



AGCO A/S anno 2023

- Uafhængigt Innovations Center
- Interne "kunder" på tværs af alle forretningsenheder i AGCO
- Pt. ca. 95 medarbejdere





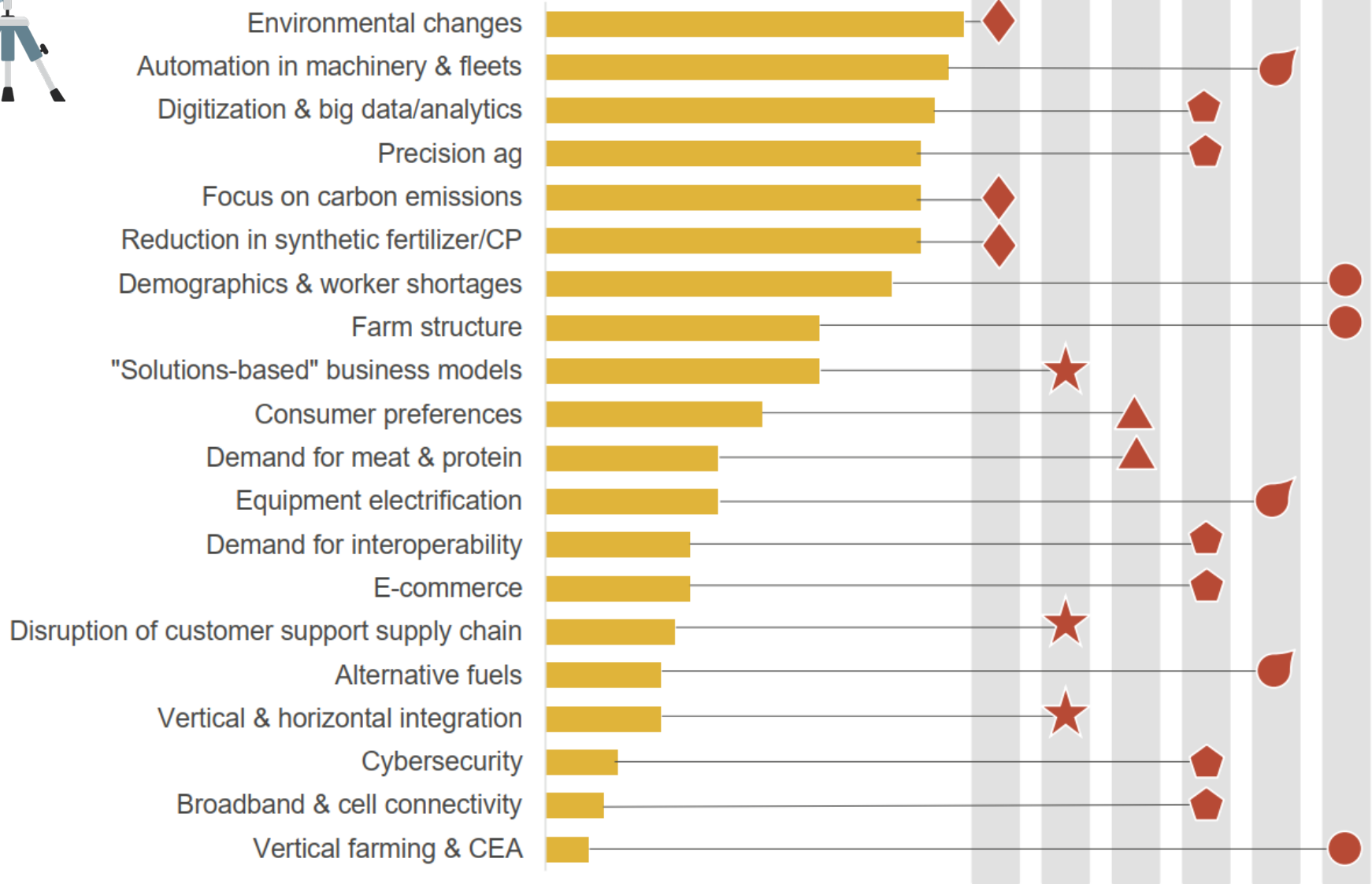
Langsigtet teknologi strategi



Kontinuerlig levering af løsninger



EME Total Trend Weightings (Broadacre + Specialty + Animal Ag + Equipment)



Top 6








- Bæredygtighed (målet)
- Teknologi (midlet)

LEGEND

	REGULATIONS AND SUSTAINABILITY		DATA / DIGITIZATION / TECHNOLOGY
	SHIFTING BUSINESS MODELS		SHIFTING MACHINERY TRENDS
	EXTERNAL / CONSUMER		CAPITAL, LAND, AND FARM OPERATIONS

