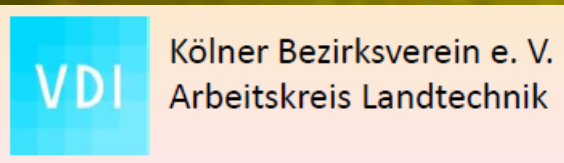




Agricultural Data Exchange along the Value Chain with Data-Hub

06.12.2016
Johannes Sonnen



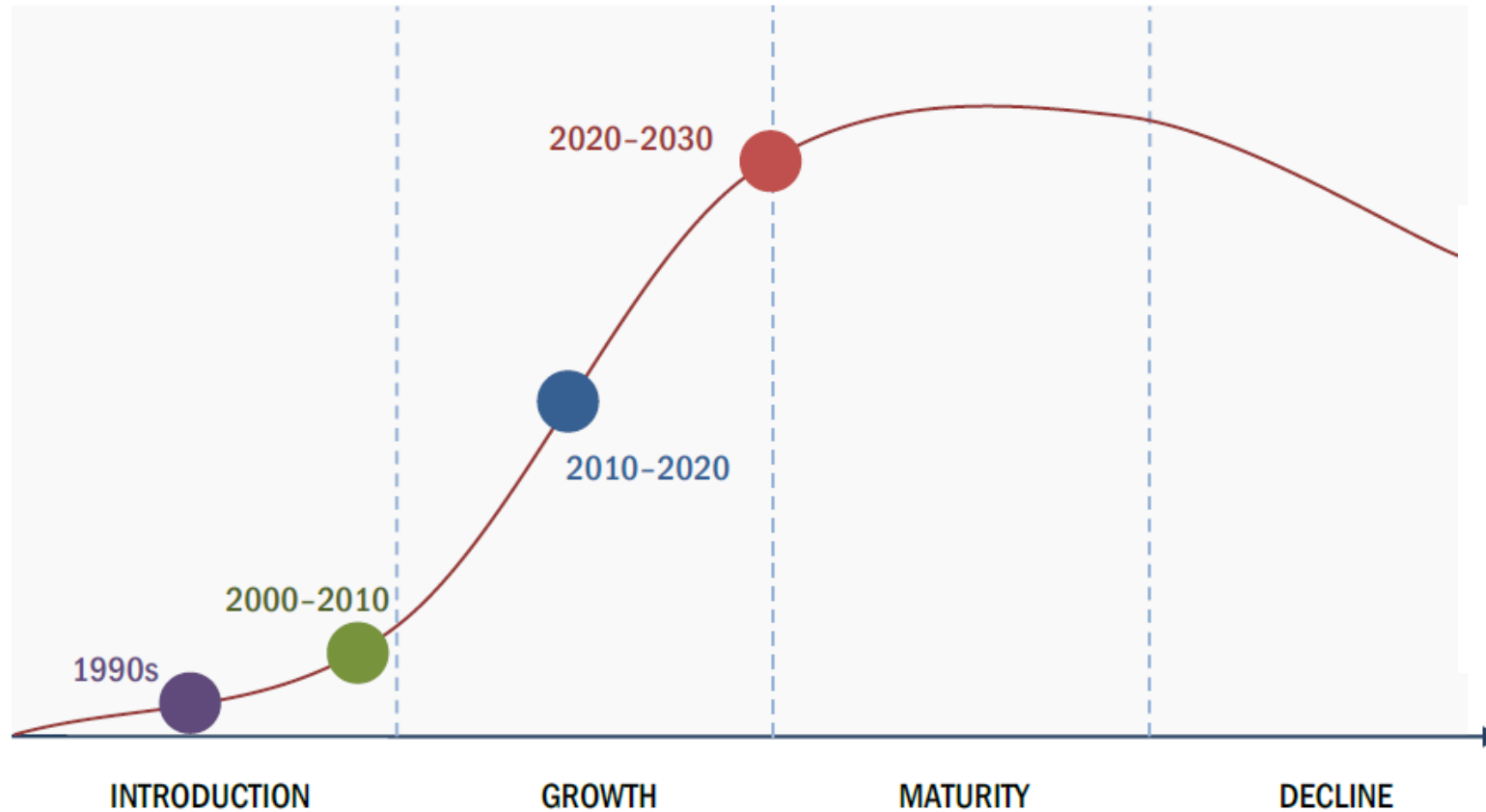
DKE-Data GmbH & Co. KG

based at Innovation Centre Osnabrück (ICO), Albert-Einstein-Str. 1
founded in July 2014



What is going on in the Market?

Life Cycle Analysis for Precision Farming



Data-Management
will be a
big part of
Precision Farming!

Source: International Society for Precision Agriculture (ISPA) (U.S.), Precision Agriculture Research Association (PARA) (U.S.), PrecisionAg Institute (U.S.), SPAA Precision Agriculture (Australia), Press Releases, Magazines, Investor Presentations, Expert Interviews, and MarketsandMarkets Analysis

