

Conquering Equipment Compatibility: Innovative Solutions to Increasing Service Revenue

Dustin Christofferson
Precision Farming Specialist • South Dakota Wheat Growers
January 9-10, 2017



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Things to Consider

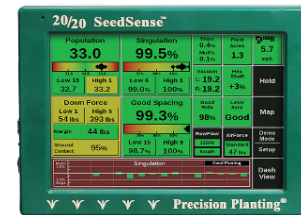
What displays are in use?

Can they achieve the desired tasks?

Is there room to grow with them?

Can they co-exist with other displays?

What are the shortcomings?



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It's A Buyers Market

- All time low in the iron market means a multi-colored stable is more likely now than ever before.
- Being able to properly match **Green, Red, Blue, Yellow**, equipment for the farm needs means interoperability is a must.



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Making Lemonade

- Ask more questions: Dig deeper into the individual operation to find the best fit.
- Challenge the grower: Excite them to WANT to perform at a higher level.
- Envision the equipment as lifeless: Bringing it to life means matching the right control systems for the tasks desired. Both now, and in the future.



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Impossible to Practical

- Identify systems you know and trust.
Growers readily identify with your confidence.
- Help them, or better yet, show them the ways in which a unified system will make them more efficient and more profitable.
This type of approach takes time but must showcase **their own operation!**



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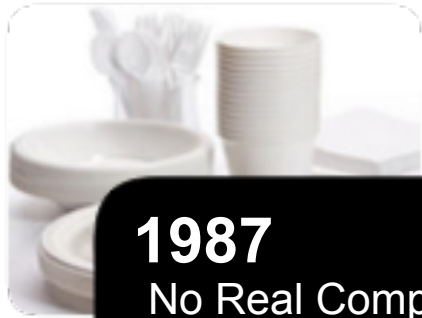
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Bryan Peterman
Integrated Solutions Manager • Atlantic Tractor
January 9-10, 2017



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1987
 No Real Computers
 in AG equipment
 Maybe raven spray
 controller



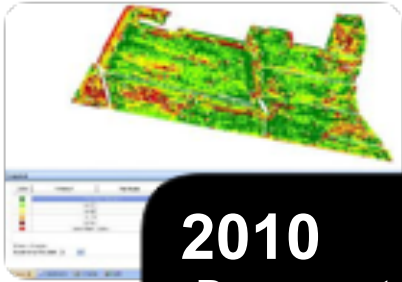
1990
 Harvest
 Documentation
 Entry level
 office software



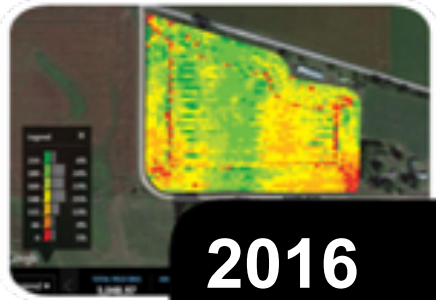
Early 2000
 Autotrac
 Touch screens



Mid 2000
 Section Control
 Higher capability
 touch screens



2010
 Documentation and
 variable rate really start
 being utilized
 ISO standards become
 a major factor



2016
 Cloud based
 technology
 With API
 interfaces



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Challenges



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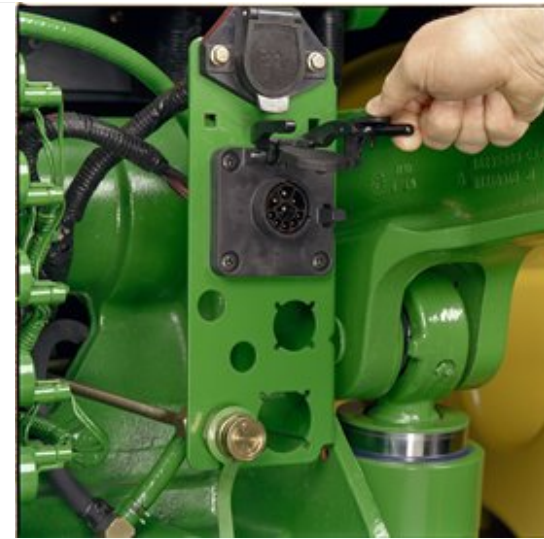
- Originally not much software to install. It was more of an issue of how to install the hardware.
- Older equipment still in service is a challenge because the customer thinks it should work with everything.
- To a degree with software updates we can make technology interact with newer attachments or enhance there ability.



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ISO does not mean
that everything
works



Understanding design limitations and software options is
crucial to this day. This is still a ongoing challenge.



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Current Software Challenges

- Compatibility with hardware
- Documentation
- Automatic flow of documentation to multiple accounts
- Free to fee is still an ongoing challenge



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- Know your equipment technology limitations and make sure the customer understands this in relation to their operation.

- ISO does not mean it hooks up and it works.
- A cheap fix now will only cause you headaches as technology moves forward.



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QUICK TIP

Know Your
Competition

Customer
expectation is if it
hooks it works

- Know your competitor's equipment offering that may interface with your brand.
- Literally know your competition (knowing the correct people at your competitive dealerships benefits you just as much as your competitor.)



