

RANCH SYSTEMS



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TECHNOLOGY

Before you become too entranced with gorgeous gadgets and mesmerizing video displays, let me remind you that information is not knowledge, knowledge is not wisdom, and wisdom is not foresight. Each grows out of the other, and we need them all.

Arthur C. Clarke (1917-2008) Author



PROBLEM

MOTHER NATURE

Agriculture is at the mercy of the environment. Variability from year to year can not be controlled.

COSTS

Agriculture markets are global. Managing costs are an ongoing challenge.

FINANCIALS

Funding institutions, processors, export contracts, etc. are all looking for data to validate and support future commitments.

CUSTOMERS

Marketing is driving a messaging to fill a perceived requirement from consumers forcing a traceability chain.

REGULATORY

Agriculture is faced with more and more regulatory challenges.

Data is both the defense and the offense strategy.

WATER MANAGEMENT

Constraints from water availability, water quality and government regulation.

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SOLUTION

CLOSE THE GAP

Technology documents events and actions required in today's production agriculture.

COST SAVINGS

Refining crop inputs,
managing labor, maximizing
equipment, water
management and risk
mitigation.

TARGET AUDIENCE

Growers, consultants, processors, consumers, regulators, water management institutions, financial and insurance institutions.

EASY TO USE

Remote monitoring and optional control solutions have evolved providing anytime, anywhere access and flexibility.



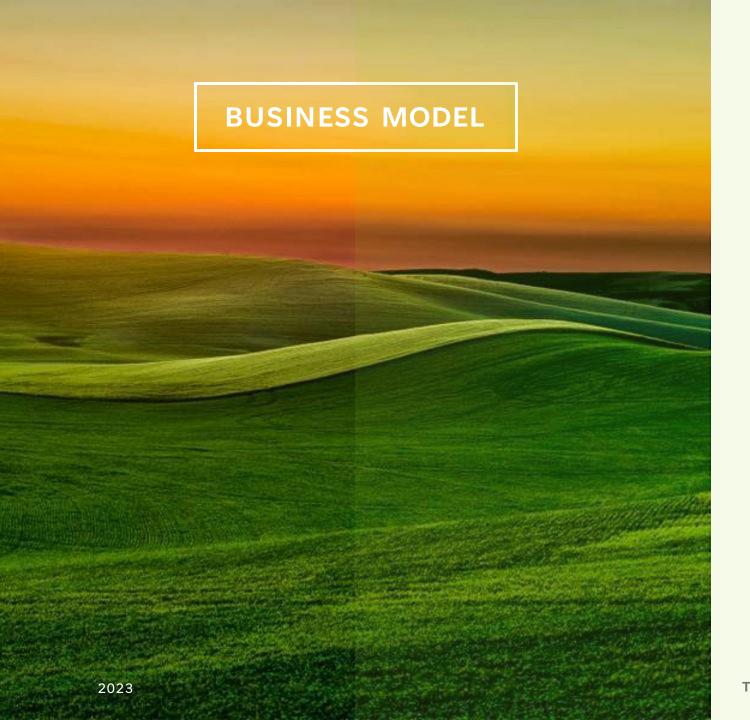
ROI VS RISK

par·a·digm shift

/ˈperəˌdīm SHift/

a fundamental change in approach or underlying assumptions.





DOCUMENTATION

Automatically document events and activities.

IN-SEASON DECISIONS

Real time data provides the ability to adjust decisions and actions

KNOWLEDGE OVER TIME

Ability to review year over year to identify opportunities to adjust future in-season decisions.

SUMMARY

All sectors of agriculture production are facing new challenges. By adopting and using agriculture technology you will have the tools to help navigate the world we are now in.



HARDWARE KEY POINTS

Ruggedness!

- Enclosures focus on metal for key wear parts
- Water Resistance IP67 and GoreTex venting
- Cabling is burial grade
- Connectors are factory over-moulded

Minimal Downtime

- Solar Power
- Amble backup capacity in batteries
- Amble sensor data backup in flash storage

Serviceability

- Modular PCBs (e.g. modem boards) for ease of service and upgrade flexibility
- Firmware upgrades "over-the-air"
- Remote diagnosis and troubleshooting

Flexibility

- Support for customizing units to special sensors and controls
- Anytime, anywhere access with dashboard and reporting options and customizing ability.



PLATFORM KEY POINTS

Compatible Sensors

- · Soil Moisture, Temperature, Salinity
- Weather Sensors and Calculated Decision Values
- Water Management Flow Meters, Pressure, Water Level

Serviceability

- Modular (e.g. modem boards) for ease of service and upgrade flexibility
- Firmware upgrades "over-the-air"
- · Remote diagnosis and troubleshooting

Privacy and Security

- Unlimited Data Storage that YOU Own
- Storage is at redundant at geographically separated sites
- Data is not aggregated, shared or resold

Data You Need the Way You Want It



THANK YOU



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