Customers have precise Datamanagement Requirements



Cross Manufacturer
Data Exchange

Open Interfaces

Automatic Collection
of Data

Easy Data Processing

Easy Evaluation of
Data

Easy Data Access

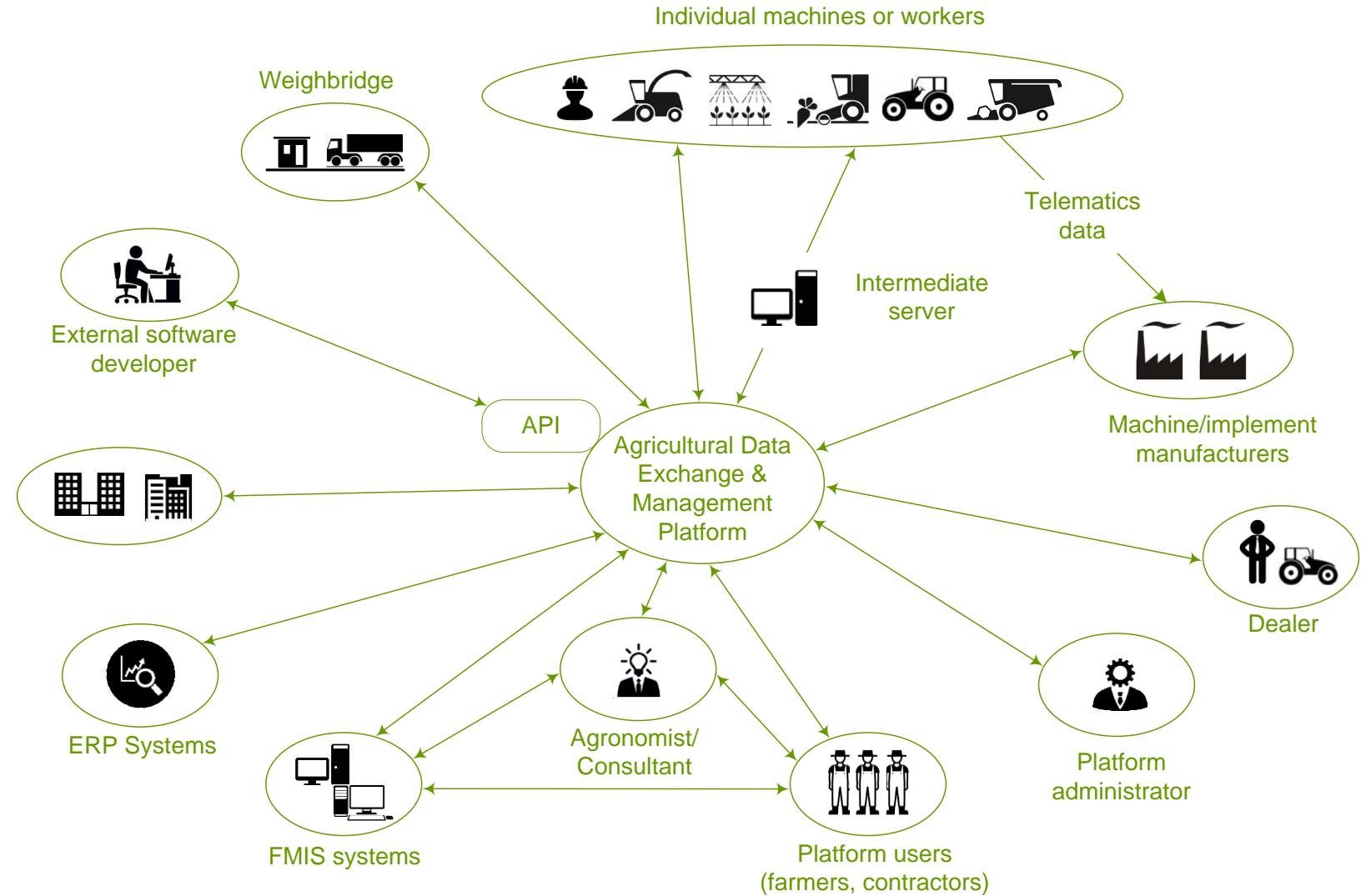
Data Security

Apps for Process
Improvement

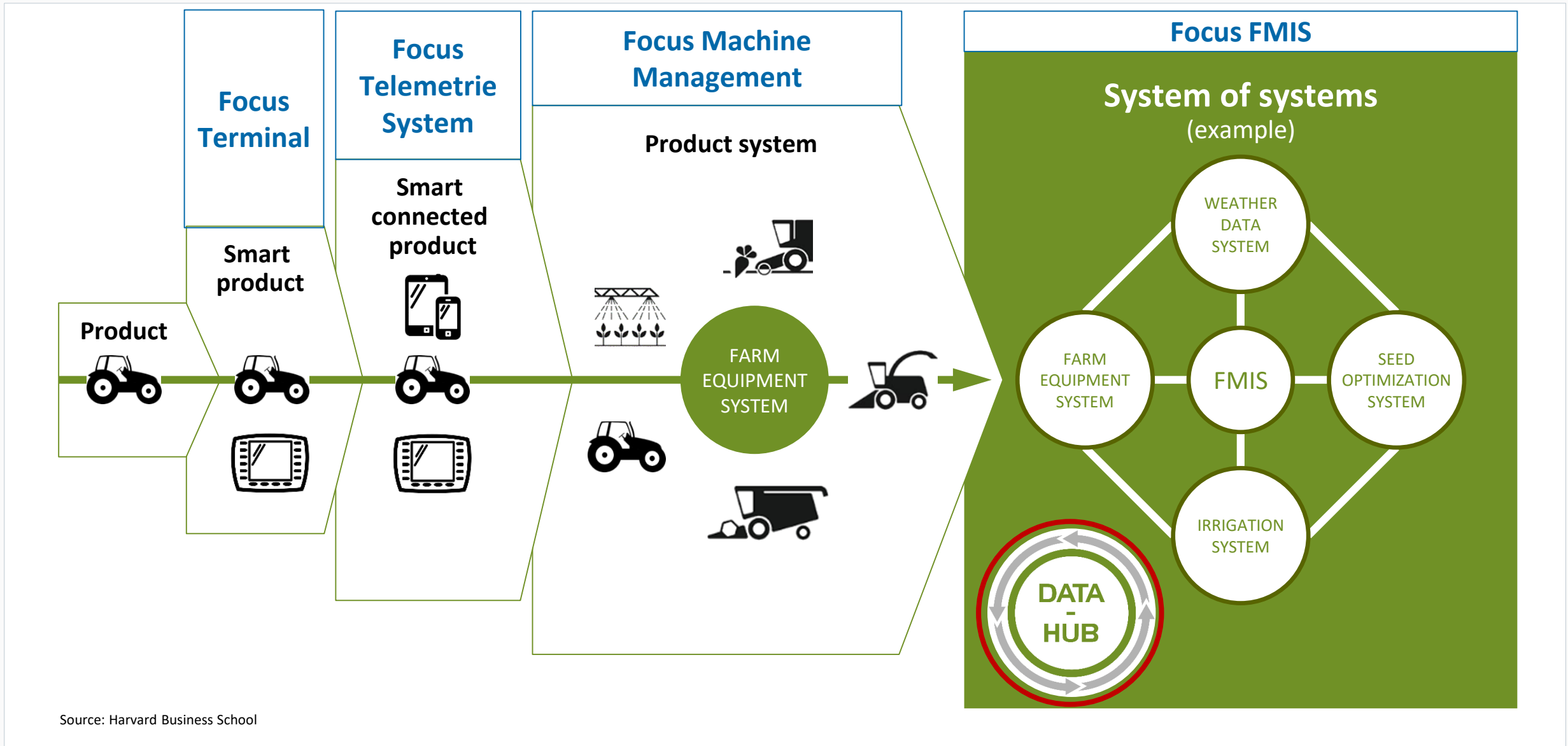
Goal of DKE-Initiative

Goal:

Development of a neutral & crossmanufacturer Data Exchange Platform along the Value Chain



As part of Industry 4.0 developments, agricultural machines are part of a complex ecosphere & will follow the evolution of this ecosphere

