Overview

- History
- Customer Successes
  - Imagery in non-row crop applications
  - Sampling Work Orders
- Features and Updates
Who is MapShots

- Started in 1999 by Ted and Nancy Macy
- Developed EASi Suite product line through 2009
- AgStudio development started in 2008
- Provides backend services to Pioneer Encirca product line
- AgStudio white labeled as SSI AgVance Mapping
Our Focus

- *Independent agronomist*
- *Agriculture retailers*
- *Full service soil labs*
- *Other agronomy service providers*
Toolset

- Variable Rate Fertilizer
- Variable Rate Seeding
- Multi-Year Yield Analysis
- Treatment Analysis
- Soil test workflow

- Satellite imagery
- Aggregation
MapShots Customer Success - Imagery
Imagery in non-row crop applications - Southwest US

- Primary Crops
  - Citrus
  - Vegetable Production
  - Alfalfa

- No yield data in Citrus or Vegetable production
- Zone irrigation
- Limited variable rate
- Difficulty evaluating crop health in timely manner
Google Earth
Imagery\Veris Overlay
Observations

- SSurgo does not show additional variability in the field
- Scouting alone reported fair to good health throughout the field
- Leach lines were able to be identified within imagery

- Direct correlation between crop health image and Veris

- Adding treatments to the water to correct the salinity in the soil
AgStudio’s Work Order System
Sampling Work Order - Southeast US

- **Primary Crops**
  - Corn
  - Soybeans
  - Hemp

- Directed Soil and Tissue Sampling based off of both Grid and Zone Management.
- Field Operations and Yield Analysis
Past Restrictions

- Managing acres was hindering growth
- Managing sampling crews was taking longer than necessary
- Monitoring growth was a manual process
- Field Operation logs were becoming increasingly complex
- Pricing model was limiting adding more acres due to lower ROI
- Interactive grower solution was not available
Sample Work Order System

- Soil
- Tissue
- Nematodes
- Nitrogen
Sample Work Order System

- Sampling Crew Specific Work Orders
- Sample Bag Labels
- Lab Submittal Sheets
- Review Field Status as it progresses through the Sampling Process
- Automated Retrieval and Importing of Lab Results
AgStudio MAP

- Zone sampling
- Point sampling
- Smart grid sampling
- Boundary mapping
- Directions to field
Command Center - Sampling Reports
Command Center - Location Summaries

Location Summaries

Click on the chart below for more details. Use the refresh button to load/reload data after modifying your report parameters.

Field Acres

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Command Center - Location Summaries

Location Summaries

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Command Center - Location Summaries

Location Summaries

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Soil Test Acres

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Solution

- Managing acres was hindering growth
  - AgStudio and Command Center
- Pricing model was limiting adding more acres due to lower ROI
  - Simple pricing structure, not per acre
- Managing sampling crews was taking longer than necessary
  - Sampling Work Order
  - AgStudio MAP
  - Command Center
- Monitoring growth was a manual process
  - Command Center Location Summary
- Field Operation logs were becoming increasingly complex
  - WDT integrations
  - Server side processing
  - Automatic Spatial linking
- Interactive grower solution was not available
  - AgStudio and AgStudio SELECT
AgStudio Desktop

- Import Crop Health Index (CHI) for use with VRA
  - Nitrogen
  - Growth regulator
- Compare CHI imagery
- View True Color
- Composite Imagery
  - Two images
  - Date range
  - Import as a layer
AgStudio Desktop

- AgFiniti Integration
- Performance Improvements
  - Surfacing
  - Variety Locator
- VRS for grain drills (pounds/acre)
- Nematode sampling work orders
- Tissue sampling work orders
AgStudio SELECT

- Multi-Layer Overlay
- Layer Statistics
- Import Crop Health Index (CHI) for use with VRA
  - Nitrogen
  - Growth regulator
- Compare CHI imagery
AgStudio MAP

- Performance improvements
- Swipe to hide Mark Sample button
- Transparency percentage
- Delete options
- More on the way...
Questions?

- Visit us at booth 93, 94