



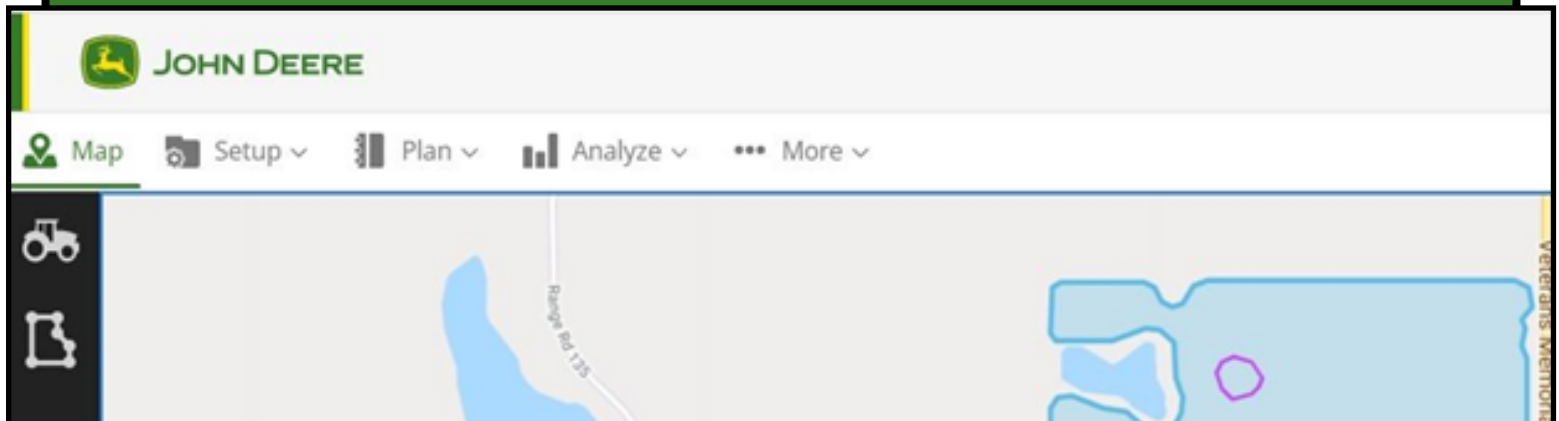
The time has come to take a closer look at what's new



Follow the workflow in a logical manner

If it's been a long time since you have looked at the Operations Center (or if you never have!), I would urge you to go and take a look at what is new there. For years, the John Deere Operations Center has been slowly working towards the ultimate goal of being an easy to use, cloud based replacement for the Apex software that was John Deere's original data collection platform. At times the progress has been slow and the approach haphazard, causing our customers frustration and even prompting some to look for other solutions for their data management needs. A lot of those issues have been, or are being addressed. Over the last year, changes to the Operations Center have been coming fast and furious - and the changes are user friendly and intuitively organized. The site has been transformed from a hard to navigate and sometimes confusing platform to one with a series of easily understood drop down tabs that follow the workflow in a logical manner.

Gone are the days, when you would search to find the tool to do the job you wanted. As you can see by the tabs across the top of the maps screen below, functions are divided into setup, planning, and analyzing tabs that help you quickly accomplish the jobs you need to do.



Tillage, seeding and spraying operations can now be filled out in advance and sent directly to the machines from either your laptop or from your mobile device so the operator knows exactly what to do when he gets to the field.

