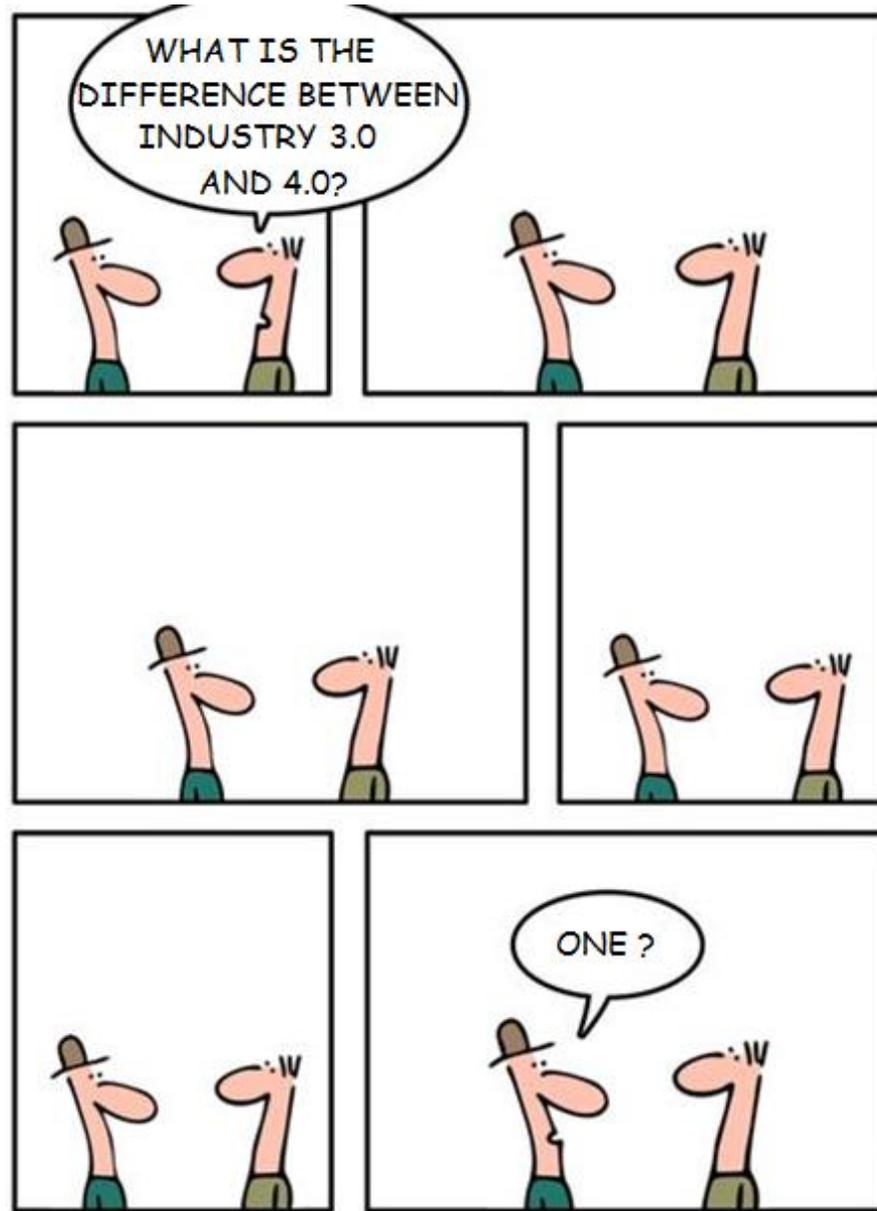


# Going digital in a traditional enterprise



Maximilian von Löbbecke | CEO  
365FarmNet Group



1. Who is Claas

2. Counter Strategies in global markets

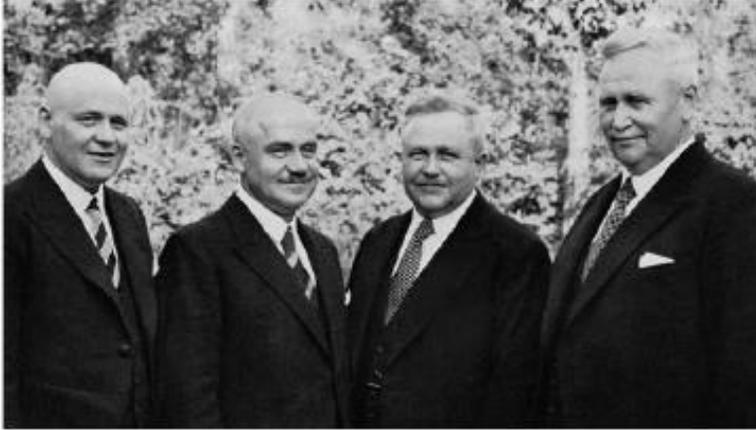
3. Innovative Services: What is 365FarmNet

4. Business Model

5. Realtion to Claas

6. Challenges

## CLAAS foundings and beginnings



The company was founded by August Claas (2nd from right). He was joined one year later by his brothers Franz, Theo and Bernhard.



