# THE IMPLICATIONS OF IOT FOR THE AGRICULTURAL MACHINERY SECTOR

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## Data-driving optimized cropping syste


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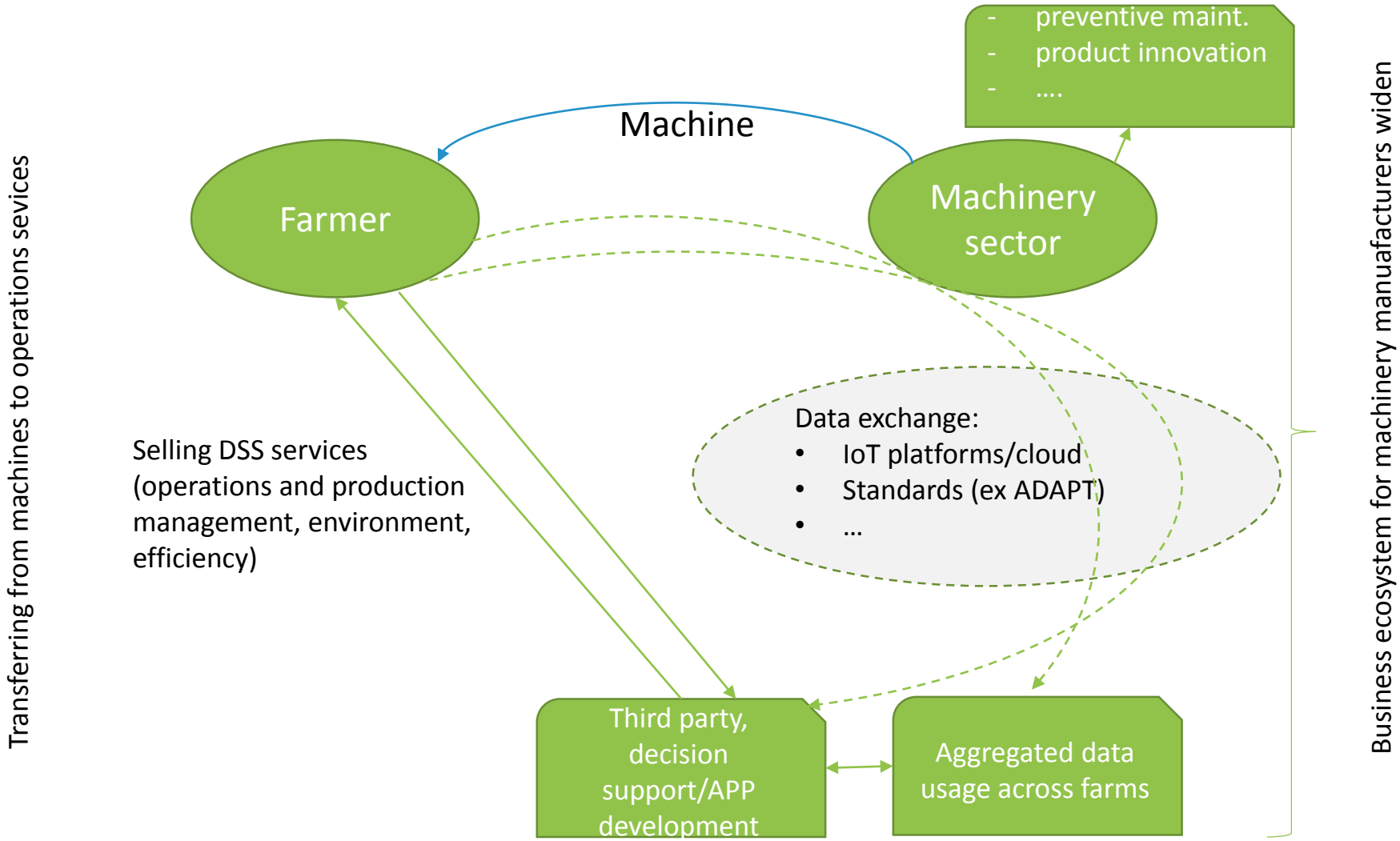
# Popular business models