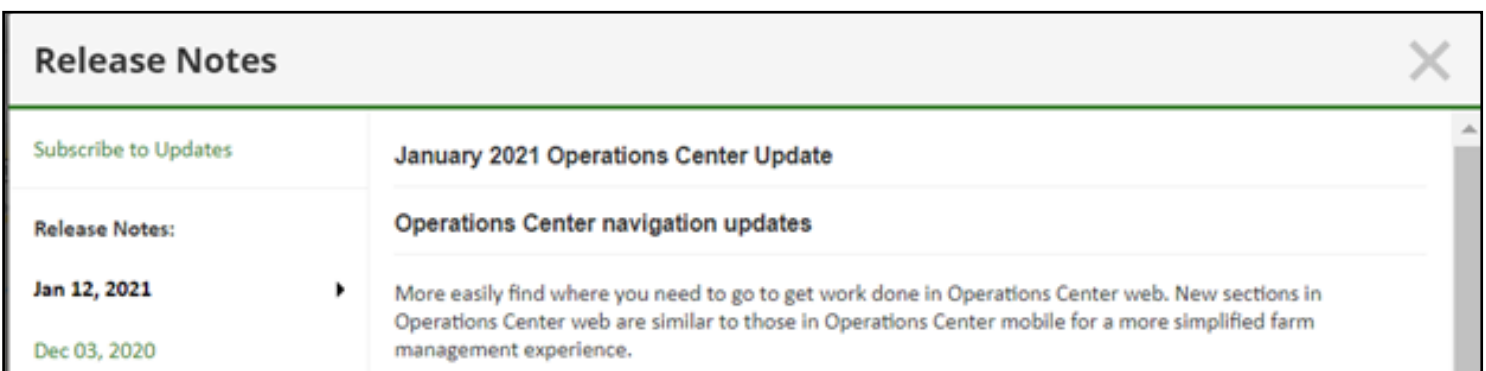
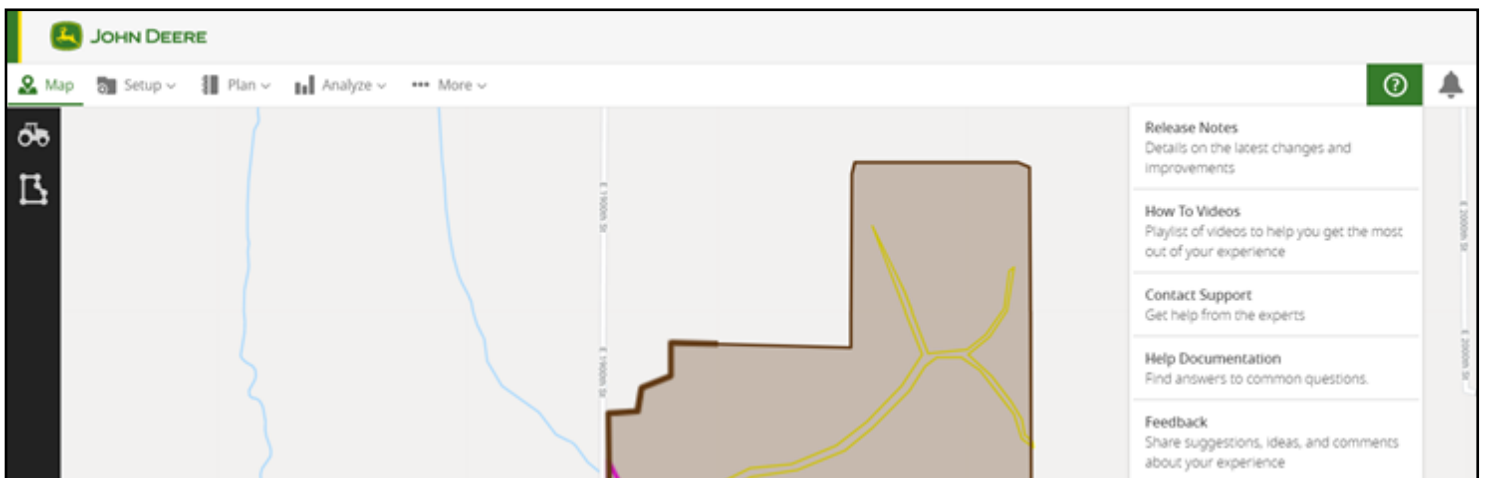
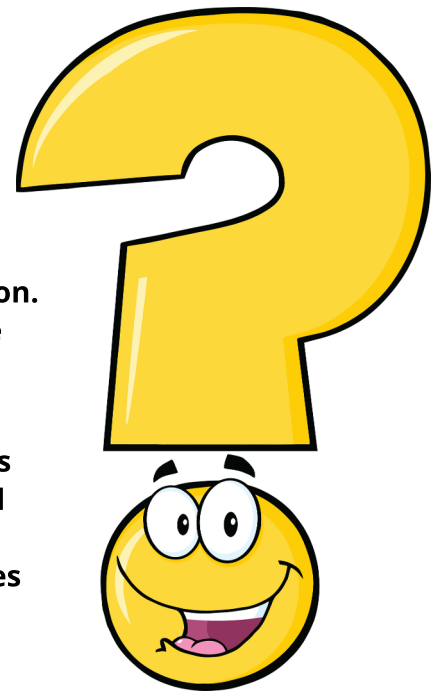
The frequency of information being transmitted from the machine has also been boosted, meaning that from your tablet or smart phone, you will be able to see in almost real time where the tractor or sprayer is on the field and how much they have left to do, making it easier to coordinate fertilizer during seeding or water during spraying. As an agronomist, I am excited to see how easy they have made it to document every pass on the field. This makes a big difference when trying to figure out how different operations impacted your fields during the growing season. There is also increased functionality to the Prescription Maker. I plan on using it this year to set out different treatments in replicated strips that I can just send to the machine. That way, no matter who is operating the equipment, I know the display on the tractor is set up to take care of doing the comparison trials that I was to do.