Purchase of the factory premises in First patent – the CLAAS knotter. Harsewinkel.



1913 1919 1921 1934 1936 1946 1953 1969 1970 1973 1995 2001 2003 2005 2008 2009 2012 2013

# CLAAS product range



365FarmNet



Combine harvesters



Forage harvesters



Tractors



Forage harvesting machines



Telescopic loaders



Balers



Service & Parts



Software and systems

# CLAAS technology



GPS PILOT



LASER PILOT



AUTO PILOT



CAM PILOT



TELEMATICS



CROP SENSOR



Yield MAPING

etc ...

## Germany



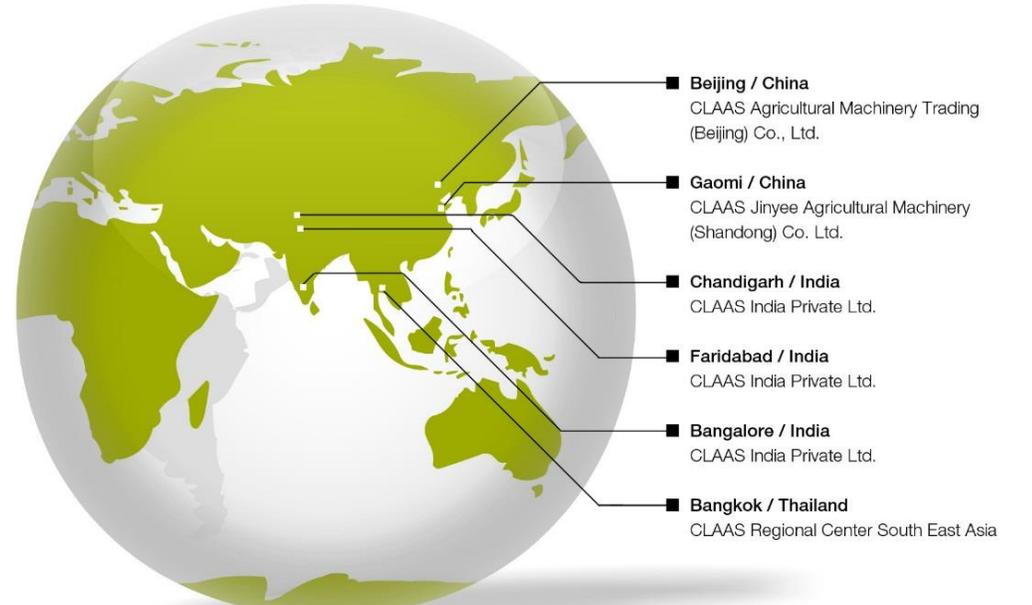
## Europe



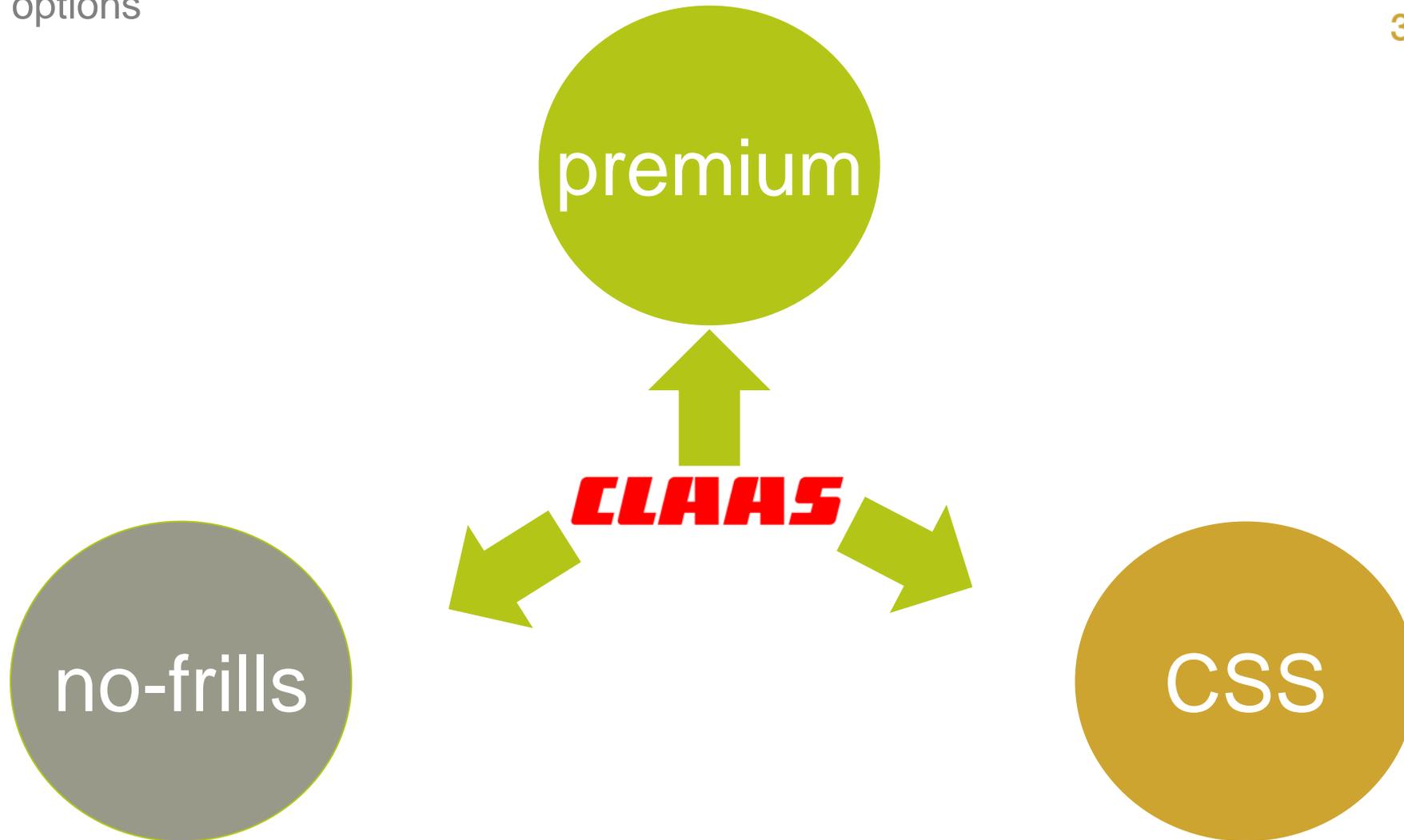
## America



## Asia



## Strategy options



# Strategy options



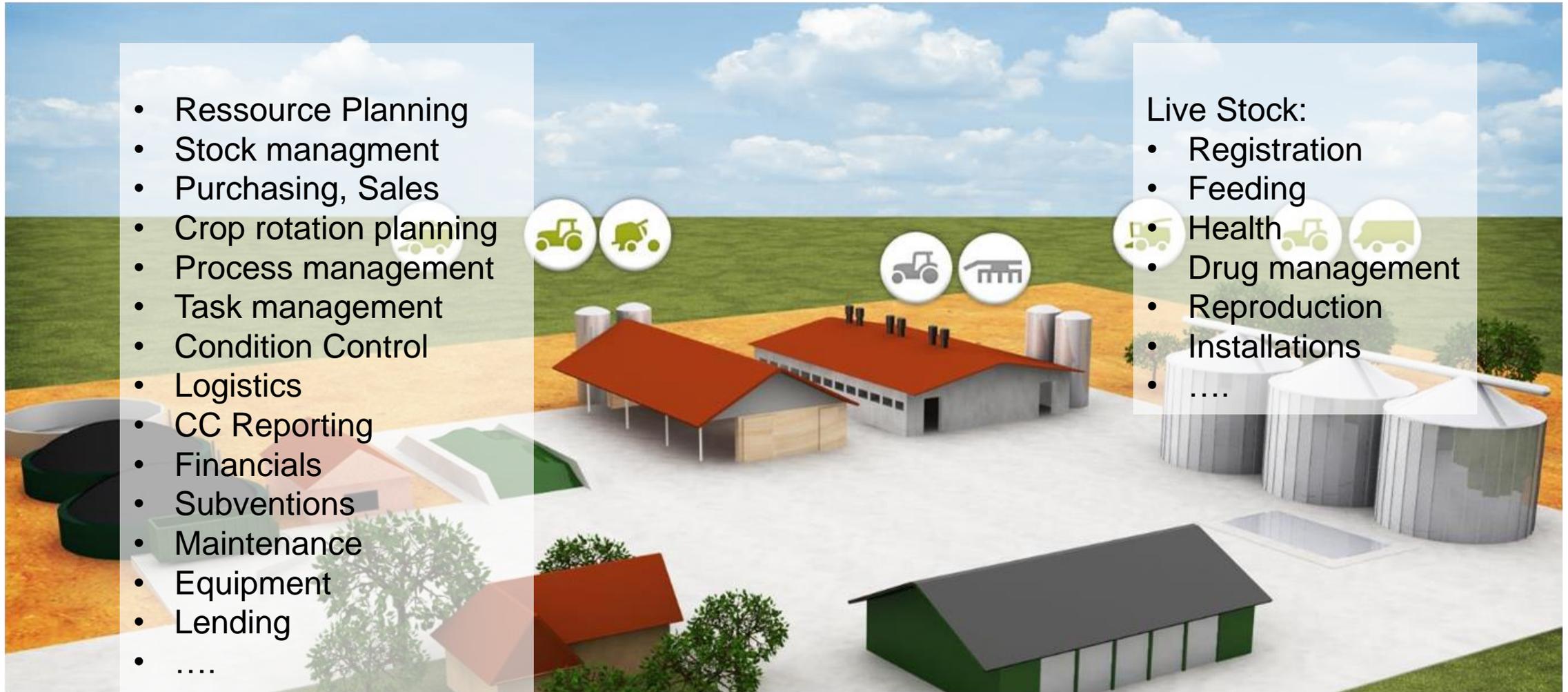
Asia