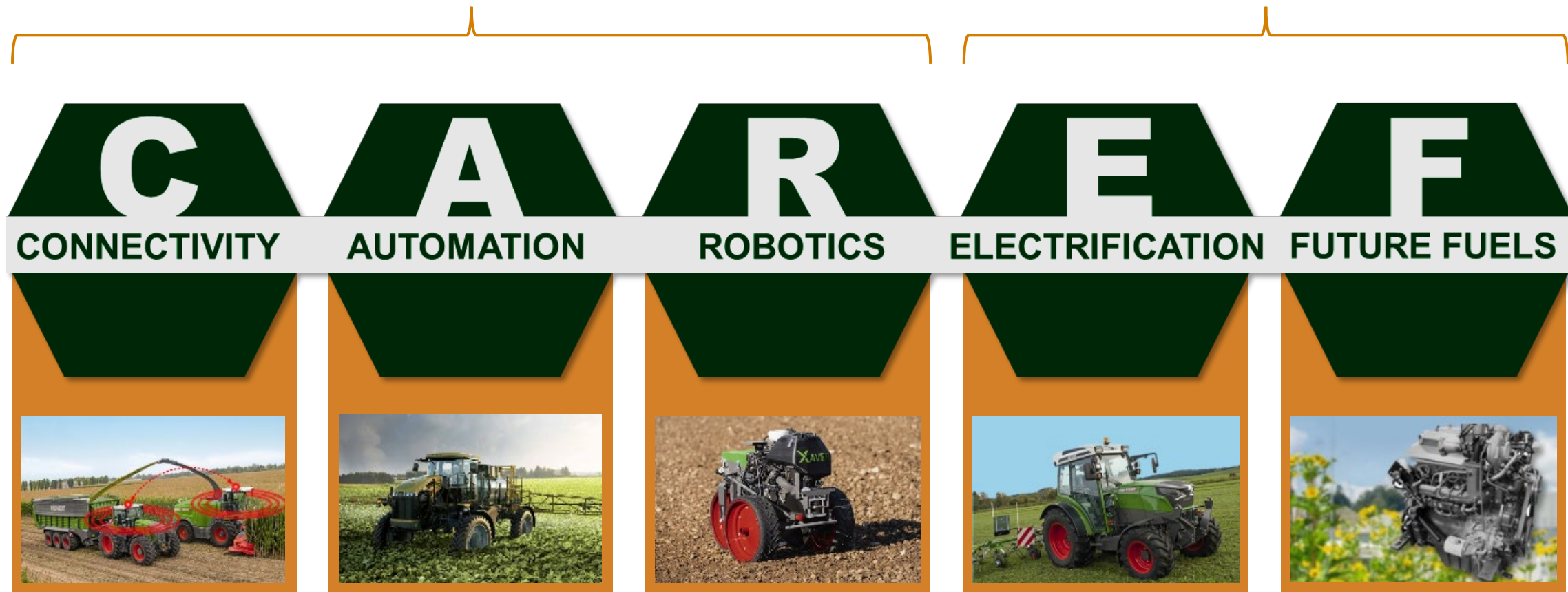
Gennemsnitlige Årlig Vækst i Værdi mod 2035



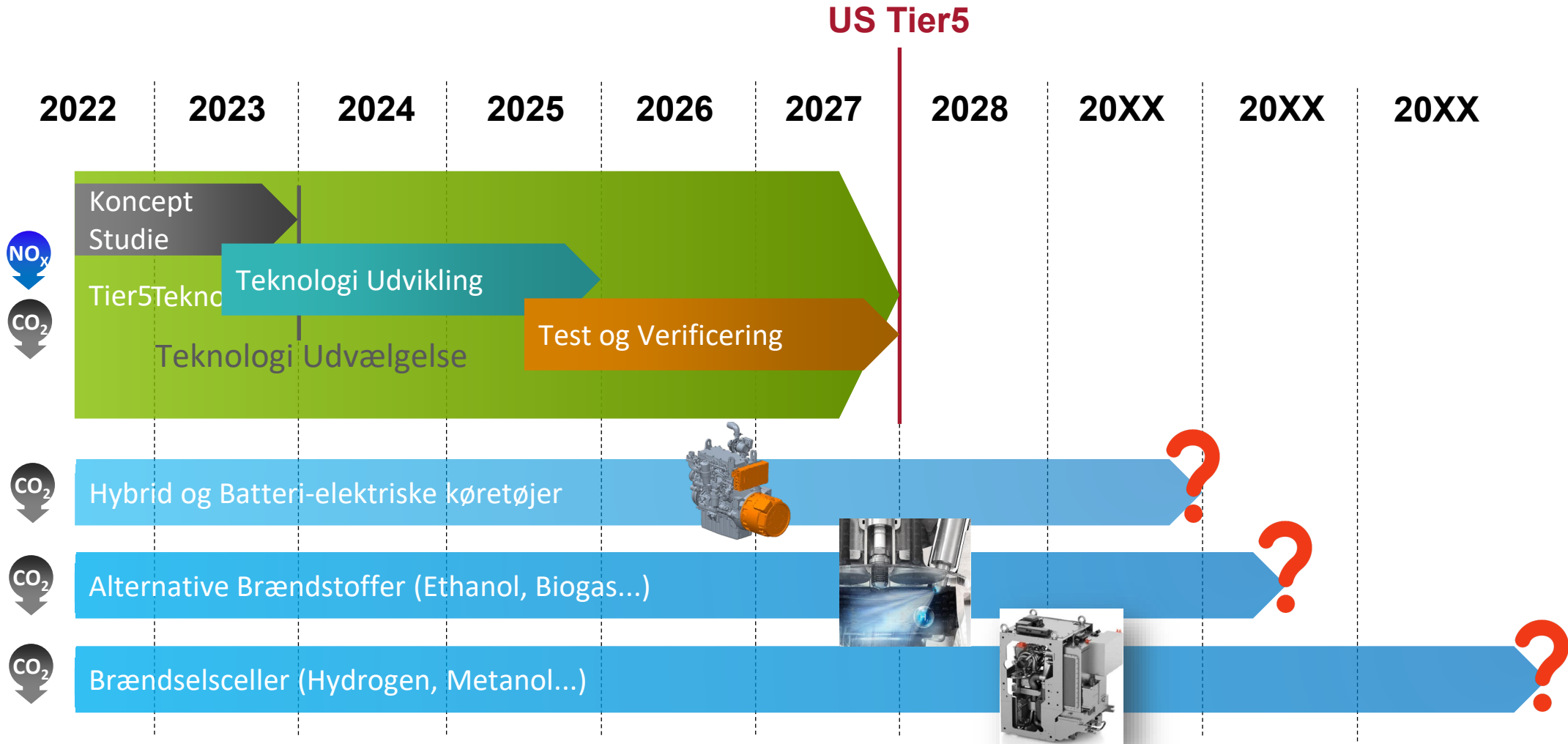
	 Crop Protection	 Equipment	 Farmer Returns	 Fertilizer and Crop Nutrition	 Land	 Other	 Seed
Asia-Pacific and Africa	-1.2%	4.7%	3.2%	0.6%	1.0%	0.3%	1.0%
Europe and Middle East	-3.0%	4.4%	1.9%	-1.8%	2.1%	0.0%	3.1%
North America	-1.1%	5.9%	0.2%	-0.7%	3.3%	0.0%	1.0%
South America	-2.3%	4.8%	4.8%	-0.8%	2.9%	1.3%	1.8%
Global	-1.9%	4.9%	2.5%	-0.7%	2.3%	0.4%	1.7%