The Operations Center also has lots of support under the “?” tab at the top of the screen.

There you will find release notes, “how to” videos, and help documentation. The link below gives you an example of how easy it is to send work to the machine from your Operations Center.

<https://www.youtube.com/watch?v=ZreNjan0D1c>.

As I said, the changes are happening quickly in the John Deere Operations Center. There is another pre spring release slated for this month that will add to the functionality of both the website and the Mobile App prior to seeding this year. You can also sign up to get notifications on new releases by hitting the “subscribe to Updates” button on the top left corner of the release notes tab.



John Deere Operations Center is free to use, so it's likely worth your time to find out if the system can meet your needs. If you would like to know more about what's happening with John Deere's cloud based data management system, give us a call at Battle River Implements. Either your sales contact or somebody from Integrated Solutions will be happy to help.

1 877 913-3373



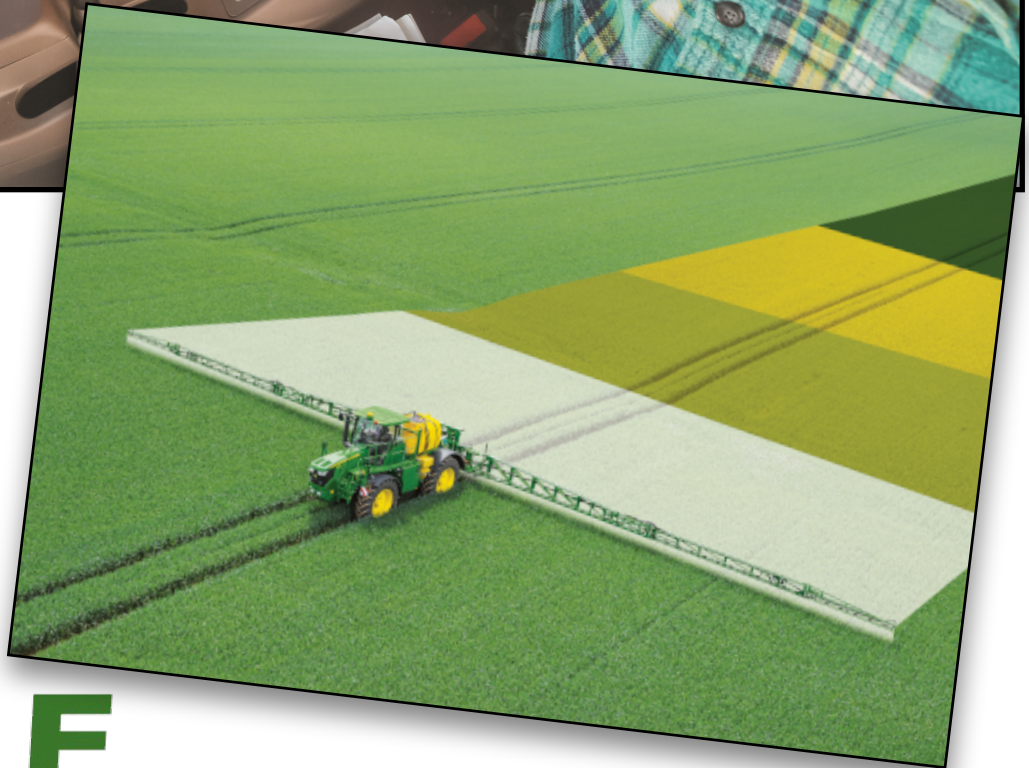
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