**CLAAS**



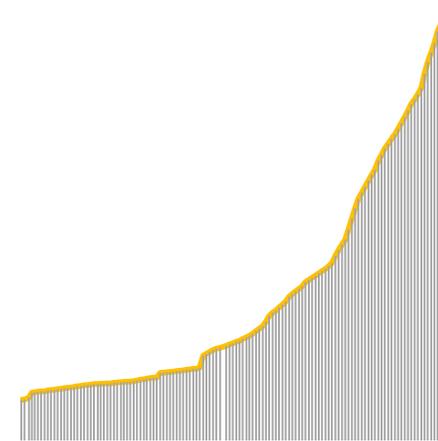
## The farm



## Driver

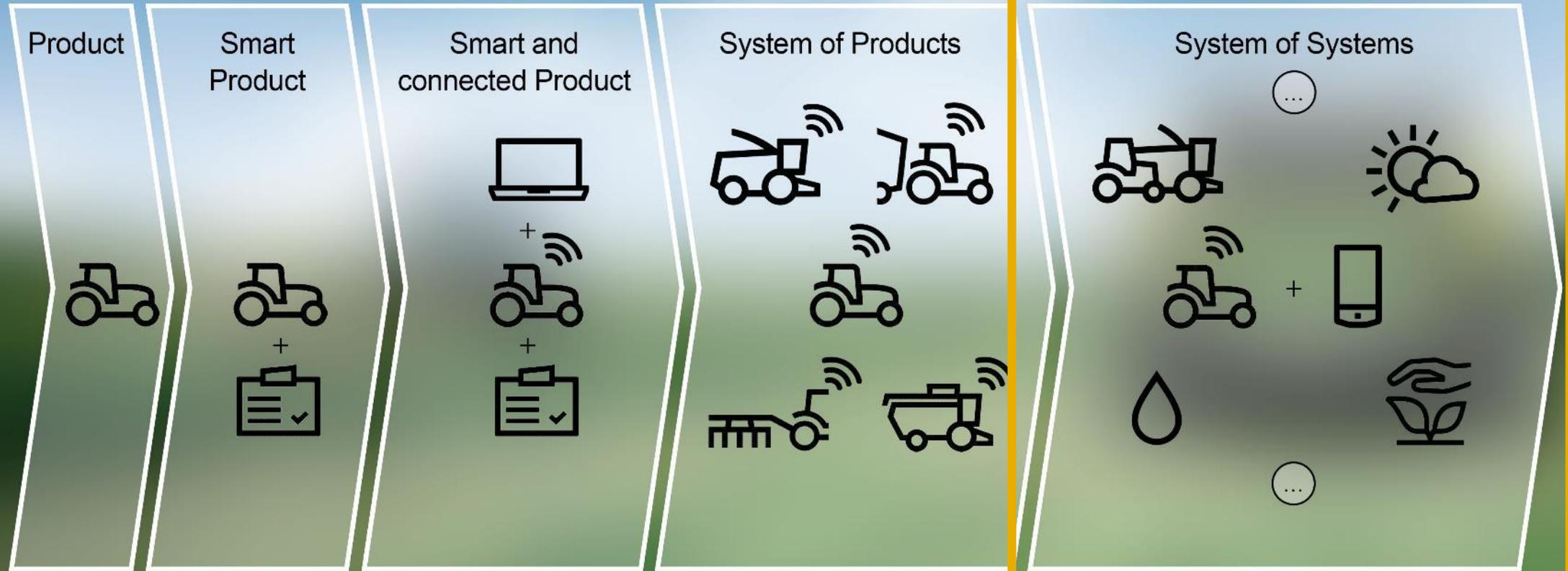


- Regulations, documentation
- Efficiency, detect cost drivers
- All on-time-information any time any place
- Public awareness, consumer pressure
- Opportunities: advanced and new technologies
- Digital awareness, next generation farmers