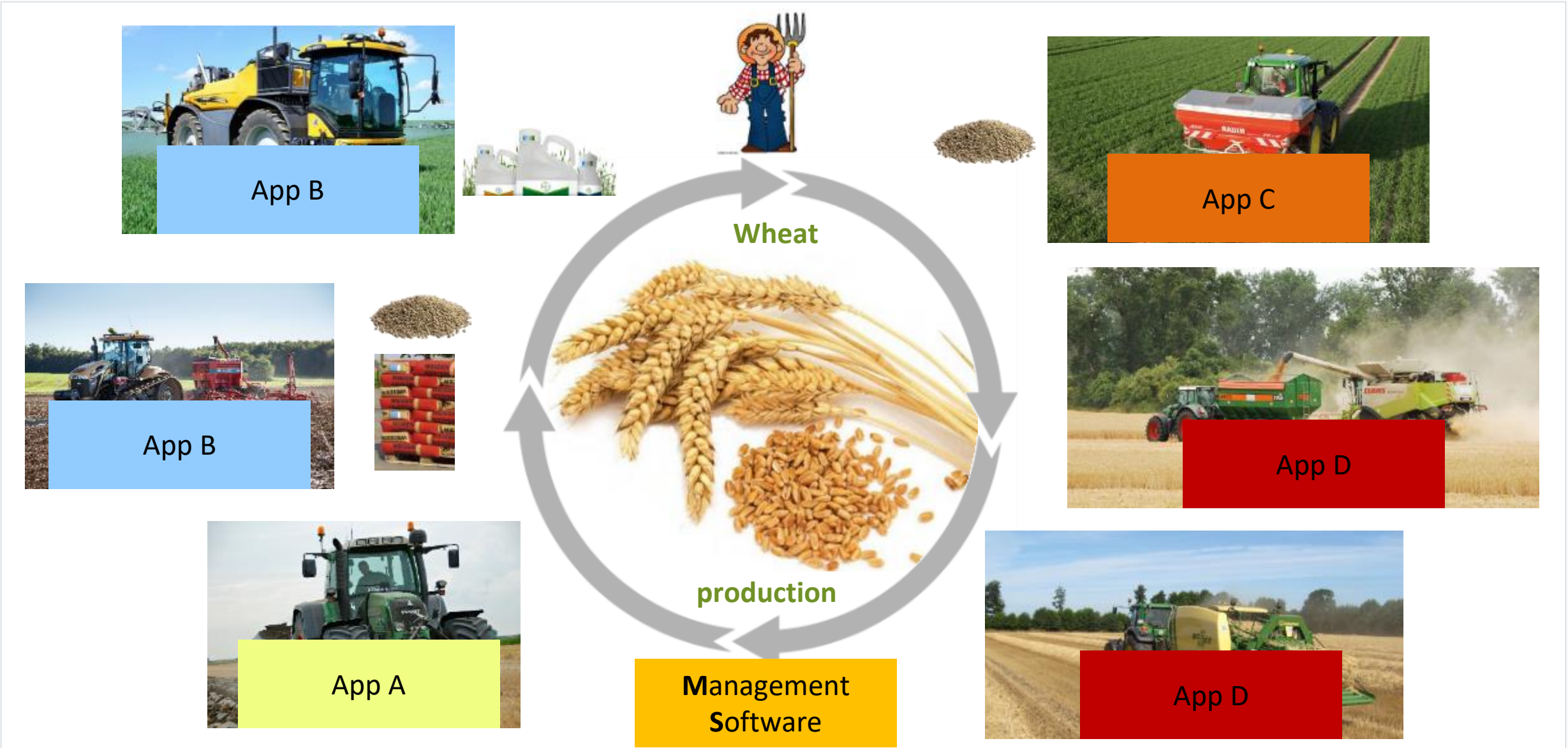


Source: Harvard Business School

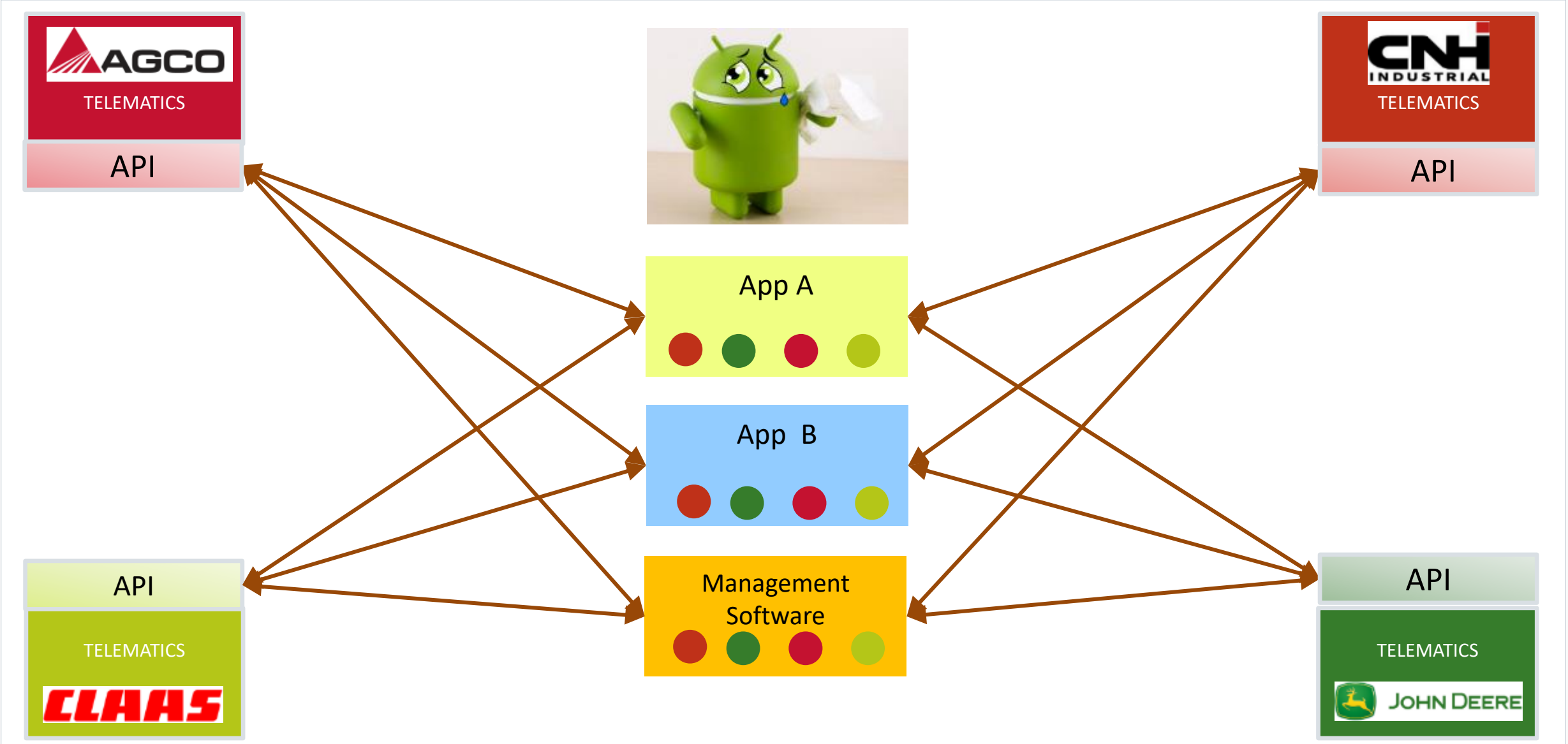
A typical Process on a Farm: Growing Wheat



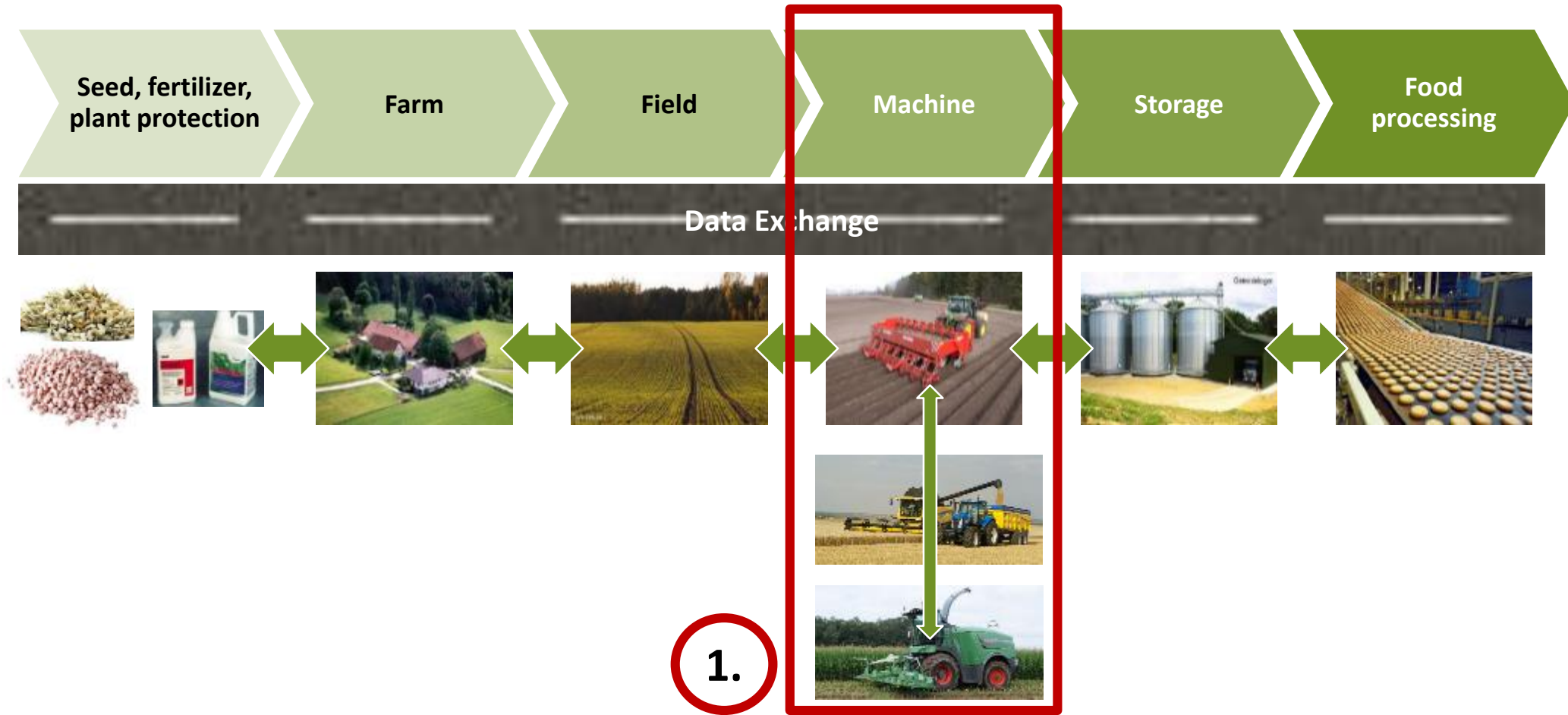
A typical Process on a Farm: Growing Wheat



