

# Pressemitteilung

Thema: Agritechnica 2015  
Datum: 08. November 2015  
Seite 1



## **The most innovative software for digital farm management in Europe – now with free documentation**

**Crop-cutting record and many other functions for digital farming already integrated**

Europe's market leader for the all-in-one solution for digital farm management 365FarmNet provides an easy start for farmers and their staff. The fully functional 365FarmNet is now available free of charge – without limiting the farm size. Additional components that entail a fee can be easily added at any time and at its sole discretion. Thus, farmers only pay for features they really need – from organic farmers to part-time farmers, co-operations and partnerships under civil law through to large agricultural enterprises. The solution for practising experts is available as browser application on the PC, but above all, for smart applications for the daily use on smartphone and tablet PC (iOS and Android). Thus, farm management fits perfectly into any trouser pocket now. The most important data are available for the farmer where he needs them most.

### **A simple base for everything and everyone – safe and efficient**

The free 365FarmNet including a crop-cutting record provides everything the farmer needs for a successful start into digital farm management. It contains for instance: general stock management, site-specific weather forecast, graphical farm map including all surface areas, an inter-active annual calendar, a complete documentation function and aerial photographs displaying the individual plots of land. Application data for farmers can also be easily read into the software in a fully automated way. Information on all common seeds, fertilisers and pesticides are always up to date and available at any time.

365FarmNet offers many more features that make the farmer's life easier and it also adjusts the existing software in accordance with new regulations; for example the application for site-specific spreading of agricultural resources (seeds, fertiliser, crop

# Pressemitteilung

Thema: Agritechnica 2015  
Datum: 08. November 2015  
Seite 2



protection) and tillage. The software automatically identifies plot boundaries and plot differences from the aerial image or other appropriate visual material (soil map, yield map, google earth map).

A zone transition as well as the planned intensity of the measure is signalled to the farmer on the tractor via app. This way, the driver is able to adapt spreading for each zone section manually on the terminal. Thus, 365FarmNet allows fertilisers to be assigned in the best possible way on the basis of zone-specific yield potential. The entry into Precision Farming without major investments makes it possible to save on fertilisers and protect the environment.

## **Renowned manufacturers offer free entry-level offers on the occasion of the Agritechnica 2015**

Farm management regardless of the manufacturer is now possible with a single software due to the new partner model. The free foundation on which each manufacturer can easily build is provided by 365FarmNet. If a farmer would like to have a specific fertiliser component, then he can simply dock it on. For this reason, renowned manufacturers like AMAZONE or CLAAS offer free entry-level packages for their software components AMAZONE FERTILISER SERVICE and CLAAS TELEMATICS on the occasion of the Agritechnica. On the basis of the free of charge 365FarmNet software the farmer is able to convince himself of the advantages step by step and can adapt the software according to his individual farm needs.

# Pressemitteilung

Thema: Agritechnica 2015  
Datum: 08. November 2015  
Seite 3



**365FarmNet**

### FREE BASIC PACKAGE

 On-site weather	 Aerial photographs displaying the plot, plot management (outline plots, import plots)
 Interactive annual calendar	 CC documentation/chronology/field map
 Master data management, Creation of lists regarding staff, PSM, fertilisers, varieties, etc.	 Graphically compiled farm map
 General stock management (livestock, fertilisers, etc.)	 Shape import
 App for iOS and Android	

### COMPONENTS SUBJECT TO A COST

 Advanced analysis	 Agravis	 Feeding
 Machine management	 KWS	 Milking
 Stock management	 Amazone	 Health
 Employees	 ISIP	 Sorting
	 Claas	 Reproduction

## LAND-DATA is 365FarmNet's new partner

At the Agritechnica 2015 LAND-DATA will announce the collaboration with 365FarmNet. LAND-DATA is the leading software company for agricultural accounting. Now farmers are able to use attractive program modules of the new LAND-DATA software application ADNOVA+ for their operational management. Farmers are now in the position to import accounting data into the internet platform 365FarmNet and

# Pressemitteilung

Thema: Agritechnica 2015  
Datum: 08. November 2015  
Seite 4



replace modules of other manufacturers, thus avoiding double data entry for the user. Maximilian von Löbbbecke, Managing Director of 365FarmNet, says about the new partnership:

*„From the perspective of farmers the collaboration with LAND-DATA is an important step. We will thus expand our management for crop production and dairy farming in 365FarmNet. In 2016 we will already offer components in the areas of accounting and pig production.“*

The components will comprise archiving of electronic documents including the respective document management, new software modules relating to customer administration, invoicing and components for payment transactions. Furthermore, a cashbook can be used. New solutions to support co-operations are being planned for contractors and direct marketers. This co-operation is not only a decisive advantage for farmers. LAND-DATA Managing Director Dipl.-Ing. (Graduate Engineer) Andreas Baldamus hopes that the collaboration will - in the short and medium term - significantly increase the awareness and associated value of LAND-DATA GmbH as a company and the new software generation ADNOVA+“.

## **Simple integration of older technology**

Due to the ISO-XML interface even older technologies can be perfectly integrated into the digital world of 365FarmNet. For instance, farmers are able to transfer their job data directly from the working process into a mobile, automatic documentation. This is partly achieved by linking Müller-Elektronik terminals to the documentation app of 365FarmNet. All employees and further partners can get easily involved and farmers achieve high efficiency increases. Due to the high-performance and mobile documentation in real time, the time-consuming transfer of recorded data using the farm office PC is no longer necessary.

# Pressemitteilung

Thema: Agritechnica 2015  
Datum: 08. November 2015  
Seite 5



## **More and more partners are being connected**

365FarmNet is a software with a holistic approach. In total, 25 renowned agricultural partners are already supporting 365FarmNet with their expertise and provide further intelligent components – from machine manufacturer, producers of crop protection products and fertilisers, breeding operations, feed suppliers to technology producers in the livestock sector. They are all united in a modern, future-oriented online platform linking applications of different manufacturers. They will be a part of a strong corporate alliance for farmers and partners.

Number of characters: 6,247 with blanks

This press release can also be found online:  
[www.365farmnet.com/press](http://www.365farmnet.com/press)

### **Press contact:**

Katrin Polenz  
Communication & Social Media Manager

365FarmNet Group GmbH & Co. KG  
Hausvogteiplatz 10  
10117 Berlin | Germany

Tel. +49 30 25 93 29-901  
Fax +49 30 25 93 29-501  
Mobil +49 160 333 238 7  
Mail [polenz@365farmnet.com](mailto:polenz@365farmnet.com)