Smart Machines

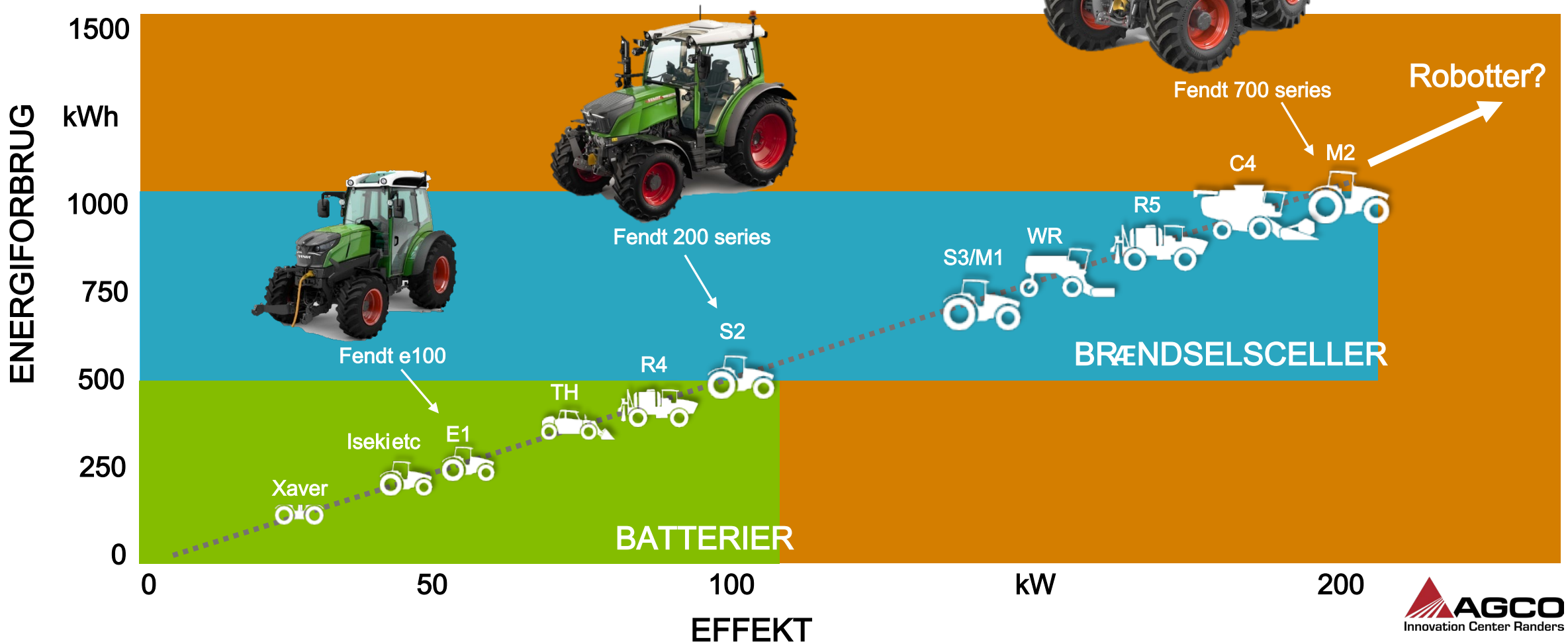
Zero Emissions



Alternativ Energi

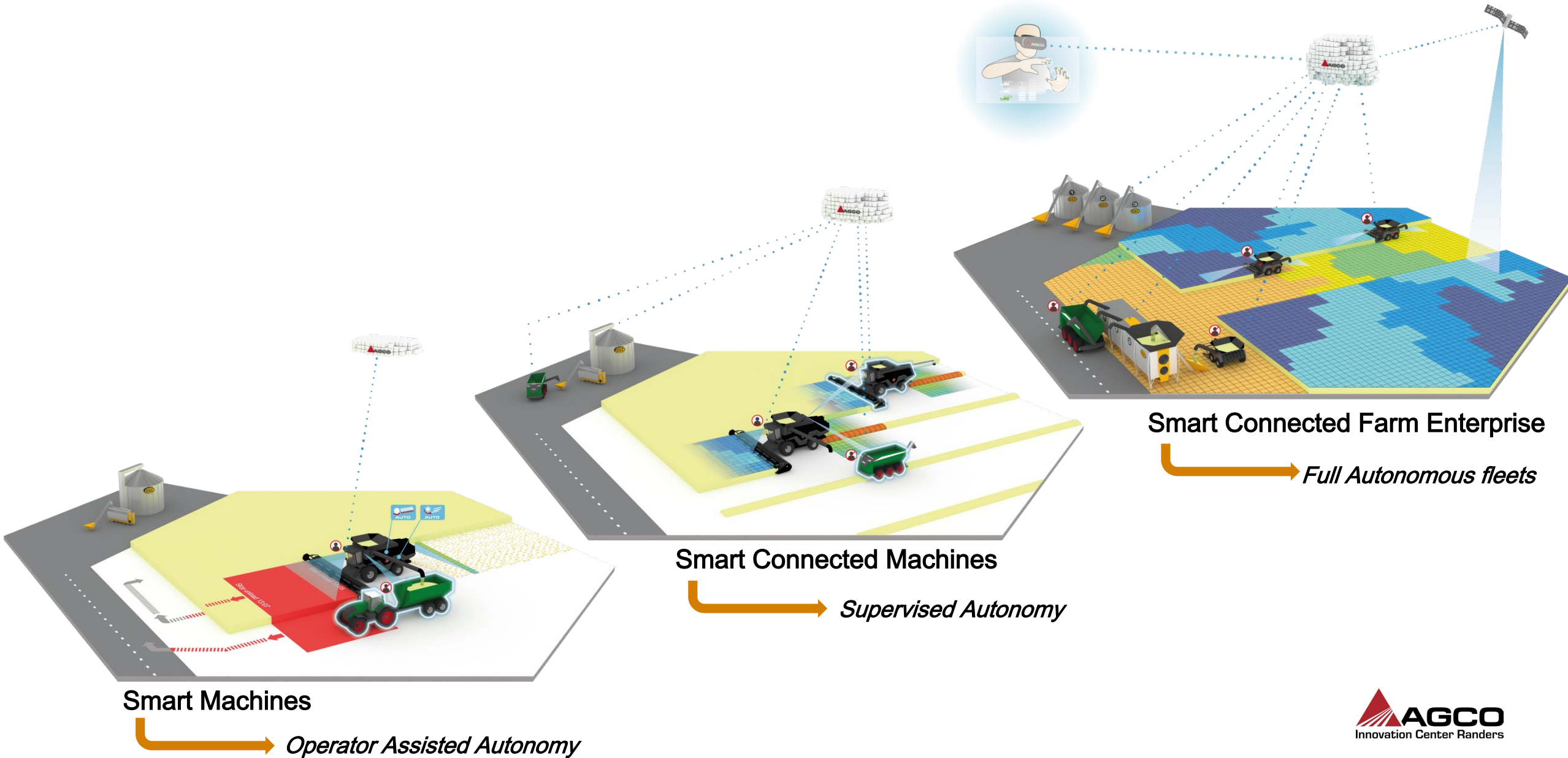


Alternativ Energi



Automation

INNOVATE FARMING, TOGETHER



Smart Machines