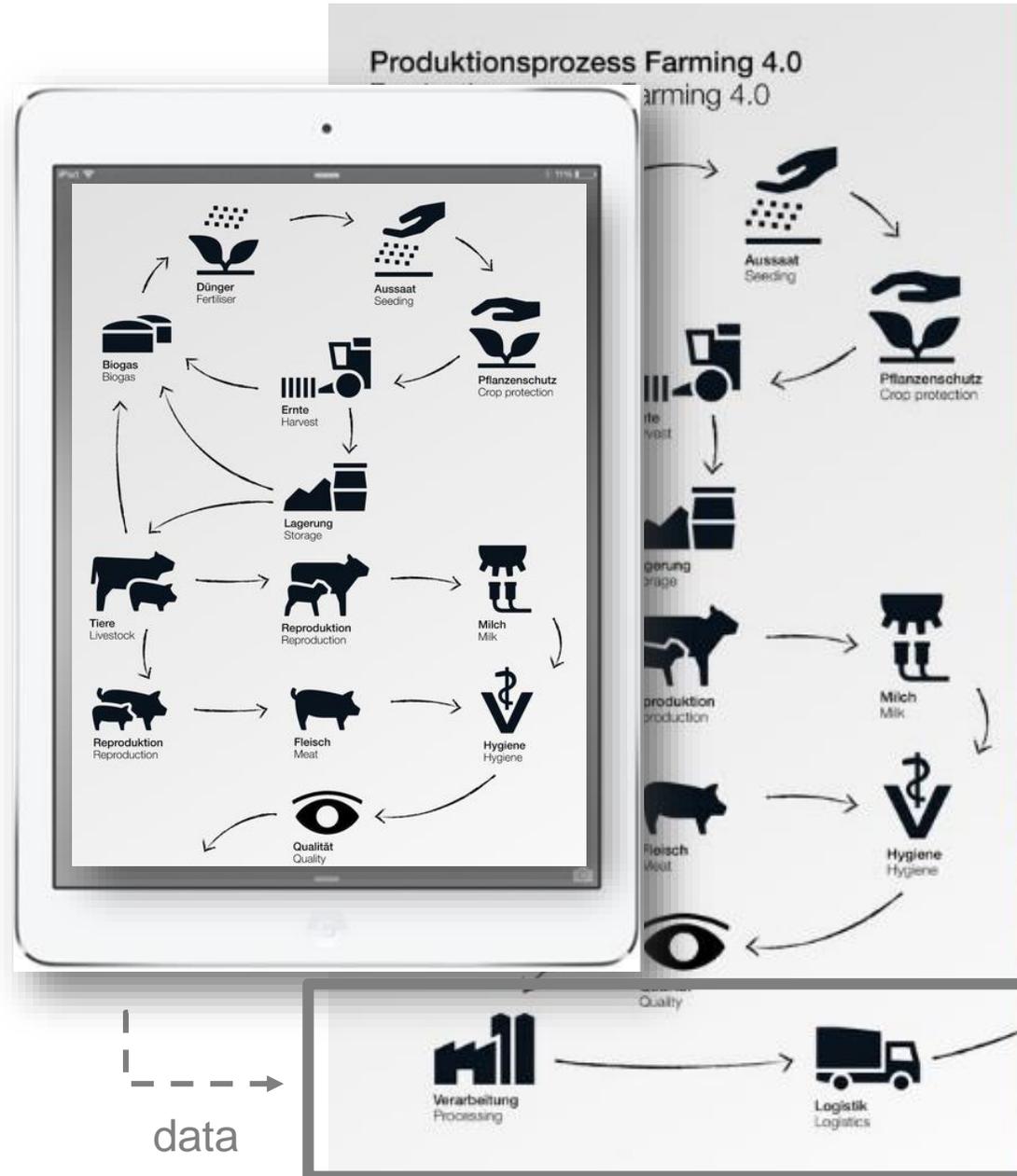
Acceptance

# Digital evolution in Farming



Source: based on Porter/Heppelmann: "How Smart, Connected Products Are Transforming Competition", HBM 12/2014

# Production Process 4.0



Farm A



Farm B



Farm C



.....

Data



Buyer, Industry



consumer

Data



Content partner – open platform concept  
Integration of industry know how and partner services





