

Digital Agriculture

What's Next

Fact Based Farming™

Agriculture Big Data and Analytics Platform



Enterprise Group, Ltd.

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Sample Enterprise Group, Ltd. Clients



What's Next

- Ubiquitous Voice
- Market Scale
- Disruption

Digital Agriculture

Ubiquitous Voice

- Internet of Services (IoS) = a voice for the software
- Internet of Things (IoT) = a voice for the machines
- Internet of Plants (IoP) = a voice for the crops

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Requires downstream data integration

Market Scale Status

- Trapped in proprietary boundaries
 - Limits capability
 - Limits opportunity
 - Limits market size

Brand > Market

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“We have to let go of the notion that for Apple to win, Microsoft needs to lose.”
- Steve Jobs

Market > Brand

Market Scale Requires

- Semantics
- Schema
- Sharing

Market > Brand

Market Scale Requires

- Semantics
 - Ag Gateway
- Schema
 - AgX
- Sharing
 - Open Ag Data Alliance (OADA)

Market > Brand

One of These Is Not Like The Others

- Amdahl
- Burroughs
- Data General
- DEC
- Honeywell
- IBM
- Sperry
- Tandem
- UNIVAC
- Wang

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Embraced Open Systems and Standards

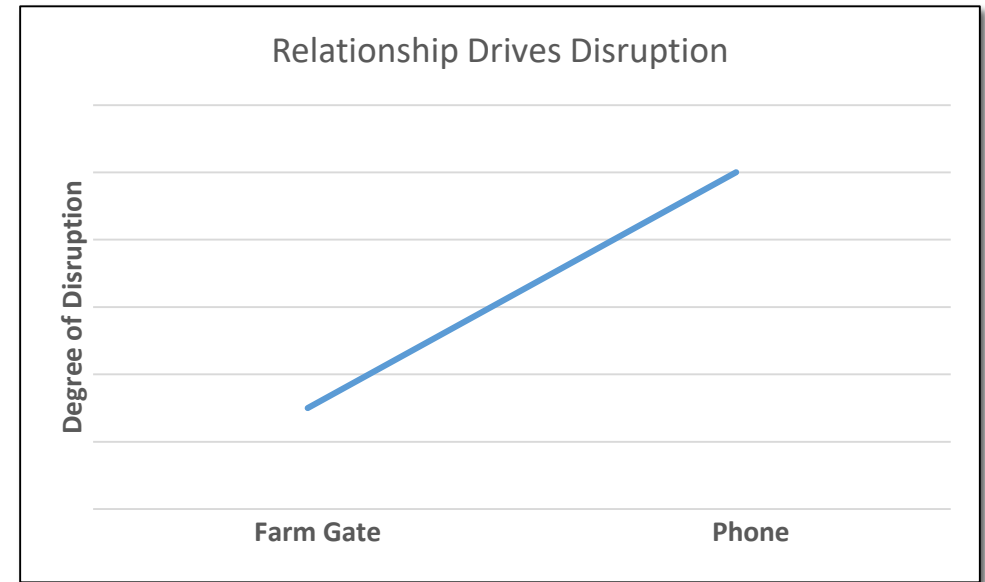
Exponentially larger non-proprietary market available

Disruption is Coming

- Customer Relationship is the pivot point
- Farm gate vs phone
- Incumbents vs disrupters

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Demographics is Destiny

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