Operator Assisted Autonomy

Smart Connected Machines

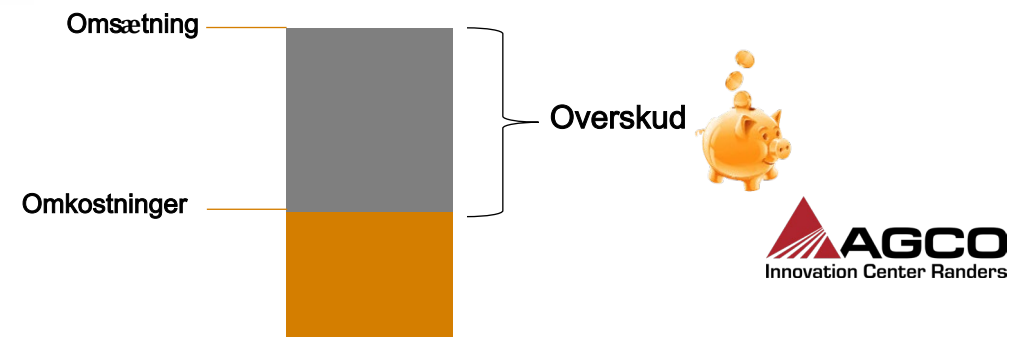
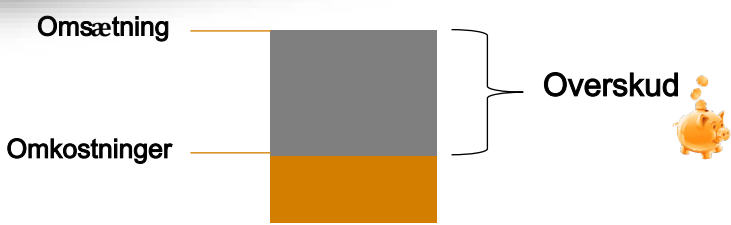
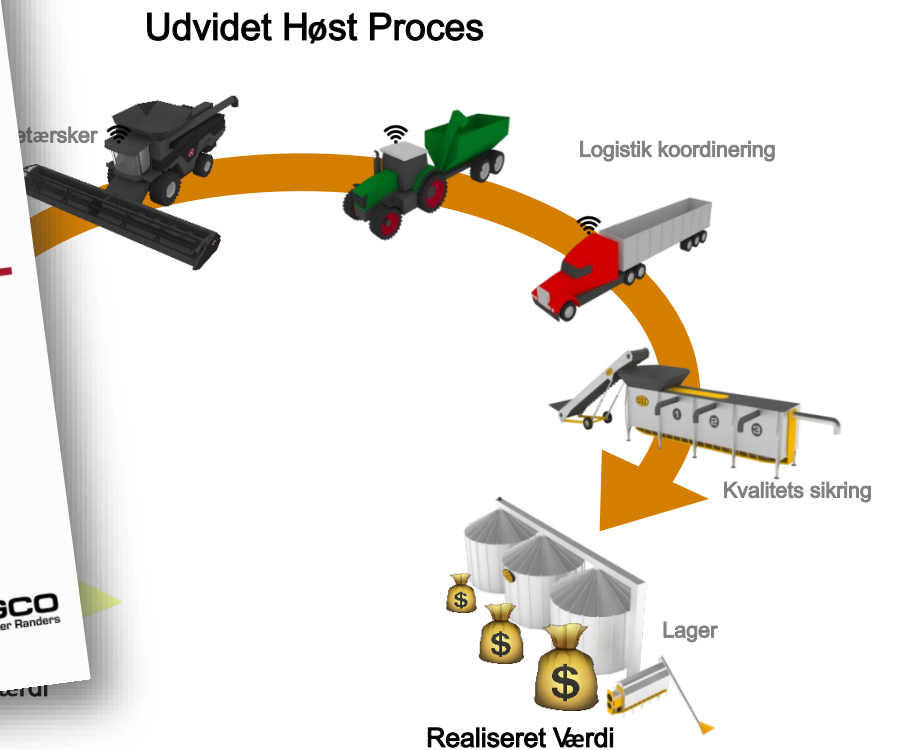
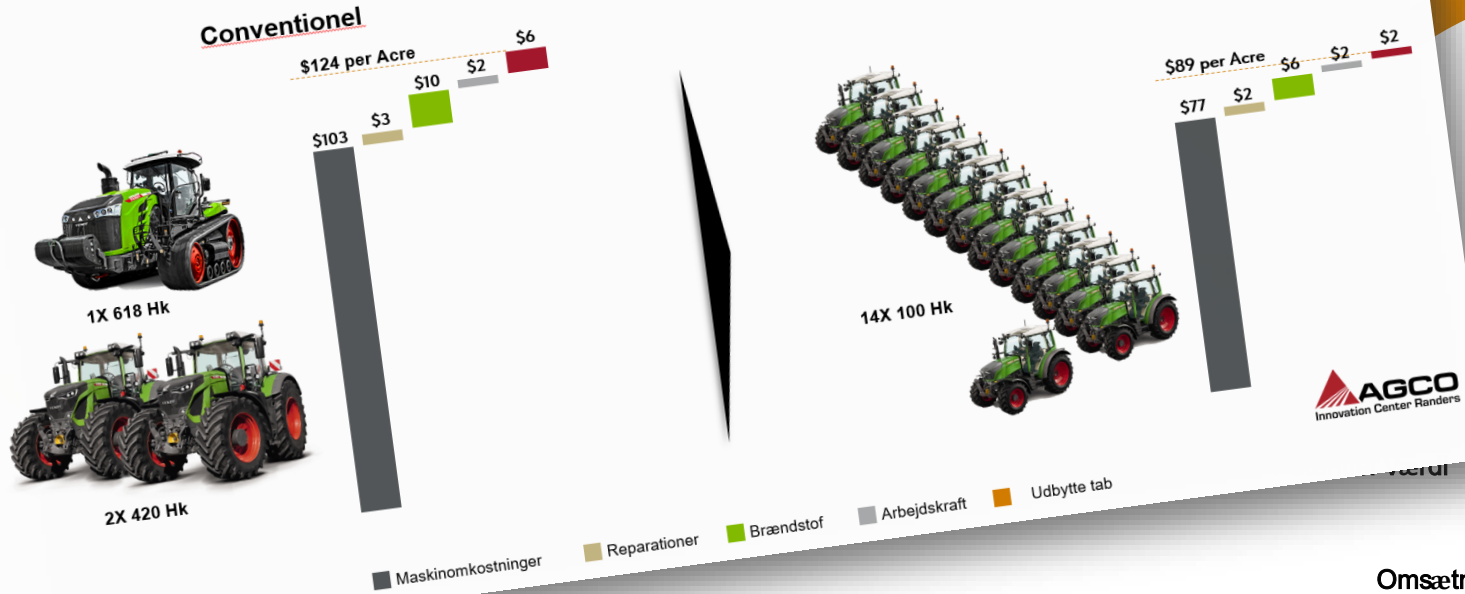
Supervised Autonomy

Smart Connected Farm Enterprise

Full Autonomous fleets

Optimering af mark operation

Fra 3 stortraktorer til 14 førerløse små traktorer =20-30% besparelse på totale drift omkostninger



