

# Press Release

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## Connect: 365FarmNet develops innovative system for networking farmers and companies

- **Connect enables technical solutions to network data from machines, agricultural providers and sensors in a single platform.**
- **Now partners are able to offer their services and systems more easily directly in 365FarmNet.**
- **Farmers can manage all digital applications in just one platform.**

365FarmNet started with the aim to develop a digital tool for all farmers for managing the entire agricultural holding regardless of size and type of farm and manufacturers. In order to fulfil all farmers' requirements, we must be capable of easily integrating all partners in 365FarmNet. A holistic and farm-wide network requires an innovative technical solution and should not be at the farmer's expense.

Therefore, 365FarmNet developed **Connect**. **Connect** is an intelligent system for data transfer and networking allowing agricultural enterprises to make functions and services in 365FarmNet available to farmers in a single system. In this way, companies are able to offer services and farmers are able to book functions according to their requirements. The advantage for companies is that many digital-savvy farmers using 365FarmNet can be reached. Farmers benefit from a wide range of functions in a single system. Operating data only have to be entered once and farmers only use and pay for what they actually need for their managing their farm.

**Connect** offers solutions for networking data and functions using three different channels: Connect Machines (i.e. ISO-XML, ADAPT), Connect Digital Services (Open API) and Connect Sensors (IoT – Internet of Things platform). Connect Machines interlinks machine manufacturers and agricultural devices, terminals as well as equipment used for cattle farming such as milking robots. Connect Digital Services integrates providers of digital and agricultural services involved in the areas weather, precision farming, satellite data, geo services, fertilization services or financial services. Via the IoT platform provided by 365FarmNet sensor manufacturers can also be intelligently networked.

It is easy to integrate partners via **Connect**: Companies are able to work with their own user interface (UI) in 365FarmNet and as a partner also use the relevant operational data for the service with the prior approval of the farmer. One example for the involvement of a partner is the new component Crop View of CLAAS. When the farmer has booked a component, Crop View will immediately supply him with farm-specific satellite images due to the networking of

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farm data. In addition, the application shows detailed biomass maps displaying the respective crops and application maps. They are based on the cultivation planning drawn up by the farmer in 365FarmNet. As far as partner applications are concerned, only relevant parameters for the individual component are being networked, this generally requires the consent of the 365FarmNet user.

During Agritechnica in Hanover from 12 to 18 November a presentation of **Connect** takes place on a daily basis at 2:00 pm at the 365FarmNet booth. Interested parties, company representatives and journalists are cordially invited to attend these presentations and even to drop by spontaneously. For more information about **Connect's** technical details, please refer to <https://developer.365farmnet.com/>

For more information on 365FarmNet please refer to: [www.365farmnet.com](http://www.365farmnet.com)

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**365FarmNet** is Europe's largest, multi award-winning cloud-based software for the entire farm management, independent of farm size and type of operation. The 365FarmNet platform is manufacturer-independent and cross-segmental and using partner Apps, covers all functions required for operational management. Starting with cultivation planning through to harvest, including important topics in the field of pesticides and fertilizers, from field to farm, from documentation to operational analysis.

The basic version of 365FarmNet is free of charge. This basic version already fulfils the requirements on the necessary scope of documentation for farmers. Farmers are able to book individual components subject to a charge in an innovative and continually growing modular system and adjust the platform individually to meet their needs. Using the free 365FarmNet Apps for iOS and Android, farmers are also in the position to document via their mobile devices meeting cross compliance regulations and enter a posting wherever the work has been carried out – on the farm or out in the field.

365FarmNet together with more than 30 European partners develops innovative applications for users from more than 20 countries. At present, the platform is available in five languages: German, English, French, Polish and Bulgarian. [www.365FarmNet.com](http://www.365FarmNet.com)