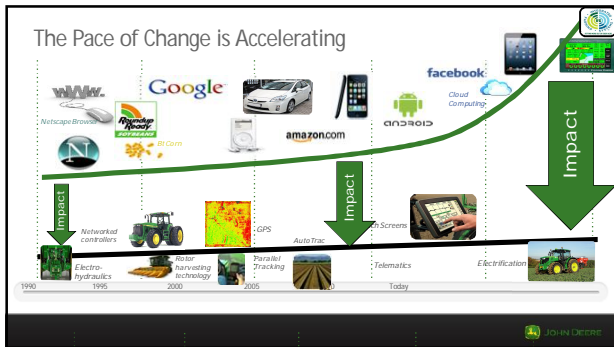
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### Today's Competitive Environment in Agriculture

- Competitive global environment
- Fast changing markets
- New business models
- Customer experience focus
- Increased complexity
- Technology innovation accelerating

Challenge: Feed 9 billion People by 2050

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Global Megatrends Affecting Agriculture

- Population growth
- Digital world
- Demand for food
- Larger farms globally
- Skilled labor shortages
- Larger equipment
- Precision technology
- Water management



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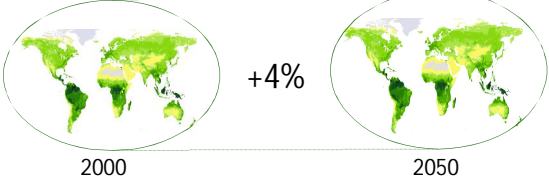
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Impact Trend:  
Small Increase in Arable Land

1.5 billion ha                      1.6 billion ha



2000                      2050



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Impact Trend:  
Total Production Needs to Increase by 60%

3.7 tons/ha                      5.5 tons/ha



2000                      2050



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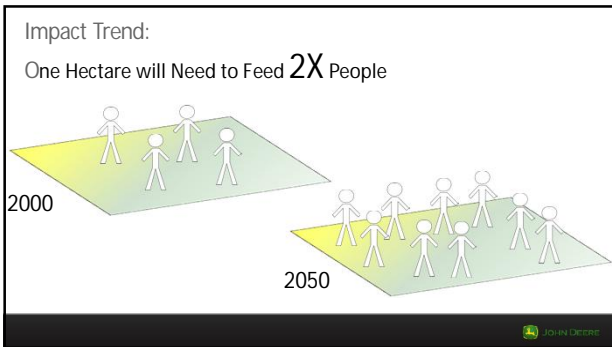
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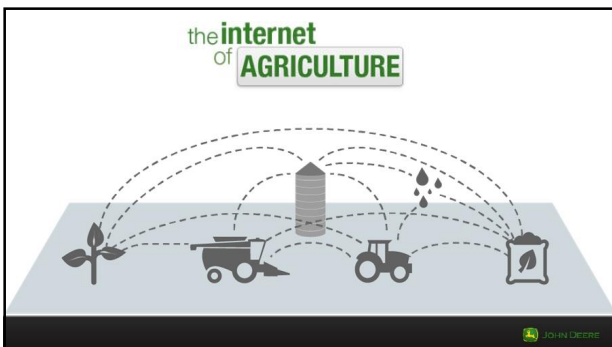
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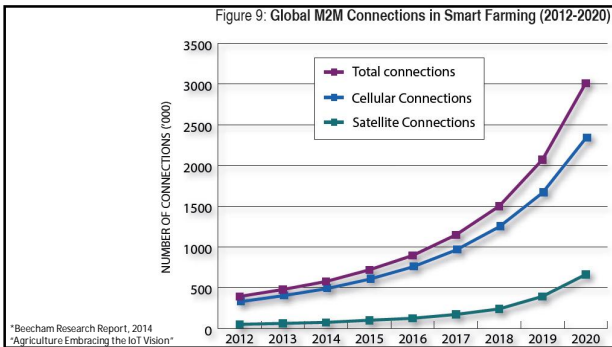
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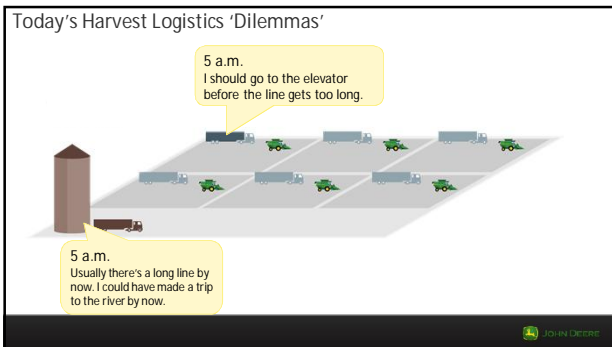
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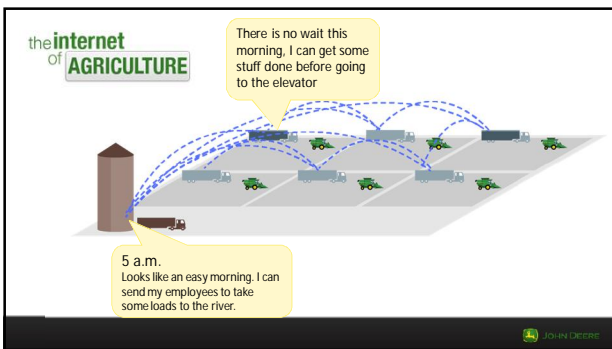
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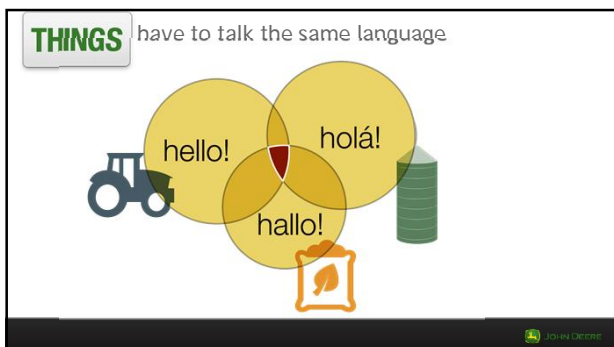
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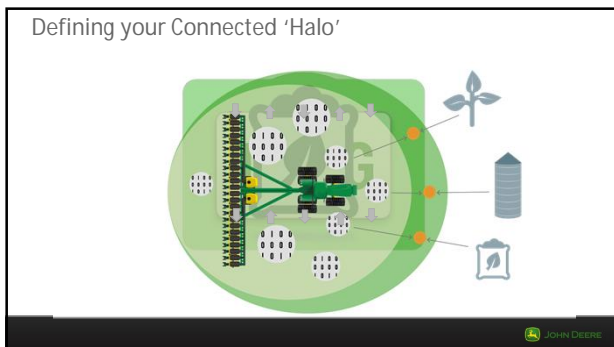
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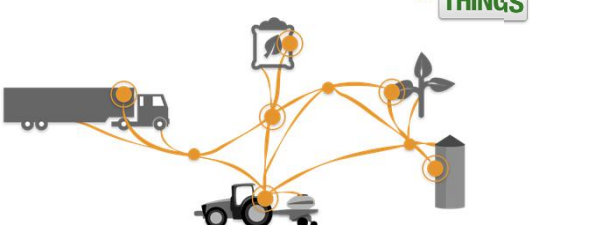
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sensors are no longer JUST part of a 'thing'...  
...they are the Digital Nervous System of the **internet of THINGS**