Optimering af mark operation

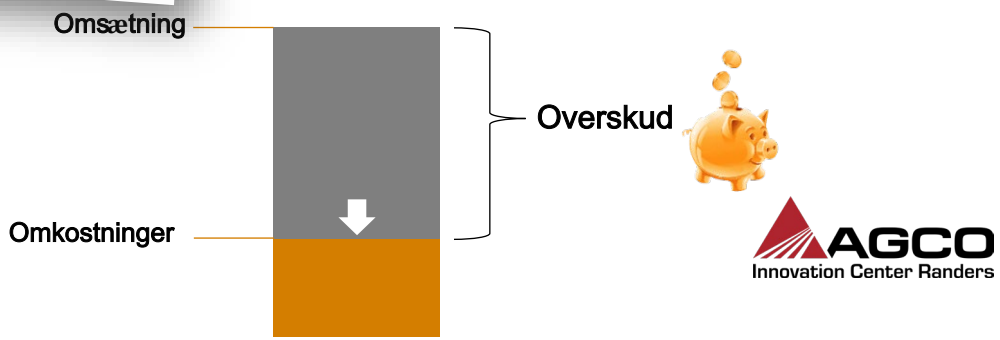
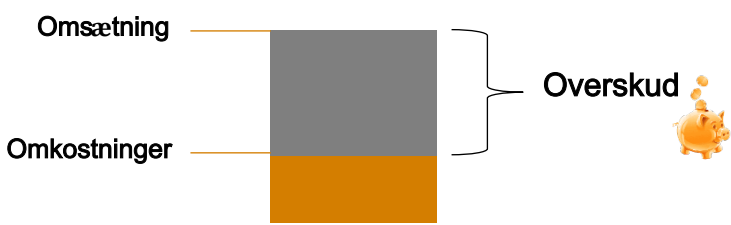
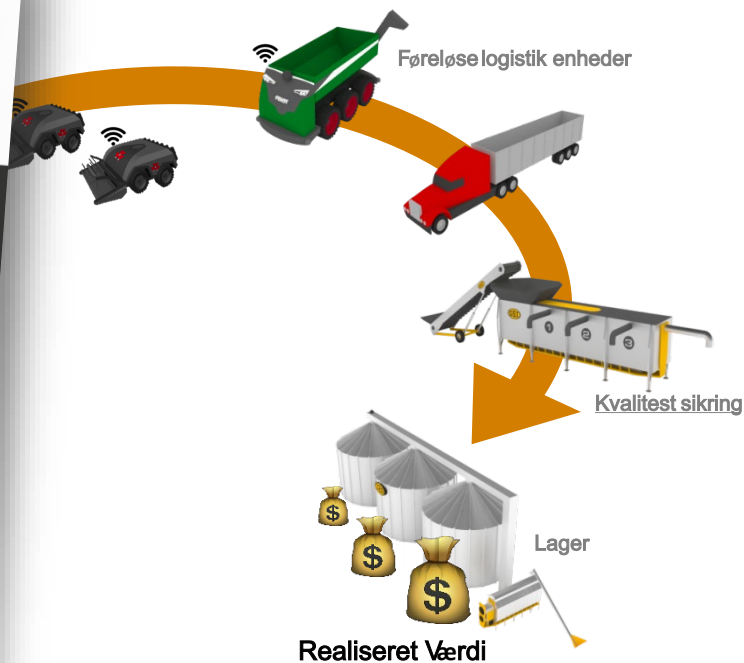
Gennemsnitlige Vækst i Værdi mellem 2023 og 2035

1 2

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Potentiel Værdi Realiseret Værdi

Udvidet Høst Proces



Will your farm look like this in 2000?

The trend continues — more automation, faster production, earlier crop varieties. Pause for a moment in your day-to-day chores: is this what you see in just 30 years' time? One thing's for sure — the back-breaking, hard-sweat jobs won't be done by the manager-of-the-future.

Three-dimensional colour television in every farm office. . . automatic tractors. . . plastic domes over acres of cropland. . .
 These are some of the amazing developments ahead in 2000AD. Ford Motor Company quizzed ag experts across the world on the future of farming.
 It discovered an almost unbelievable agriculture, using a bewildering range of management and production techniques.
 This agriculture is just 30 years away. If the experts are right, it could come in your lifetime.
 "The efficient farmer of the year 2000 will be a super-breed of

farmer," declares Ralph Cudmore, general manager of Ford of Canada.
 "The heart of his operation will be a control centre equipped with a wide array of electronic wizardry to help him produce crops two to five times more abundantly than today."
 Imagine yourself as one of the next century's farmers.
 Your farm office will be a business control centre equipped with closed circuit television sets, data telephones, 3-D TV and direct microwave circuits.
 You'll need all these electronic devices to bring you the information you must have to manage a

The farm management centre

1 Here's the cab of your future tractor, equipped with closed-circuit television, coffee-maker and sink.
 2 This is your 21st-Century farm — a \$1-million investment, although you'll own only one third, with \$300,000 gross sales a year.
 3 Huge steel-framed domes will cover high-value crops for precise environment control.
 4 Space ships will spot insect and disease buildup long before they infect your crops.
 5 Farmers will fertilize the air with carbon dioxide to boost yields of specially-bred crop varieties.
 6 Next century's farmer will receive daily weather reports, market analyses in his farm control centre.



2000?

\$1-million business—daily and long-range weather analyses, market figures, and research findings.
 And you'll have special receivers to make printed copies of all this material.
 Then you'll have a personal computer to aid day-to-day decisions, and a direct link to huge memory computers for tougher decisions.
 And what will you manage? You'll have a farm grossing \$300,000 or so each year, netting about \$30,000.

You'll manage crops giving more than triple the present yields—500 bushels of corn, 175 bushels of soybeans, 30 tons of forage, 300 bushels of wheat per acre.

Cows will yield 30,000 pounds of milk each lactation, new techniques will allow a cow more than 1,000 calves in her lifetime, beef animals will reach 1,000 pounds at 10 months.

The machines and buildings to help get these yields boggle the 20th-Century mind. You'll drive electrically powered tractors with mobile cabs.

But the cab will be nothing like today's cab—it'll be air-conditioned, with coffee maker, maybe even a washup sink.

Massive planting units will precision-seed at 10 or 20 miles per hour. Some tractors will run automatically. Hovercrafts will spray your crops, and booms will plough your fields.

This picture of the next century is perhaps a frightening one—but there's no denying it's an exciting one.

But frightening or exciting, it's coming. Our challenge is to adjust to it.