**GEA**  
GEA Farm Technologies



**AGRAVIS**  
RAIFFEISEN AG  
Wir helfen wachsen.

**SAATBAU**  
Saat gut, Ernte gut.



**Big Dutchman.**

**METOS®**  
TURNING INFORMATION INTO PROFITS

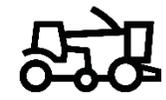


**GEOPROSPECTORS**

**LEMKEN**  
The Agrivision Company

**DLG**  
Mitteilungen

**CLAAS**



**isip**  
wissen wie's wächst

*Challenger*

**KTBL**

**garant**  
Kotte



**ME MÜLLER**  
ELEKTRONIK

**SCHAUMANN**  
- Erfolg im Stall

**REICHHARDT®**  
electronic • innovations



**fodjan**  
smart feeding

**AMAZONE**

**HORSCH**  
Landwirtschaft aus Leidenschaft



**LAND-DATA**

**SOYL**

**meteoblue®**  
weather close to you

**RAUCH**  
wir nehmen's genau

**LACOS**  
Computerservice GmbH  
Zukunft für Ideen...

**AppsforAgri**

Niveen & Bouma Agro Weather Service  
**Spray Weather Wise**

# Online service selection

## Portal fully customizable by user



365FarmNet Shop mustermann@365farmnet.com Hilfe logout

[Manage](#) [Plan](#) [Document](#) [Analyze](#) Farm Map Calendar

