



QUALITY
EQUIPMENT

Unlock the Value of Data on Your Farm



Why Use Data?

Make a good farm even better

Improving Performance

- Learn what practices work and don't work.
- Save money by getting the most out of time and resources.

Increase Yield

- Learn which inputs and rates work best and where for repeatable gains.
- Identify ways to improve yield consistency across the farm.

Benefit from Insight

- Studies show that decisions made based on multiple years of data are more accurate.
- Data allows you to share your information easier so experts can quickly add depth to your experiences.

How to Start

Take baby Steps

Collect it

- Ensure equipment can record the field work. Most newer equipment is ready and older equipment can be updated.
- Start with machine and harvest data. It is the easiest to understand and you can grow from there.

Use it

- Get harvest data into a form you can review. This means software or a cloud based tool!
- Review as-applied data (planting, crop nutrition or crop protection data) or other data layers compared to yield data. This is your first step towards insights.

Share it

- Don't work alone - start looking for additional analysis and insights with the help of partners like ag retailers and agronomists.
- John Deere dealers also provide help through data and other services to make implementing data tools easier.

What Tools to Use

Build your own data toolbox

Data Collection

Collect the data as field work is performed.

- Gen4 CommandCenter™
- Greenstar™ 3 2630 Display

Data Transmission

Manually moving data with a USB works, but it can be easier.

- JDLINK™ Connect (Automatic, wireless)
- Mobile Data Transfer (Uses smartphone)

Data Viewing and Sharing

Once the data is off the machine, it's ready to use - and the tools below are at no extra cost.

- **John Deere Operations Center:** Access your information anytime, anywhere to see, collaborate and direct your operation with precision.
- **MyOperations and MyAnalyzer Apps:** Operations Center information in your pocket for when you're on the go.



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JDLink™ Connect



Agronomic data from your in-cab displays, like yield maps and as-applied data, becomes even more powerful when you can access and use it remotely, away from the field. Your data becomes more powerful when you can access it when you need it and where you need it. Sending it from the field immediately and automatically can also prevent it from getting lost. That's why we recommend upgrading your machine connection to **JDLink Connect**.

JDLink Connect opens an information pipeline between you and your machines, so the technology on your equipment can "talk" to you. In addition, you can tell your machines what to do and have them report back. Two-way communication is powerful and essential for success. With **JDLink Connect** you get a steady, automatic flow of agronomic data between your machines and the devices you use to manage your operation, so you can make sound, timely decisions for your farm-wherever, whenever.

To see, share, and use your data, you'll have to access the John Deere Operations Center and the connected mobile apps.

The **John Deere Operations Center** is an online set of tools you can use to manage your farming operation. As data flows into your Operations Center, you can:

- See what's happening now and learn from your performance over time.
- Collaborate with others who support your operation, granting them easy, instant access to the data they need - so they can give you even better support and insights.
- Direct your business by creating action plans, prioritizing jobs, and communicating next steps to others.

The **MyOperations & MyAnalyzer Apps** complement the John Deere Operations Center to allow you to easily leverage data from your connected machine while on the go - putting the Operations Center in your pocket.

Remember, when you choose to use the John Deere Operations Center, you are always in control of your data. When you entrust your data to John Deere we safeguard that data and honor the permissions you set for sharing it with others. Visit [JohnDeere.com/trust](https://www.johndeere.com/trust) to learn more.

The JDLink Connect Service is available by subscription. When you purchase new Ag equipment, one year of JDLink Connect and 5 years of John Deere Connected Support are included standard.