JOHN DEERE

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the **IMPLICATIONS**  
for **AGRICULTURE**

**BUSINESS MODELS**



JOHN DEERE

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Every 'thing' in your ecosystem can be disrupted by an Internet **THING**



JOHN DEERE

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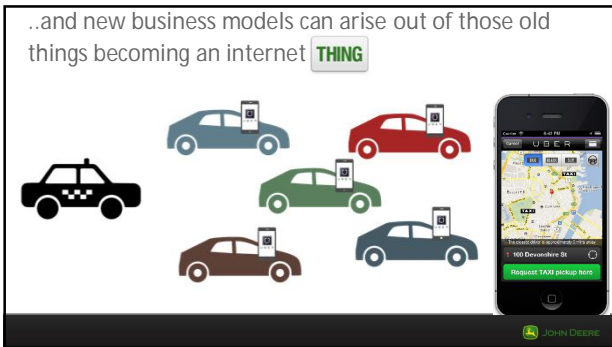
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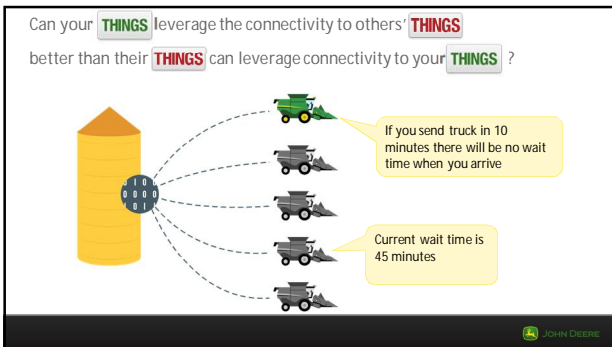
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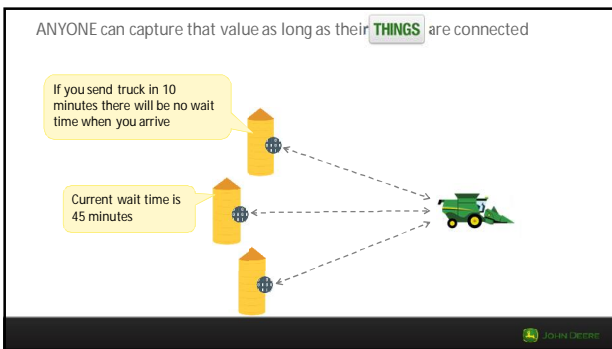
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HOW DO IT GET STARTED?



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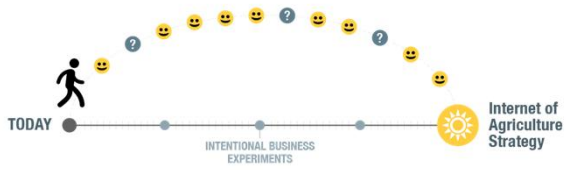
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