### Farm

- Companies
- Persons
- Machines
- Inventory

### Energy

- Solar plants
- Biogas plants

### Crop

- Fields
- Fertilisers
- plant protectant
- Crops
- ISO Import

### Forestry

- Abteilungen
- plant protectant

### Cow

- Cows
- Stalls
- Milk tanks
- Fodders
- Medicine
- Plants

### Sheep/Goat

- Sheep
- Goats
- Medicine
- Fodders

### Pig

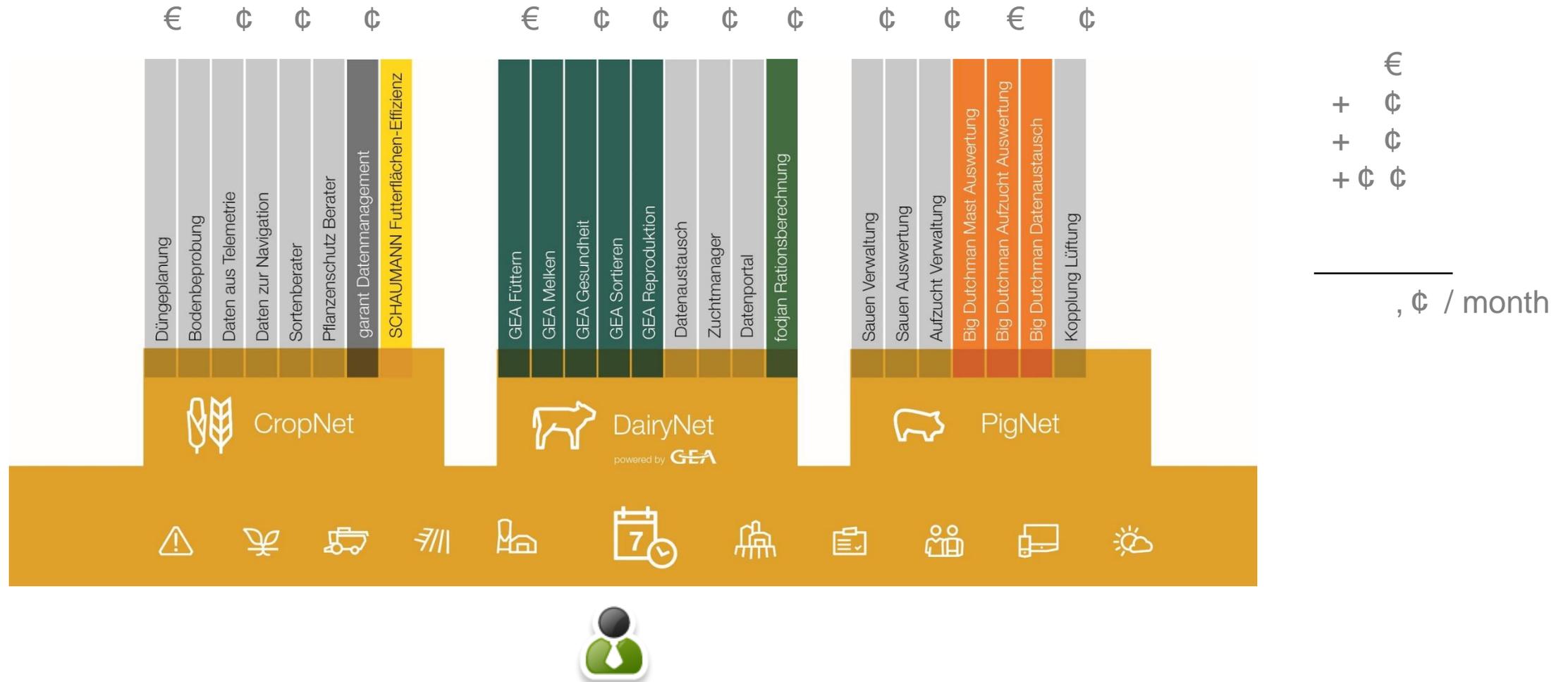
- Pigs
- Medicine
- Fodders

### Horse

- Horses
- Medicine
- Fodders

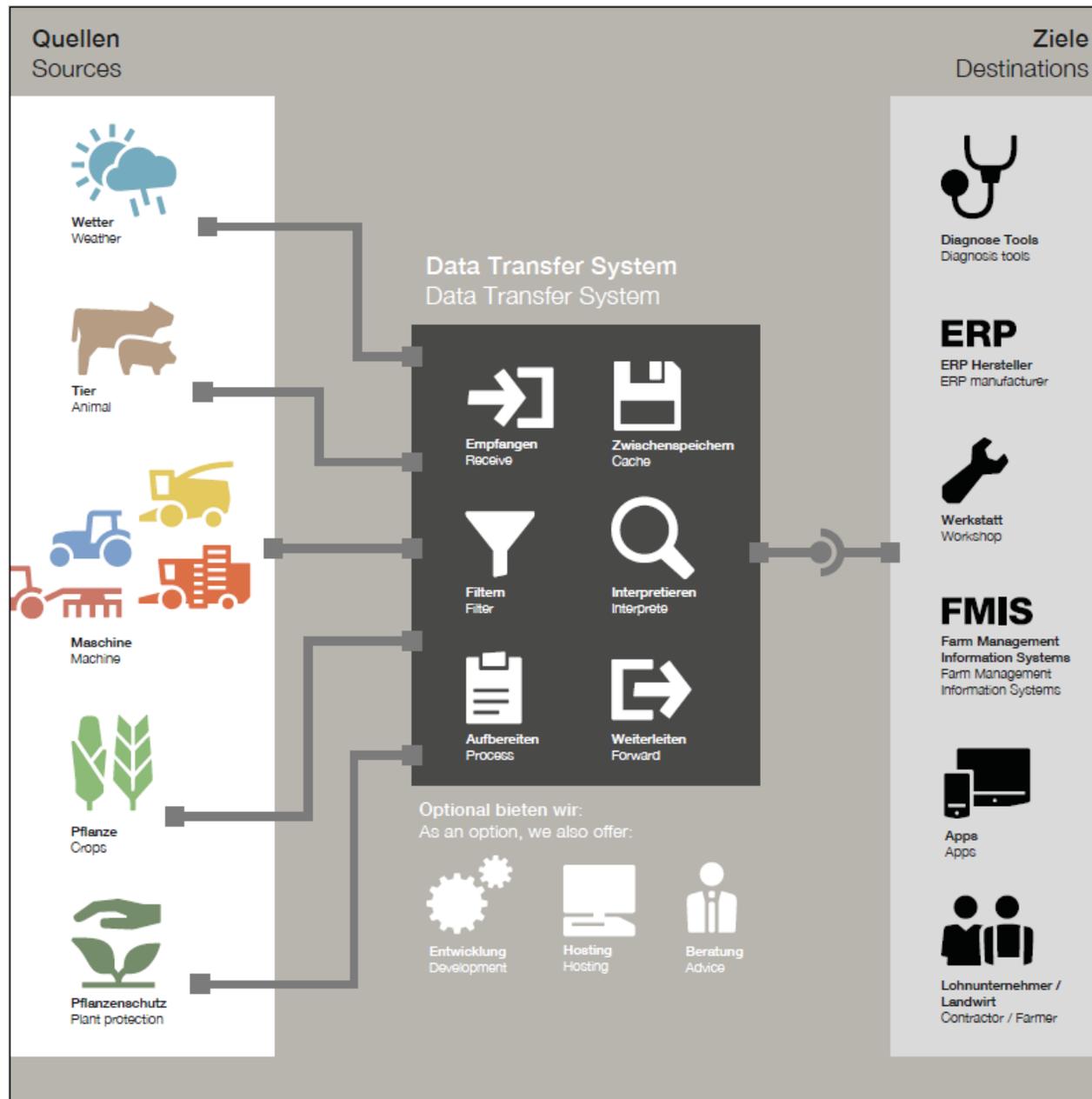
# Business Model

## License for services selected



365  
IoT Platform

data connectivity  
from  
any source  
to  
any destination



**NOW**

**Data Transfer System**  
for producer and Supplier

**Use competence, reduce costs**  
Take advantage of over 30 years of expertise in agricultural data management.

You will have immediate, cost-effective access to the latest and optimized technologies.

Experience a lasting reduction of your maintenance and maintenance costs while reducing interface complexities at the same time.