Farm operations affected, too

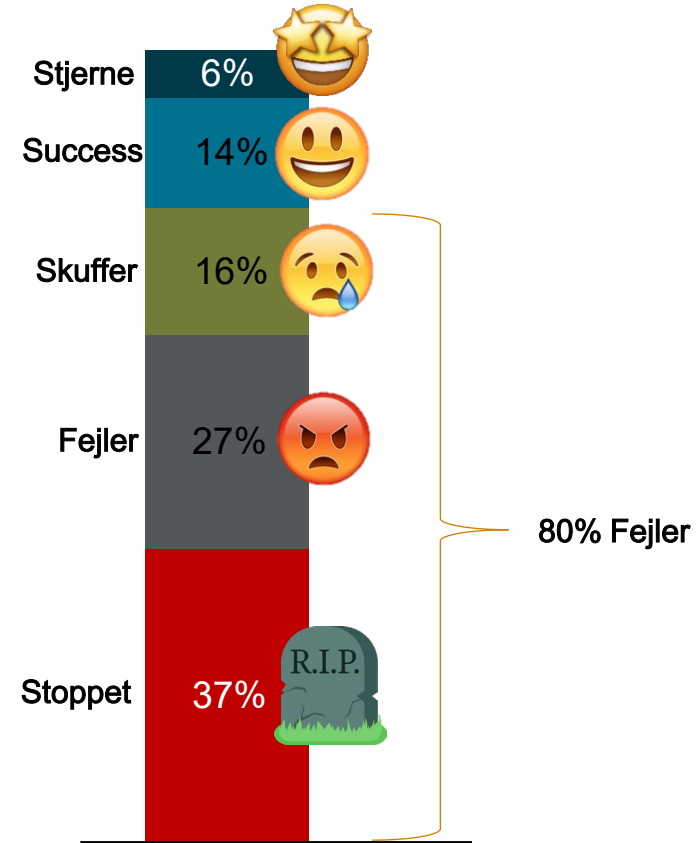
1/You'll grow livestock in fully-controlled environments, maybe like this high-rise structure, with different animals at different levels.
 2/You may do some field work with this bridge-like machine. Work units travel along the bridge.
 3/Self-propelled planters will speed along at 20 mph.
 4/Fabulous machines with electronic eyes and computerized fingers will pick, sort and package crops.
 5/The cab on this tractor can move front or back for maximum visibility.
 6/Some machines will harvest and cultivate in one operation.
 7/Engineers have already developed hovercraft for some spraying jobs.
 8/It's possible that power will be supplied through each row unit, allowing enormous widths.



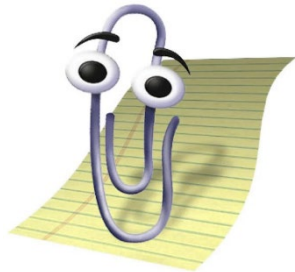
Why The Failure

- 80% af alle produkter fejler
- Størstedelen fejler fordi præmissen for produktet er

Produkt Statistik 1 år 24.543 Nye Produkter



Source: Nilsen Norman Group

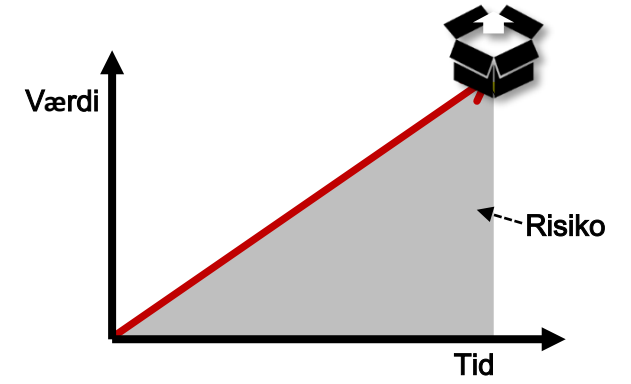
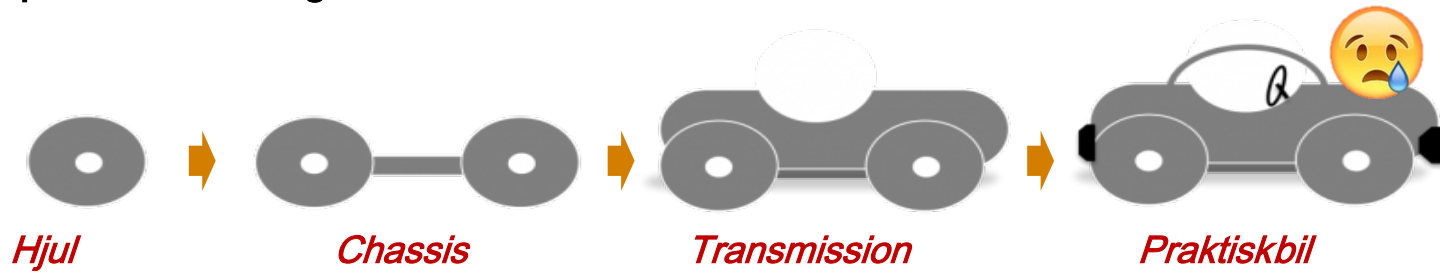