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Train, Train, Train

- The more your whole employee force knows about the habit of technology the more issues you stop upfront.
- It gets expensive on the back side of this if it takes more components or software to correct something that should have been added to a setup expense.
- Sales have the habit of selling the latest and greatest not understanding what it takes to work properly.



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Do not let the manufactures off the hook. Warranty recovery is poor compared to software that affects machine performance. You will loose it all if you think a customer is going to pay for something they cannot see with a purchase of a new machine.



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Make software updates part of your inspection programs

- Old software, or software not compatible with the customer equipment causes just as many problems as a worn out part.
- The more you add these words to any program you offer the more customers get use to it being a maintenance concern.

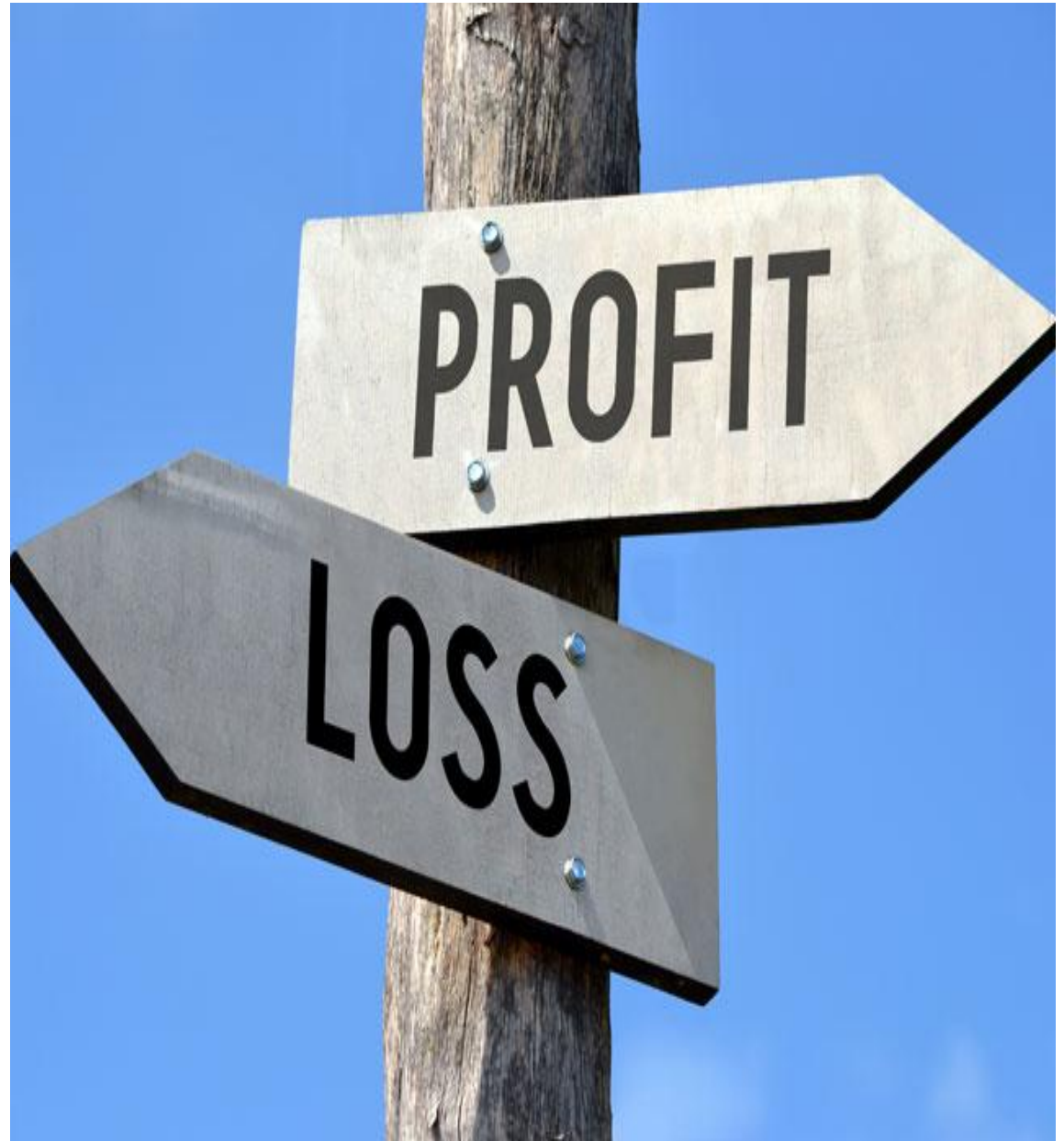


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Value Added Solutions

- Help generate revenue or keep from losing it.
- When you sell iron you add enough margin in to cover training time.
- Selling today's equipment with technology requires a team effort of all dealership employees. This develops a quality experience when buying a new product.



