THE IMPLICATIONS OF IOT FOR THE AGRICULTURAL MACHINERY SECTOR

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Popular business models

Transferring from machines to operations services

Selling DSS services (operations and production management, environment, efficiency)

Data exchange:
- IoT platforms/cloud
- Standards (ex ADAPT)
- ...

Business ecosystem for machinery manufacturers widen

Machine

Farmer

Machinery sector

Third party, decision support/APP development

Aggregated data usage across farms

- preventive maint.
- product innovation
- ....
Vision business models and ecosystems!

Farmer machinery sector

Data exchange:
- IoT platforms/cloud
- Standards (ex ADAPT)
- ...

Monetarize data value?

Selling DSS services (operations and production management, environment, efficiency)

Selling data

CNH/AGCO .. as software providers

Third party, decision support/APP development

Aggregated data usage across farms

Machine

- preventive maint.
- product innovation
- ....
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
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