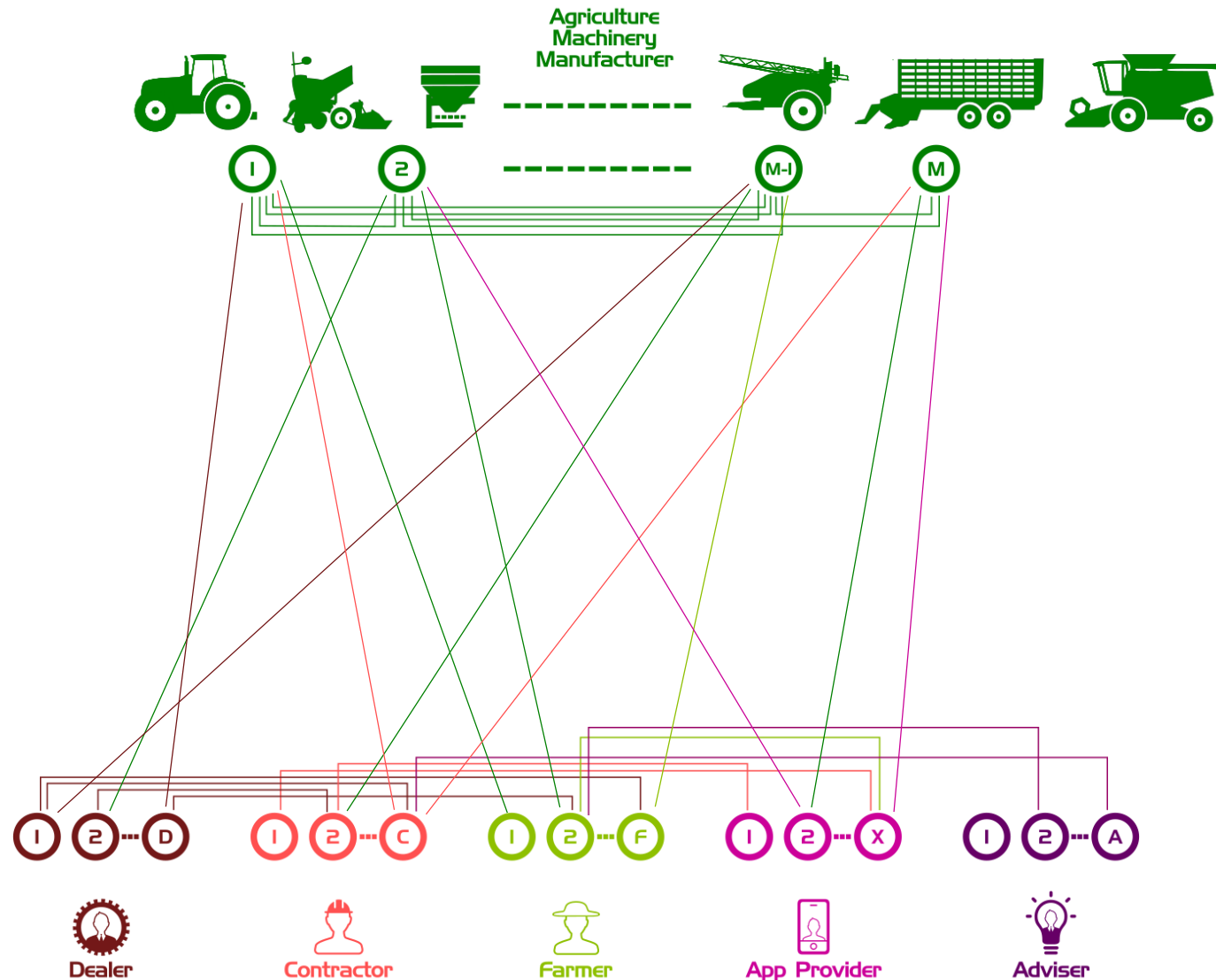
Today's situation is not really satisfying from the Customers and App Provider point of view.