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Service Packages

In the ever changing world of technology supporting it is even a bigger challenge

- No one support package fits all
- Does the customer need support for documenting or just the technology components
- What are your comfort zones you as the dealer is comfortable with supporting. Your brand or all third party involvement
- Where are your customer technology levels at.



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As diesel fuel powers the engine, software powers the computers. Poor quality or either of these will cause poor performance. Customer won't buy their diesel fuel from a bad source. You don't want your customer shopping around for their software needs. **The Supplier needs to be you.**



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Jon Bickel
Owner • Used Precision Ag Solutions
January 9-10, 2017



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com·pat·i·bil·i·ty

/kəmˌpədəˈbilədē/

noun

a state in which two things are able to exist or occur together without problems or conflict.

"he argues for the compatibility of science and religion"

synonyms: like-mindedness, similarity, affinity, closeness, fellow feeling, harmony, rapport, empathy, sympathy

"they argue a lot, but they also enjoy a real compatibility"

- a feeling of sympathy and friendship; like-mindedness.
"they felt the bond of true compatibility"
- **COMPUTING**
the ability of one computer, piece of software, etc., to work with another.
"software compatibility is another important factor to consider"



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Goebel's Law Of Software Compatibility:

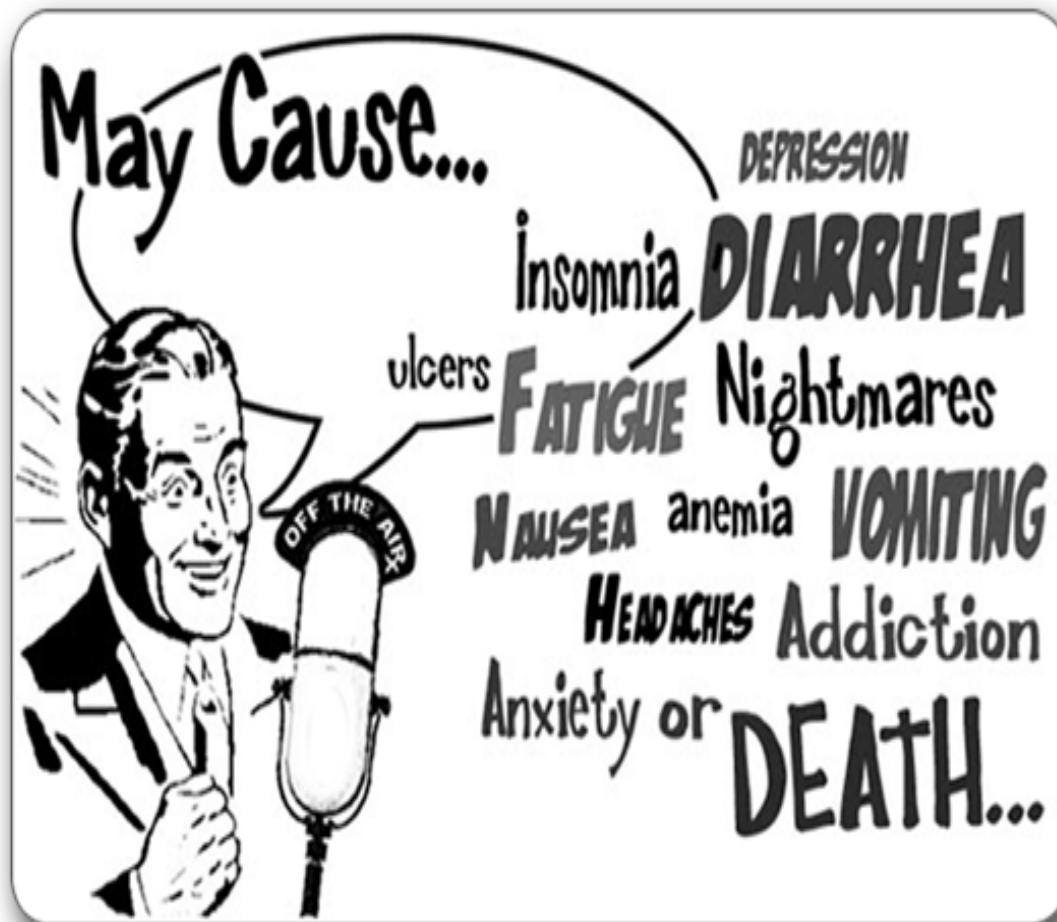
**A statement of absolute
functional equivalence
made in bold print
followed by several
pages of qualifications in
fine.**



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Drug Companies have to Declare Incompatibilities and Side Effects.



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The Three S's of Used Precision Ag Compatibility

- Stay in your comfort zone
 - Brand
 - Age
 - Experience
- Stay Efficient
 - Limited Time
 - Off Season
- Stay Profitable
 - Dollars
 - Time
 - Surprises



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ISO-11783

Is it Really Plug and Play?



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Compatibility Story's

- John Deere Brown Box
- John Deere Gen 2 Receivers
- Ag Leader 6000 & 6500 receivers with legacy monitors “GGA”
- Trimble Receivers with Ag Leader’s New Displays “TSIP”
- Old Raven Flow Control Consoles



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Compatibility Challenge



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