Google wave

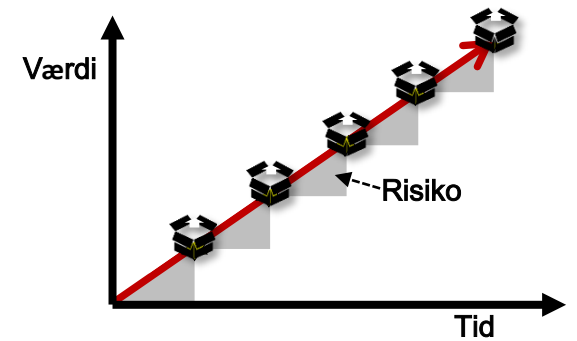
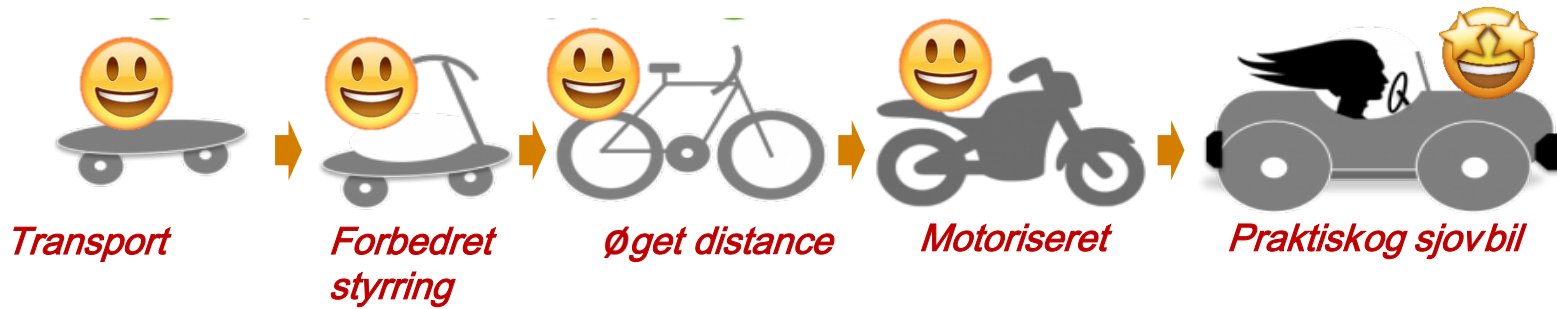


Think Big- Start Small

Teknologi-dreven produktudvikling



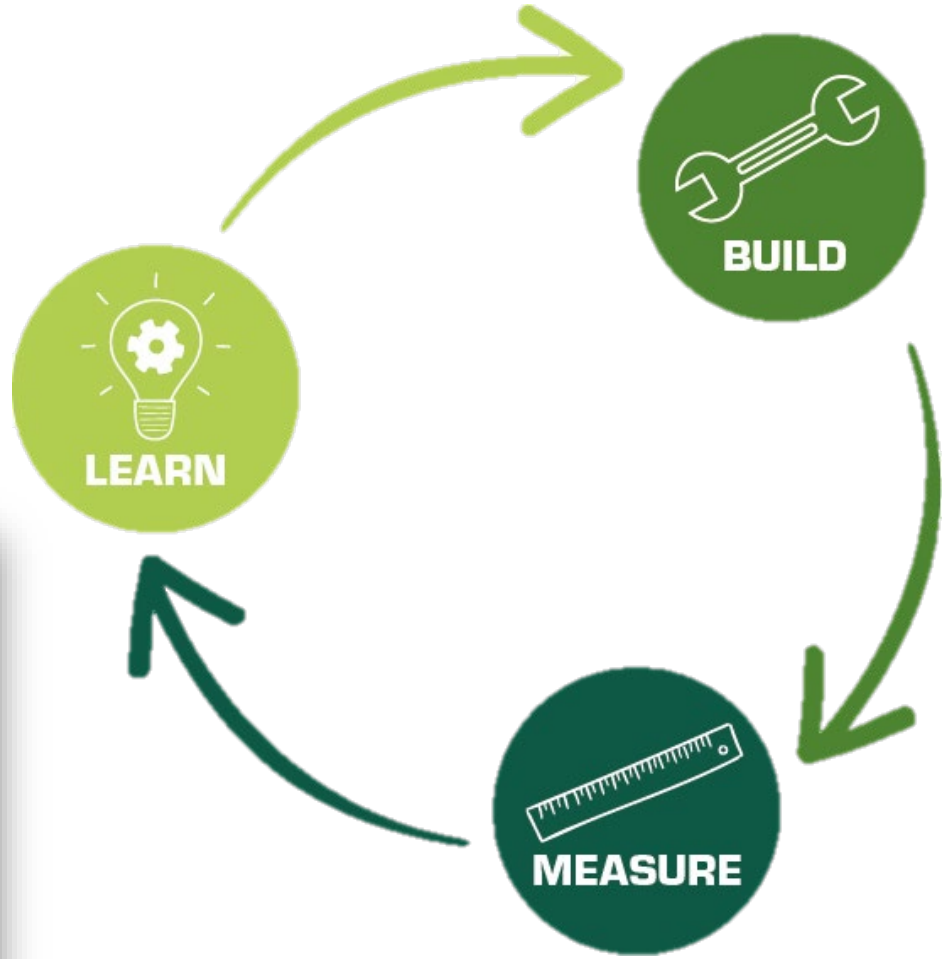
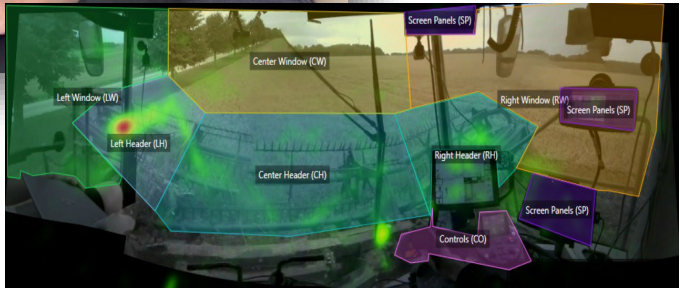
Bruger-dreven produktudvikling



Bruger-dreven Produktudvikling

Meninger → **Data** ✓

- User Experience designere arbejder side om side med ingeniørerne
- Netværk med 300+ landmænd
- Bruger inputs gennem alle faser af produkt udviklingen
- Biosensorer for Adfærdsanalyse



INNOVATE



FARMING

TOGETHER