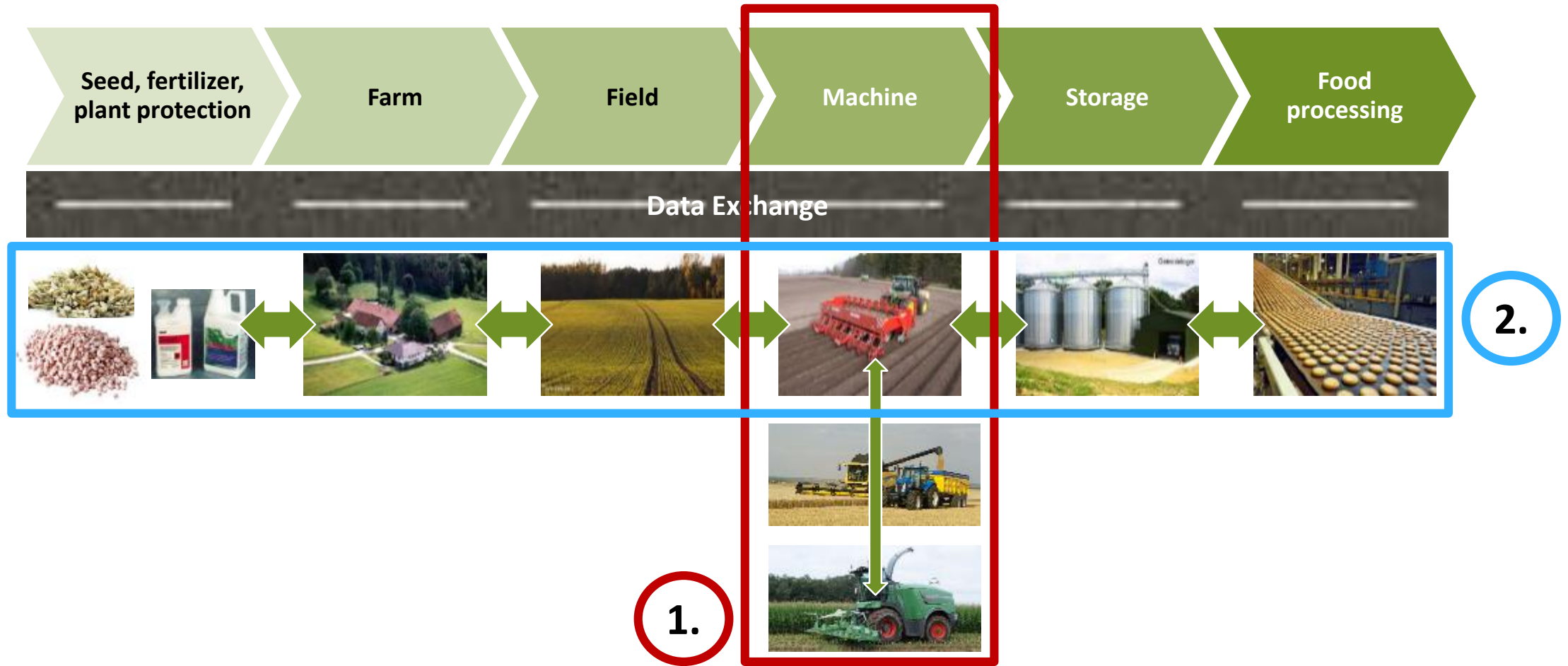
Value Chain: From Seed to Food



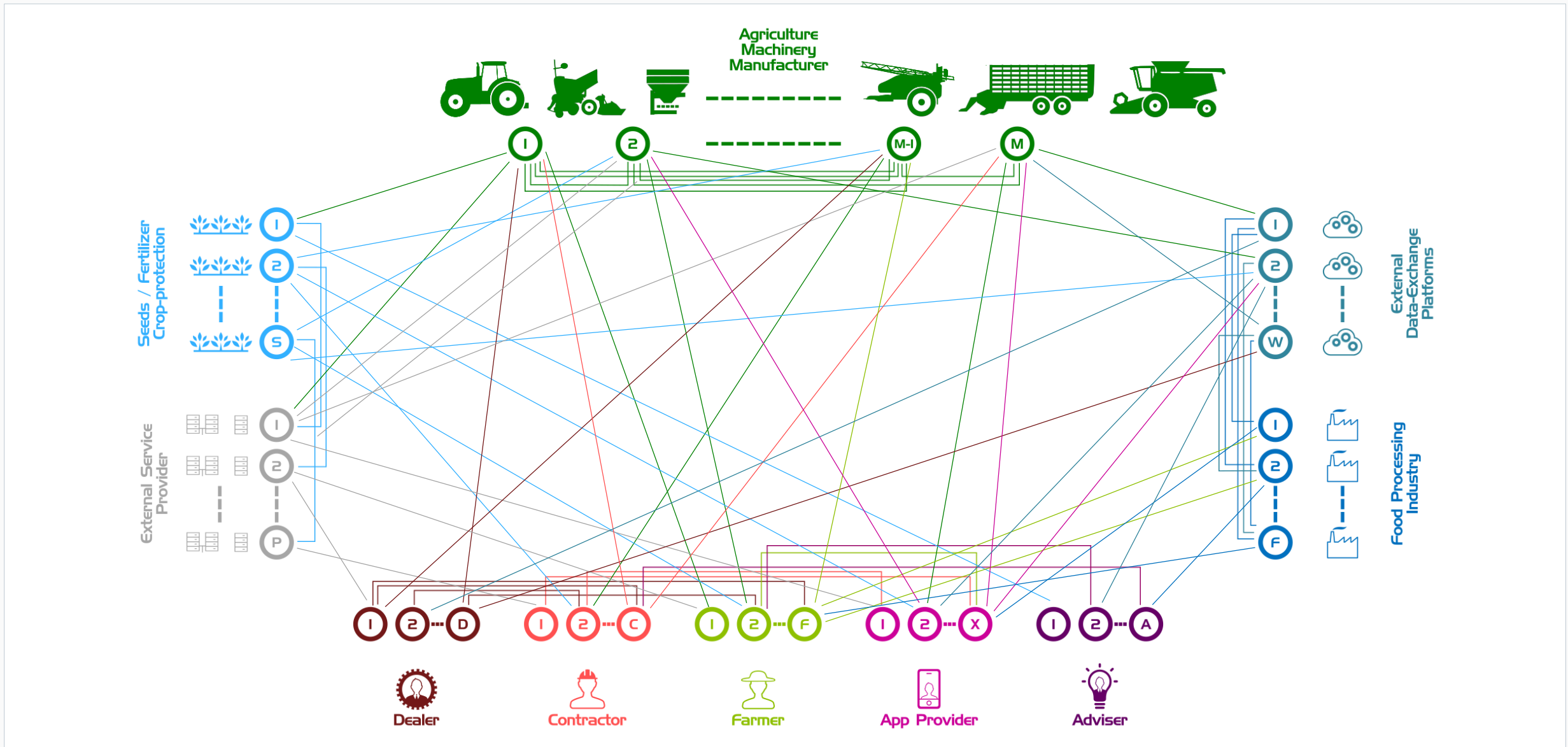
Data Exchange today becoming more & more challenging



