



## New Holland Adds Data-Sharing Options with AgDNA and Other Major Service Providers

**New Holland, Pa. (December 4, 2017)** – New Holland announced that it has enabled wireless data transfer capabilities between its PLM Connect™ Precision Land Management system and six more major service providers, including popular farm management system, AgDNA.

With this newly introduced capability, users of PLM Connect will now have the ability share their agronomic data from their management portal directly to and from these third-party providers. Depending on the services offered by the service provider, these producers may elect to share yield data, guidance line patterns and much more from any computer or tablet connected to the Internet. In return, the service providers can analyze the data provided by producers and send prescriptions and analysis as a result.

“Data is one of the most valuable commodities our customers have,” said Luke Zerby Brand Marketing Manager for New Holland. “Being able to effectively and quickly utilize that data can mean the difference between profit and loss. New Holland continues to add connections with third parties like these to ensure our producers have access to the resources they desire to optimize their operations.”

More information on the connected service providers is below:

### **AgDNA** (<https://agdna.com/>)

*AgDNA is a cloud-based mobile application and web platform designed to empower farmers with the ability to make informed decisions about their entire farming operation. The comprehensive enterprise-level farm management platform includes farm planning, inventory management, agronomic insights, equipment optimization and field level financial reports. AgDNA provides actionable insights to increase yield, lower operating costs and maximize farm profitability on every acre.*

### **AgReliant Advantage Acre** (<https://advantageacre.com/>)

*Advantage Acre is a web-based digital platform from AgReliant Genetics that provides a comprehensive suite of technologies that bring together three foundational elements of farming: seed, soil and weather. The platform combines AgReliant Genetics' expansive knowledge of its seed products with innovative functional soil mapping technology, advanced weather forecasting, variable rate planting and nitrogen recommendations to provide field-by-field, acre-by-acre seed recommendations that maximize yield potential. The platform allows farmers to record and access information to better plan for the season ahead, apply the plans they have created in-season, and assess their performance at the end of the year.*

### **AgWorks** (<http://www.agworks.net/>)

*AgWorks, a provider of top-tier agronomy software tools for 25 years, offers AgOS, a comprehensive agronomy solution. AgOS connects operations, crop planning, scouting, mapping,*



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compliance and grower access into one operational system to drive continuity, accuracy and efficiency. The company also offers a HighQ Analytics and Decision Support system to manage data and provide actionable reports that enable growers to make more profitable and environmentally sound decisions.

**FieldReveal** (<http://www.fieldreveal.com/>)

FieldReveal is a turnkey precision farming and data management system designed specifically for ag retailers to work with growers to maximize profitability by creating best management decisions across every acre. This is done by being built on a cloud-based software package with capabilities that include patented processes for VR fertility and seed management, multi-hybrid seed management, wireless transfer, and much more. With 15 years of experience, FieldReveal makes it easy for agronomists to help growers feel confident about each year's crop input decisions.

**GROWMARK** ([www.GROWMARK.com](http://www.GROWMARK.com))

FS Advanced Information Services (AIS) is a web-enabled and OnSite-connected platform that the GROWMARK System utilizes for site-specific recommendations, management, and analysis. GROWMARK is an agricultural cooperative providing agronomy, energy, facility planning, and logistics products and services, as well as grain marketing and risk management services in more than 40 states and Ontario, Canada. GROWMARK owns the FS trademark, which is used by affiliated member cooperatives.

**I.F.A.R.M.** (<https://app.ifarminc.com/>)

I.F.A.R.M. (Information for Agricultural Resource Management) provides a customized cloud-based precision ag software for managing farm operations. Including data management, field mapping, data analysis, fertilizer applications / recs, zone management, and soil / plant-tissue work orders and dispatch. It currently serves retail fertilizer dealers, independent retail dealers, co-ops, consultant & agronomy groups, farm managers, growers, and ag educational facilities.

Zerby added that the brand planned to establish and announce a number of similar data sharing agreements throughout the year and beyond.

"New Holland is working diligently to add these data-sharing connections as part of our open architecture with PLM. More API's will be added in an ordered based on impact for the NAFTA customer base."

**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).



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*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).*

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