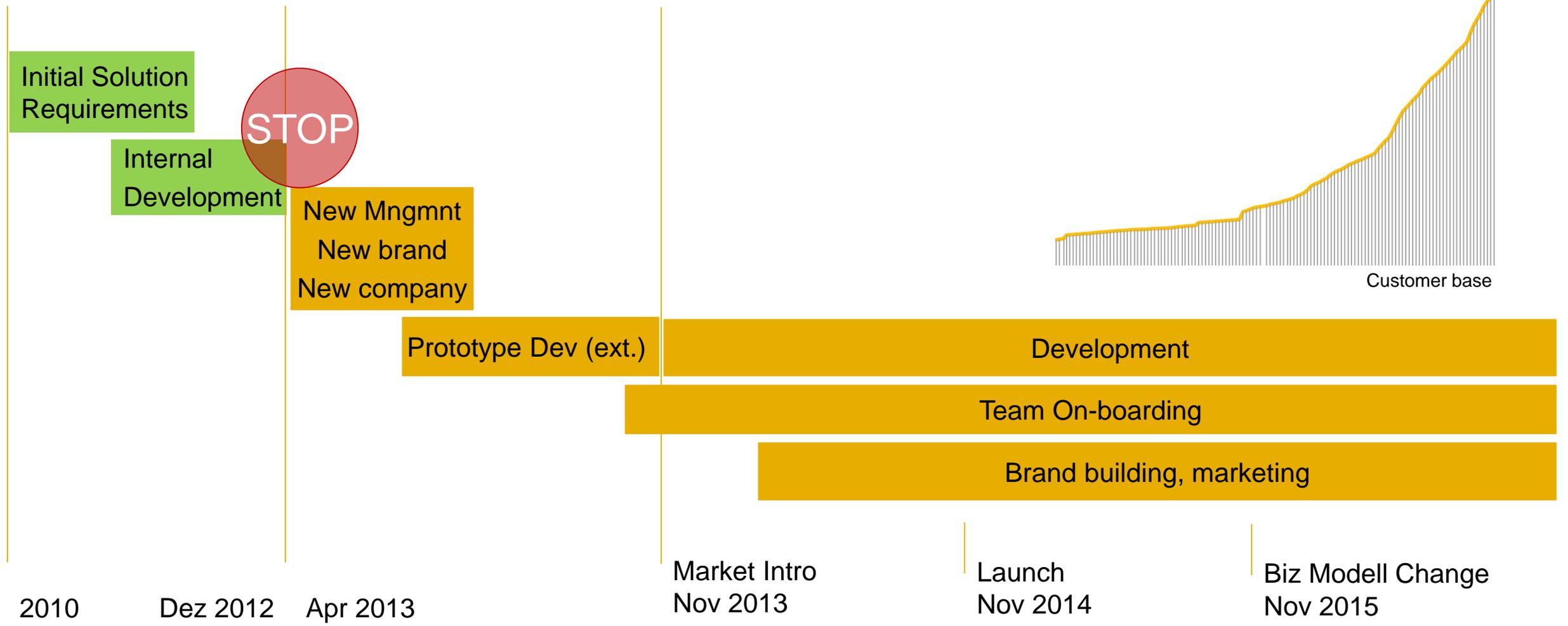
365 FarmNet is...



... smart manufacturing:

- **Online Tracking:** Real time access to farm information any time from anywhere
- **Traceability:** Digital, instant, consistent, automated and complete documentation
- **Transparency:** Integration of all farm processes, machines, laboratories..
- **Efficiency:** Decision support and alerting, knowledge transfer, process optimization, automation
- **Quality:** Tracking, documentation and early warnings (entire farm production process chain)
- **Analytics:** Prediction (animal health, fodder yield..), Big Data processing
- **Independent Platform:** Flexible integration of any software and supplier
- **Sustainability:** Cost reduction, soil and water protection, animal treatment
- **Farm ERP:** Planning, documentation, analytics of livestock, milk and crop, staff, storage, energy, knowledge transfer

# 365 FarmNet Story Milestones



# Challenges

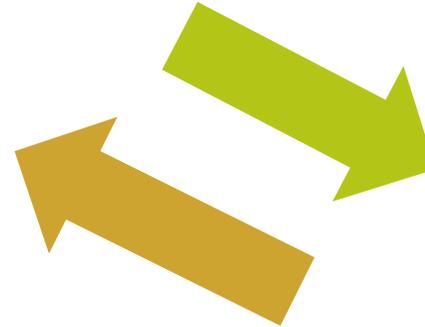


## Relation CLAAS – 365FarmNet



**CLAAS**

- financing & administration support
- network
- brand strength, trust



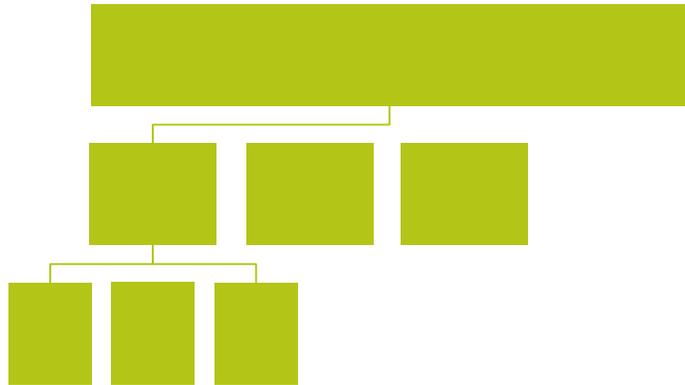
- secure core biz
- strategic positioning in a changing industry
- technology & know how



# Relation CLAAS – 365FarmNet

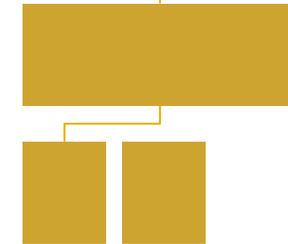


## CLAAS



- ≠ Management
- ≠ Processes
- ≠ Administration
- ≠ IT infrastructure (SAP, Email, ..)
- ≠ Location
- ≠ Team
- ≠ Standards

- ✓ Financial reporting
- ✓ Advisory board



## Tomorrows success factors

- Question your business purpose
- Customer focus: Wholistic customer understanding across all company sectors
- Understand the environment in which your product will be used in
- The way *HOW* you bring your product to markets. Generate revenue und customer insight with services
- Generate more ideas to stay attractive then you probably can
- Collaborate with your industry competitors
- Culture eats digital for breakfast