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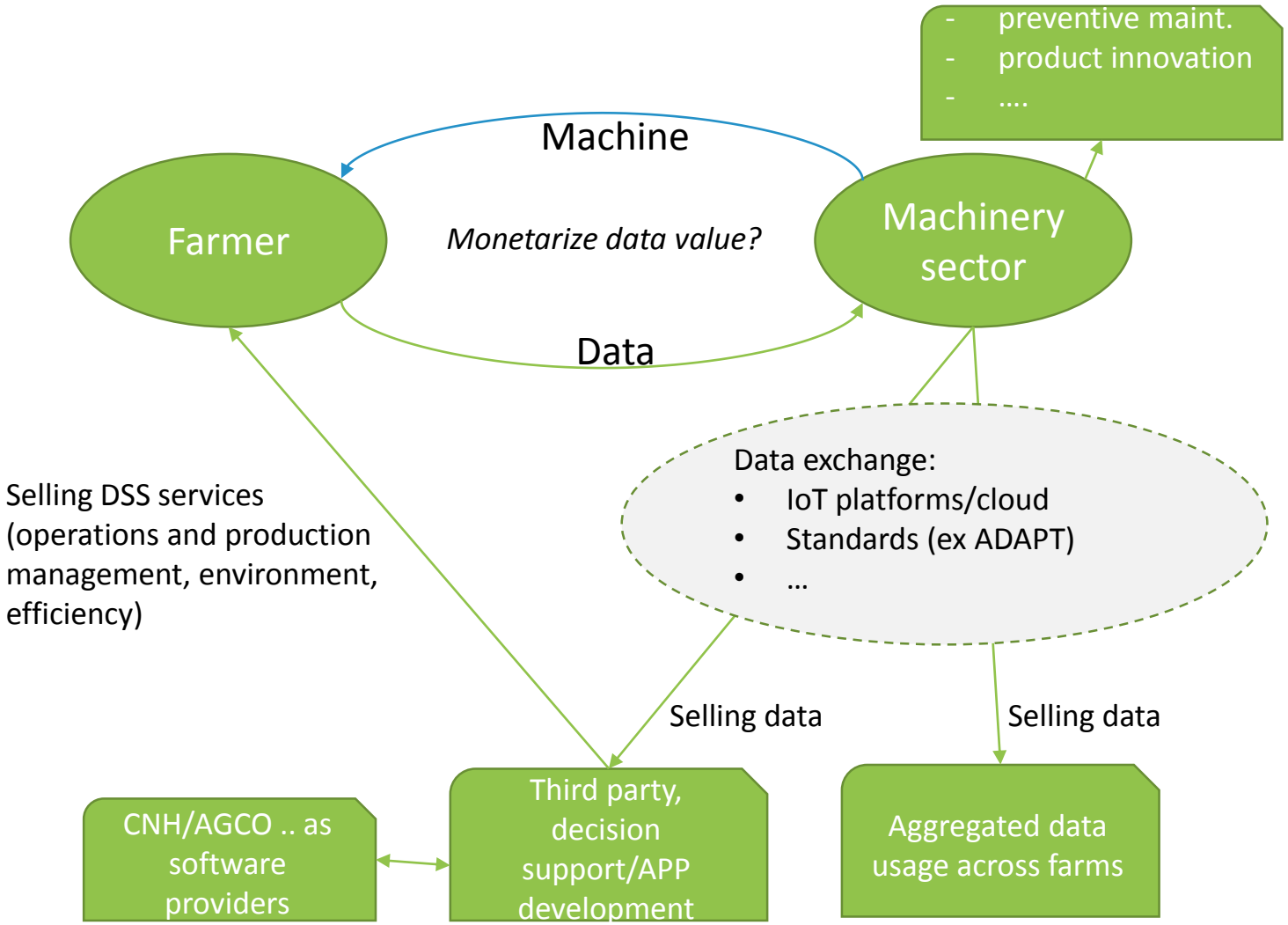
# Vision business models and ecosystems!

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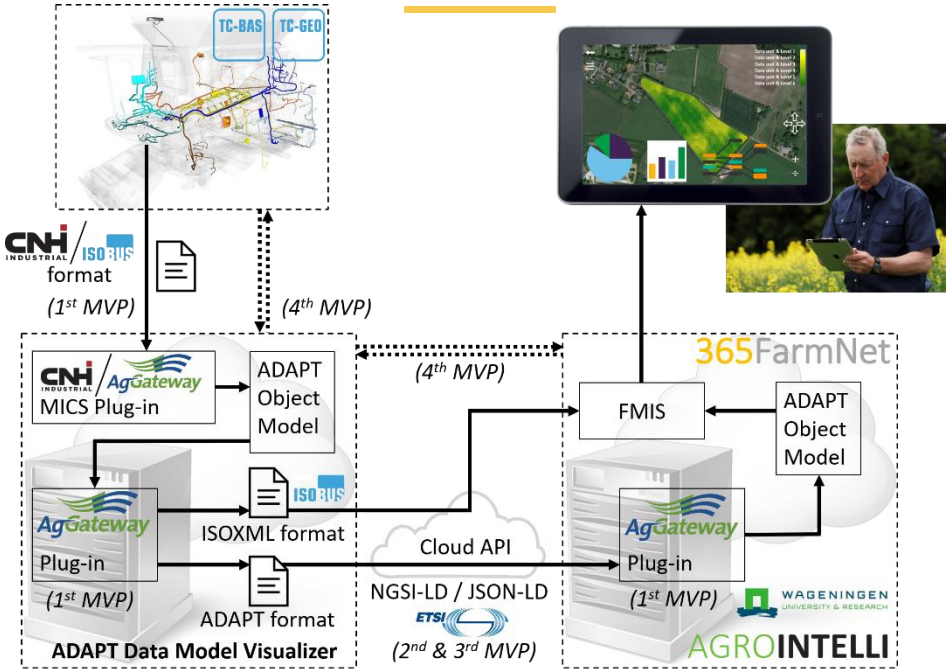
# IoT Product/Solution Impressions




**OFFLINE INTEROPERABILITY** → **REAL TIME COMMUNICATION** → **FMIS APPLICATION**

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# New prospective benefits/business models

- collect data and measurement about the production -> *agronomic input for management and promoting sustainability*
- connecting agricultural data with their manufacturers -> *predictive maintenance, guarantee claims..*
- smart farming technologies will pave the way for *autonomous systems* (robots, self awareness, supportive IT systems, etc.)
- basic data sales - on-farm tests, product innovation, etc.
- vehicle data sent on-line valuable both for the vehicle value chain (dealers, insurance, complaint issues, etc.) and for external actors
- ”Power/functionalities on demand” - on-line via apps and factory or dealer updates

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# Key takeaway points

- Extending from electro/mechanics to ICT/IoT
- Extending from product focus to IoT platform business/services
- Change of company culture/mindset
- Technical challenges/connectivity
- Current workforce re-education/re-training
- Privacy/security
- Monetarization of data value/data ownership
- Multi-branded fleets/cross-domain scenarios
- Damage to the brand from IoT system failures
- Initial business failure due to initial small data samples

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