



# MyAg Central

COLLECT. CONTROL. CONNECT.





“

Turning **data** into **knowledge** drives proactive and predictive decision making. Being proactive, based on data-driven analytics is critical to innovation and growth.

”

## ABOUT SAGE INSIGHTS





## Platform:

- Cloud-based data management and decision-making solution
- Offers a visual and collaborative approach to agricultural management
- Integrates applications and technologies that you already use in a single solution
- Streamlines dataflow and increases real-time visibility into everyday operations
- Facilitates data sharing and workflow automation



## Data-centric technology:

- Optimizes processes and efficient uses of resources and existing land
- Collects key data:
  - Soil-mapping
  - Fertilizer application
  - Crop yields
  - Machinery
  - Drones
  - Weather
- Gives insight into yield production in specific locations
- Helps with future planning or automating processes
- Increases production, efficiency, and quality



## Designed to help:

- Growers
- Ag Retailers
- Trusted Advisors
- Input Providers
- Co-ops
- Farm and Land Managers
- Agronomic Service Providers
- Seed, Fertilizer, and Equipment Dealers
- Commercial Agricultural Operations
- Researchers
- Investors



### Data Quality

- Industry Challenges in “Big Data”
  - Point of capture data challenges
- NEW! Field Matching Tool
  - Geospatial Resolution

### Mobile

- Enhancing Relationships between the Advisor and the Grower
- Always Connected to your data
- Coordinate/Capture/Share



- The success of “Big Data” is challenged by current data practices

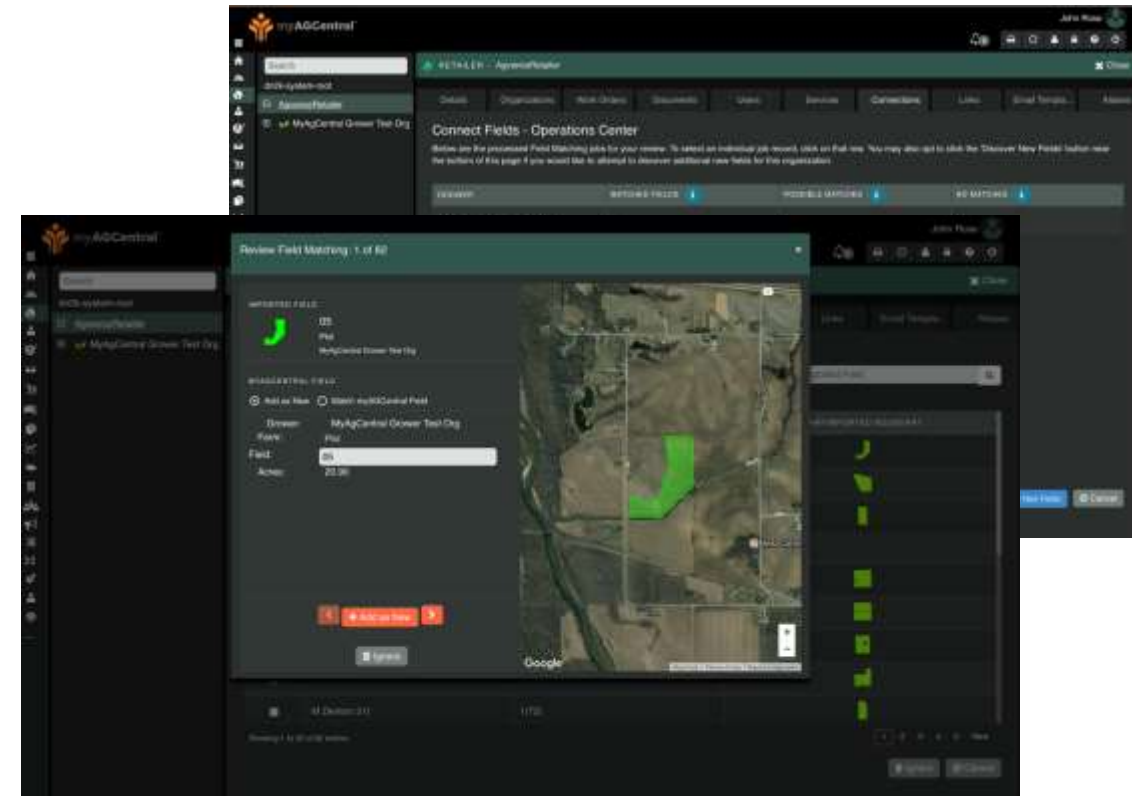
- Correcting the data at the point of capture

Example: Machine Display Data Entry

- NEW! Field Matching Enhancement

- Geospatial Resolution

Name/Boundary issue resolved





## Always Connected to your Data

- Coordinate Activities and Tasks
- Capture Data at the Point of Observation
- Enhance relationships with your growers
  - Easily share data
  - Enhance communication
- Capture or Retrieve data quickly and efficiently
- Receive Alerts and Notifications right to your phone



## Your New Profit Center

- Shared Revenue
  - Faster more accurate aggregated contracts
- Grower Subscriptions
  - For current and future customers
  - Recurring Revenue
- Increased Precision Sales
  - New Products, Upgrades, Sensors
- More Customers
  - Better Efficiency



THANK YOU!



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Visit us at Booth # 113

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