



PRESS RELEASE

## New Holland Announces Multiple Data-Sharing Agreements with Popular Farm Management Services

**New Holland, Pa. (March 2, 2017)** -- New Holland has announced it has secured agreements to enable wireless data transfer capabilities between its PLM Connect™ precision land management system and service providers, including **Decisive Farming**, **Encirca** services, **Onsite**, and **MapShots, Inc.**

If they so choose, users of PLM Connect will have the ability to share their agronomic data from their management portal directly to and from these third-party providers. Depending on the services offered by the provider, these producers may elect to share yield maps, guidance line patterns and much more from any computer or tablet connected to the Internet. In return, the service providers will be able to send resulting prescriptions and analysis.

"We are very excited to add these providers which will allow our customers to be able to seamlessly share their data through PLM Connect," said Luke Zerby, New Holland's Precision Land Management Marketing Manager. "New Holland has a long and storied history of providing their customers with the latest tools to help them be successful and profitable."

More information on the connected service providers is below:

**Encirca** ([encirca.pioneer.com](http://encirca.pioneer.com))

The agreement supports the seamless flow of information between the tailored, whole-farm solutions from Pioneer known as Encirca<sup>SM</sup> services and a grower's high-tech field equipment, including the AFS Pro 700/IntelliView IV displays from Case IH/New Holland. Encirca<sup>SM</sup> services combine the latest technologies for weather, soil and agronomy with a grower's field operations data to comprehensively manage whole farm practices. These proprietary analytics and a personal advisor help growers make timely management decisions to control costs and maximize crop yields.

**MapShots** ([www.mapshots.com](http://www.mapshots.com))

AgStudio software from MapShots consists of powerful, yet easy to use tools for managing large amounts of agronomic crop production data. From automating soil testing to planning and recommending variable rate fertility and seeding, AgStudio is a powerful, flexible crop record keeping and agronomic data management software for farmers and their advisors.

**Onsite** (<http://www.agintegrated.com/onsite-platform/>)

The Onsite integration platform from AgIntegrated enables the flow of information between disparate system software, data and equipment by connecting the individuals that work with these systems. Onsite's technologies break down the barriers of data collection, sharing, and translation through a variety of APIs and tools that translate field data, communicate



with equipment systems, organize/share agronomic data, and transfer files into and out of FMIS software.

**Decisive Farming** ([www.decisivefarming.com](http://www.decisivefarming.com))

Decisive Farming's focus is on precision agronomics, crop marketing and information management services that are geared toward farm profitability, sustainability and ease-of-use. The company's My Farm Manager Web platform connects growers and key service providers; including agronomists, grain elevators and equipment dealers; with sensors and data to manage and optimize the entire farming operation.

Zerby added that New Holland plans to establish and announce a number of similar data sharing agreements throughout the year and beyond.

"We look to further enhance our capability and continue to add other providers. New Holland will carefully evaluate and add data-sharing connections where it is a practical fit," said Zerby.

**About New Holland**

New Holland Agriculture and New Holland Construction sell and service an innovative line of agricultural and construction equipment, including a full line of tractors, hay and forage equipment, harvesting, crop production, skid steer and compact track loaders, compact wheel loaders, tractor loader backhoes and mini excavators. Sales, parts and service are provided by more than 1,000 New Holland dealers throughout North America. More information on New Holland can be found at [www.newholland.com/na](http://www.newholland.com/na).

New Holland is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at [www.cnhindustrial.com](http://www.cnhindustrial.com).

<http://www.newholland.com/na>

<http://www.youtube.com/NewHollandNA>

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**For more information, contact:**

Savannah Simons

New Holland PR & Content Team

[savannah.simons@mullenlowe.com](mailto:savannah.simons@mullenlowe.com) | 434-872-3511