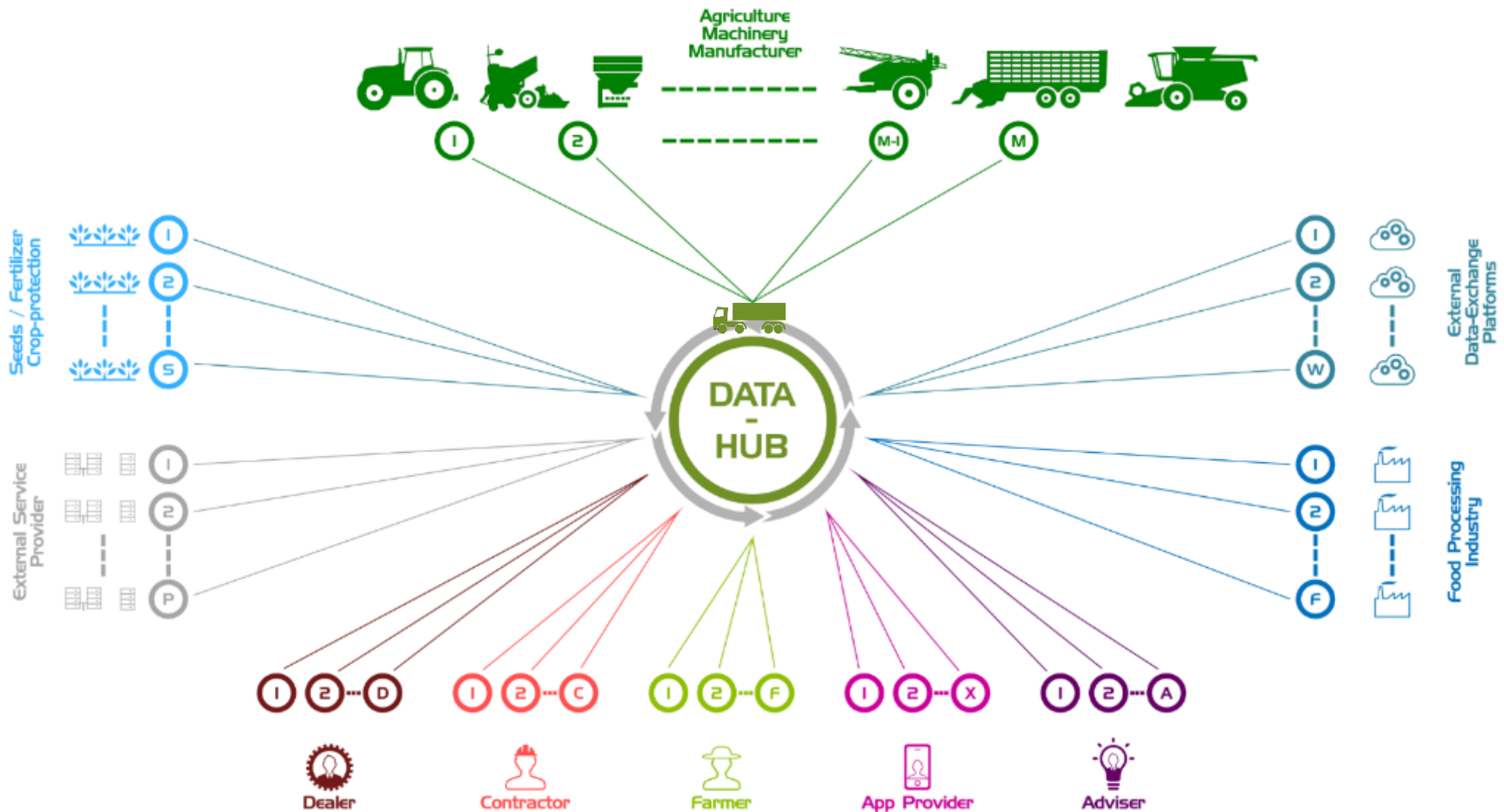
Value Chain: From Seed to Food



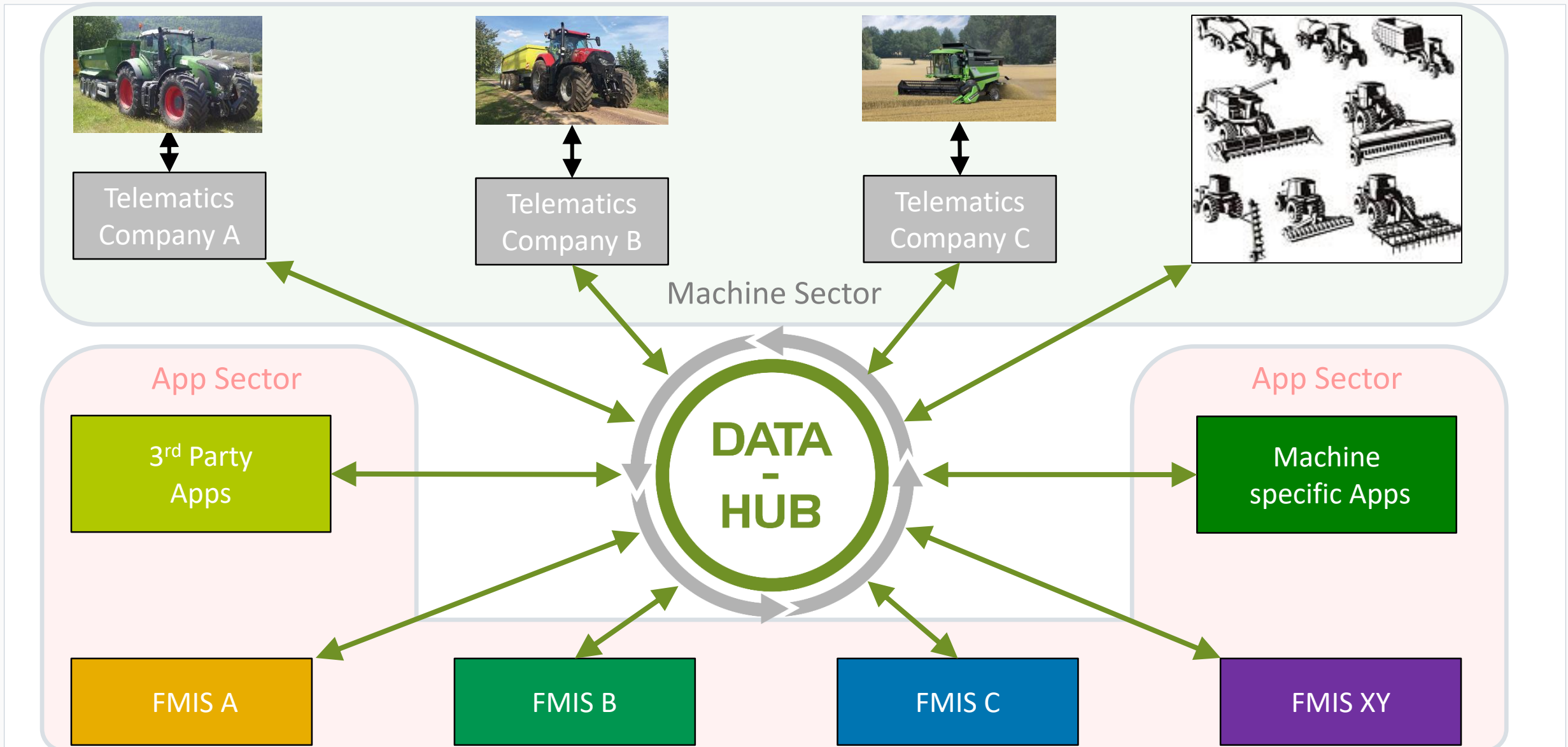
Data Exchange today becoming more & more challenging



Data Exchange with Data Hub will be much more easy



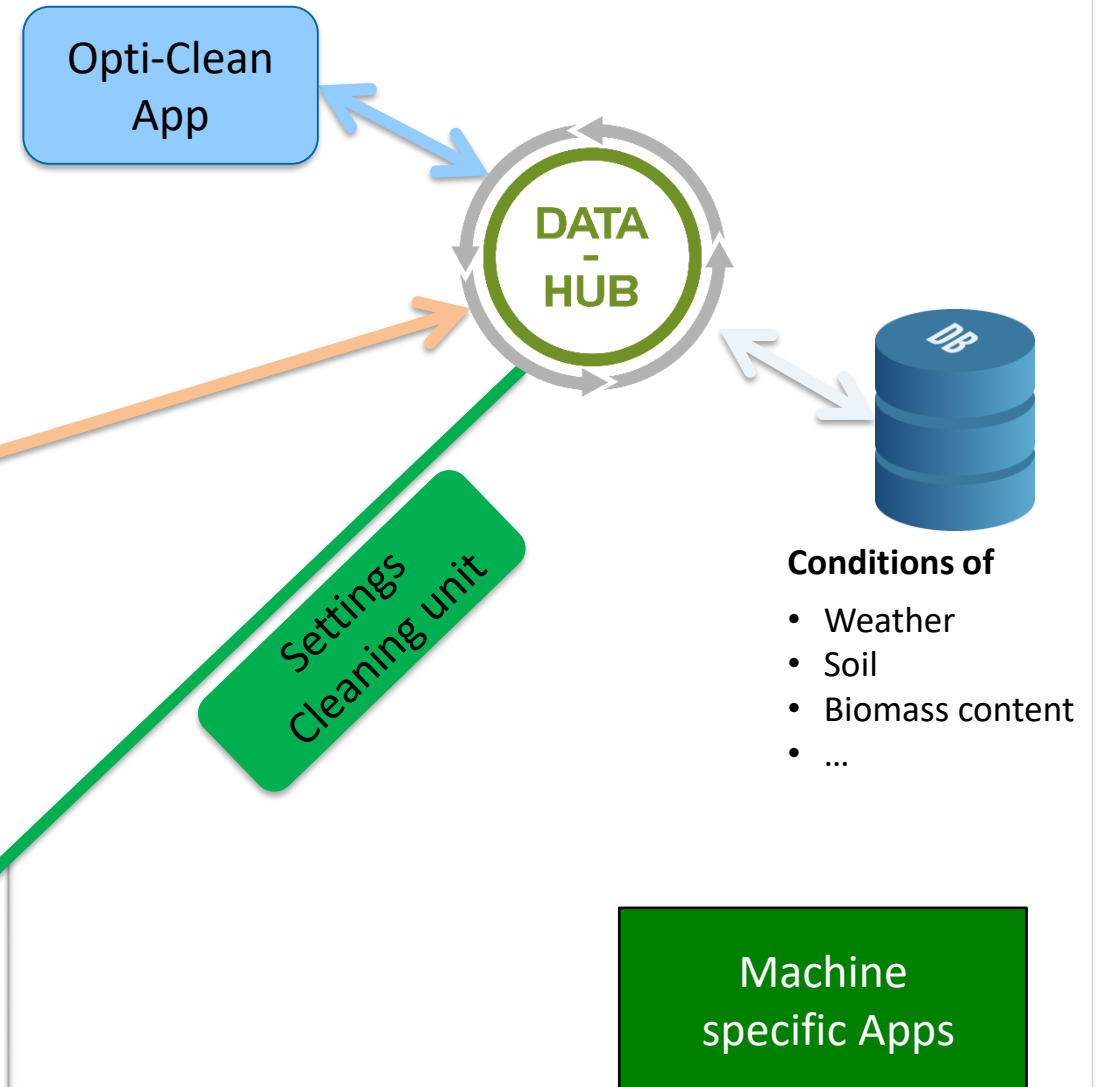
Data-Hub Overview: The main connected market participants

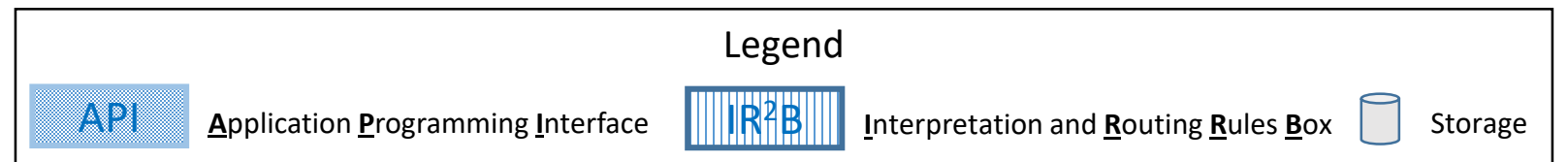
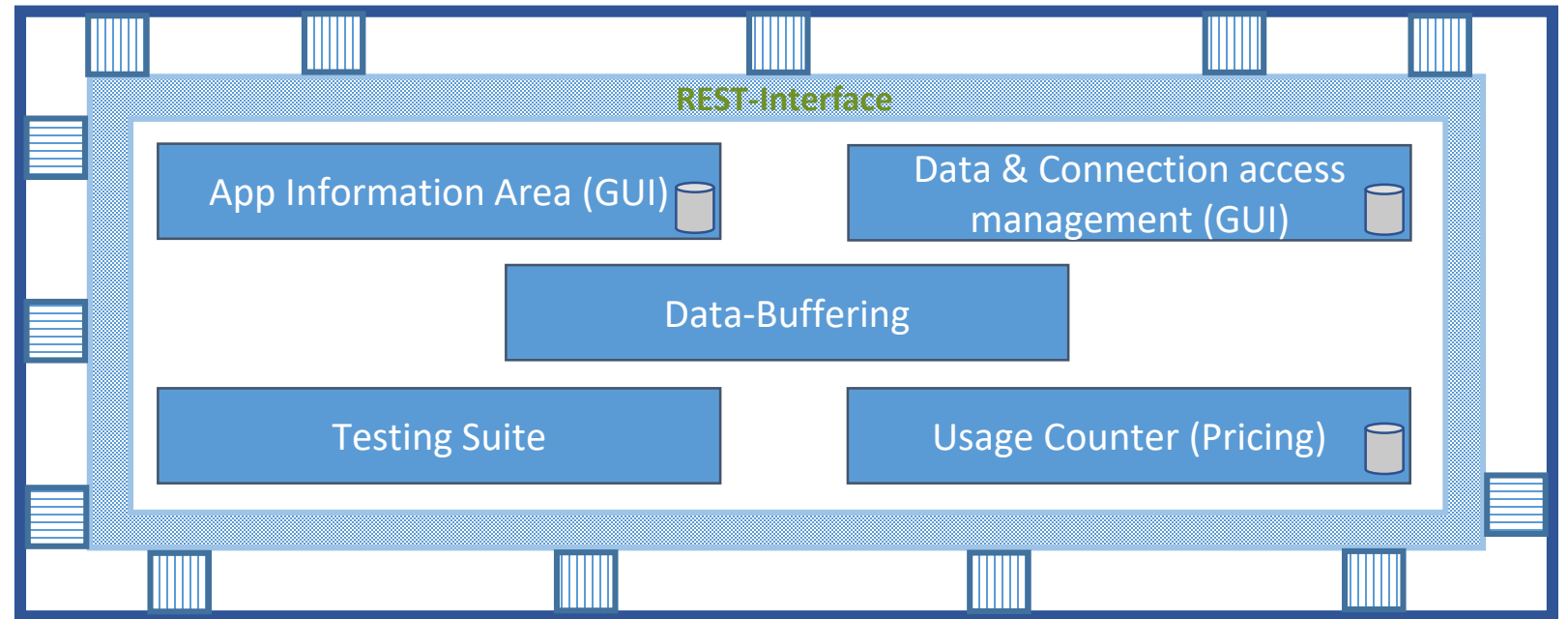


Farming 4.0: What will be possible in the Future?

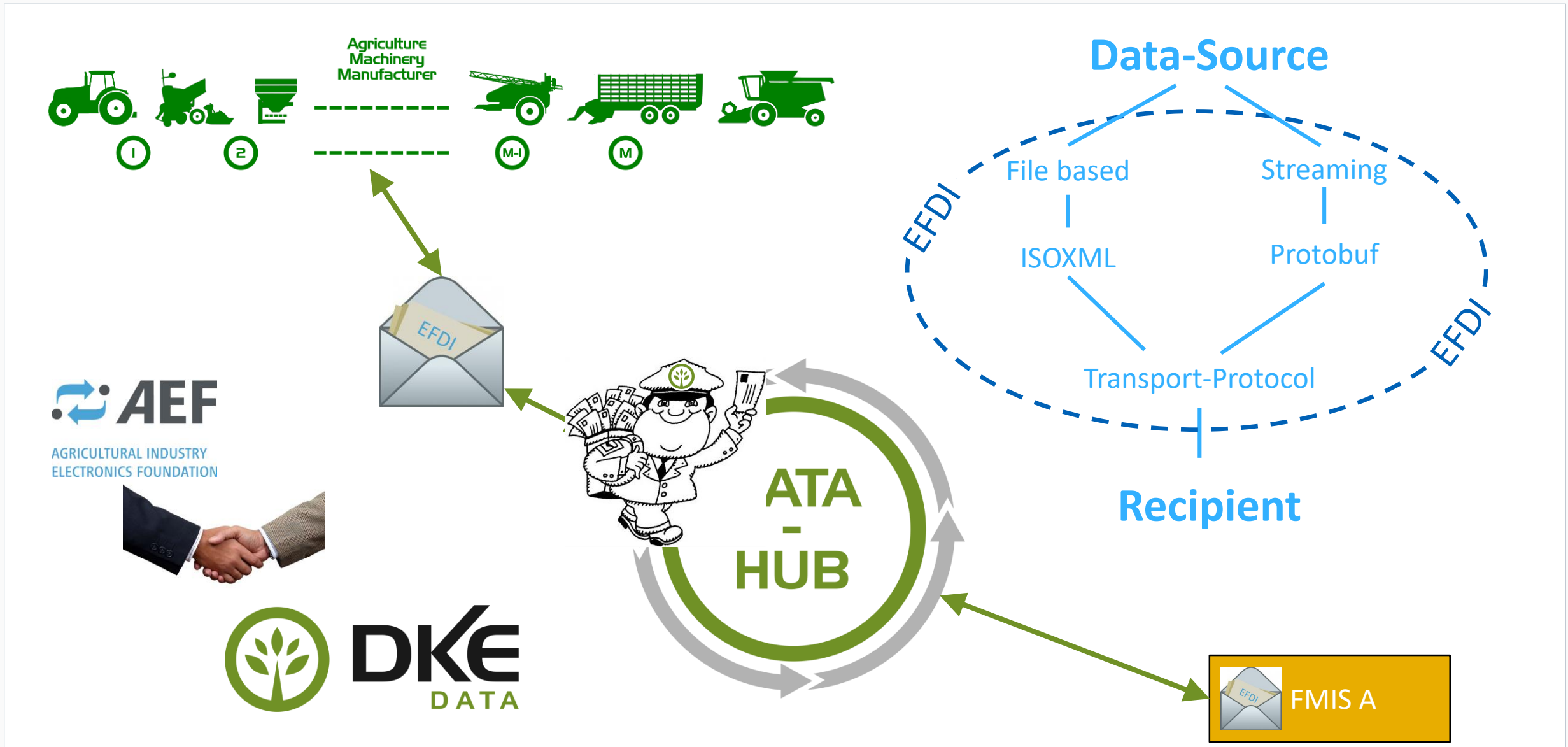
Example: „Opti-Clean App for Potatoe Harvester“

Apps connected to data basis could replace online sensors.





Data-Hub and EFDI (Extended FMIS Data Interface)



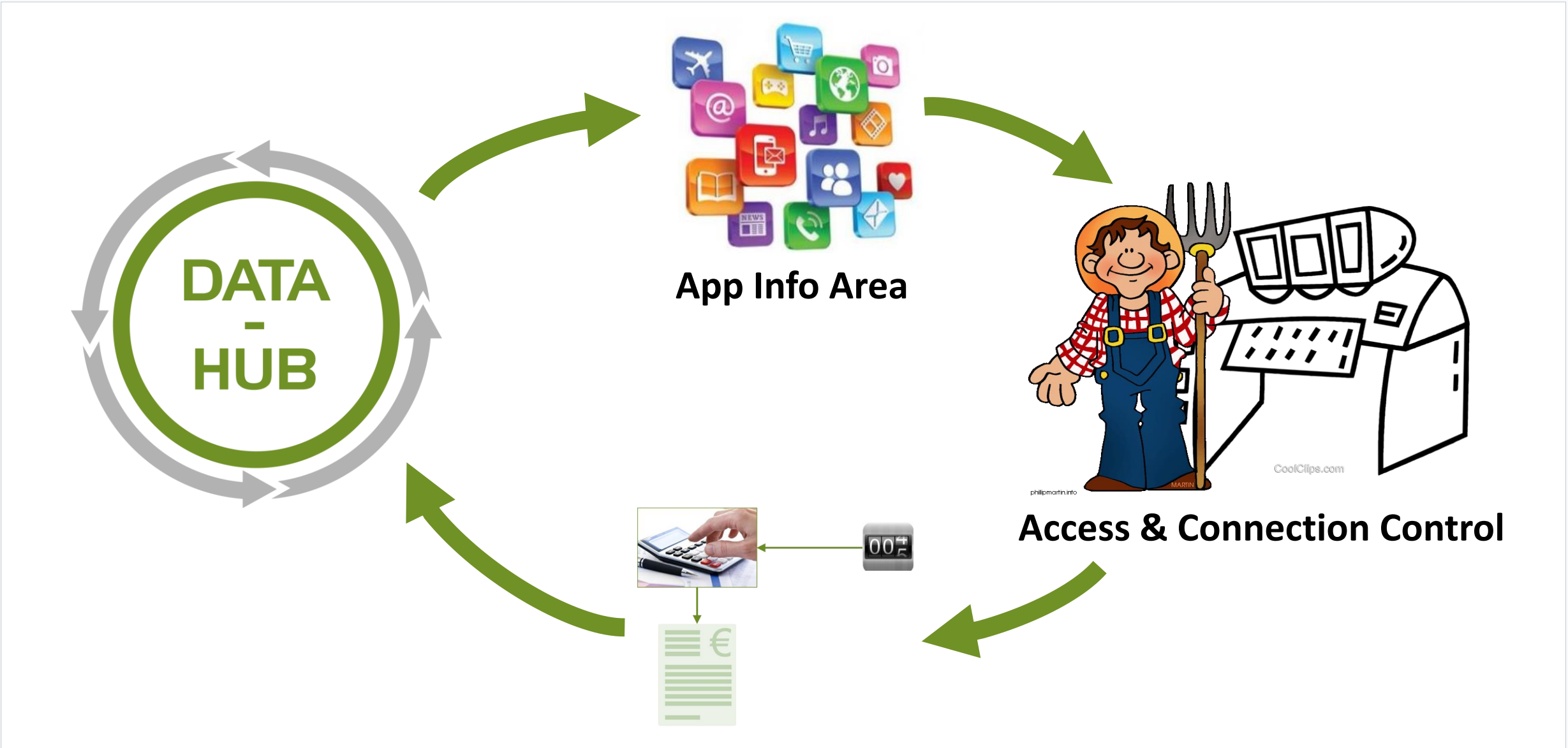
The DataHub business model

Data-Hub use must be paid from App Providers



The user of an app is the purchaser for receiving or sending data.
Machine data will not be transferred to the data hub if no app requires data.

Operation of Data-Hub: The Farmer controls the settings

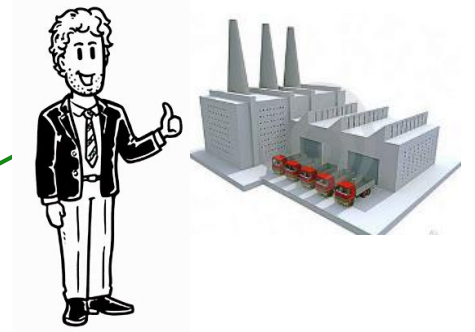




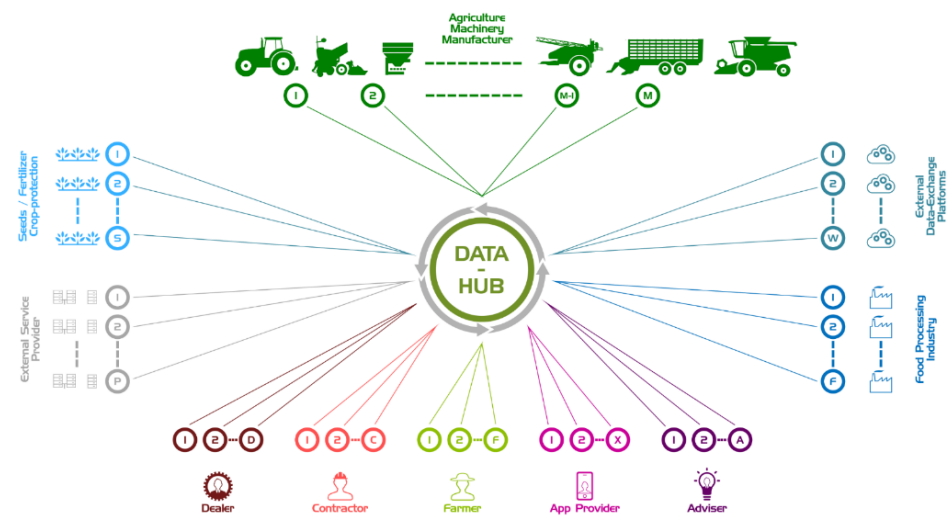
See on www.dke-data.com



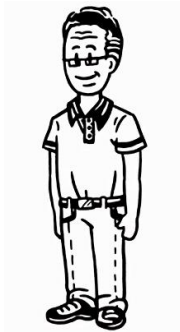
10 Manufacturers will develop and sell a product through the newly founded DKE-Data



The Requirements of the future data management will be fulfilled with the Data Exchange Platform "Data-Hub" and additional software applications



The Data Exchange platform „DATA-Hub“ will become a central element in Farming 4.0



The user can define individually which software applications and machines he combines with his "Data-Hub" account.



Together
WE
Achieve
More

