

## PRESS RELEASE

# **Kverneland Group and Kleffmann Group Announce Strategic Partnership**

Integrated digital farming solutions

11-11-2019, Hannover, Germany

**Kverneland Group, a leading manufacturer of agricultural machinery and Kleffmann Group, the leading provider of agricultural market research services and systems, have agreed on a strategic cooperation. The partnership will enable farmers to monitor fields with the help of satellite data which is used to create field biomass maps. These maps provide the grower with a visual reference of differentiated growth within the field.**



*IsoMatch FarmCentre*

### **Combination of systems to boost their potential**

“This agreement confirms our vision to offer farmers a complete package of digital agronomic solutions related to the implement. The creation of tasks with My Data Plant is complemented by the ease of sending these tasks to implements via IsoMatch FarmCentre.” says Sanne de Voogd, Managing Director of Kverneland Group Mechatronics.

Burkhard Kleffmann, CEO of Kleffmann Group: “The combination of smart machines and smart software takes agriculture to a new level of driving efficiency and sustainability. The combination of our combined know-how and technologies will be of great benefit for our joint customers, who will be enabled to optimize all steps of their farming production cycle.”

## Two systems that fit together perfectly

Through My Data Plant, farmers can create individual biomass, sowing and fertiliser application maps, and these tasks generated can be sent from IsoMatch FarmCentre to the terminal in the field. This will be seamlessly done through a secure cloud connection, which is more user friendly & efficient than the use of a USB stick.

Through the IsoMatch Tellus PRO, a gateway is created to connect the machines to the cloud, send and receive tasks from the implements, receive alerts and analyse the collected data. All these features are included in an easy to use web application that works with any device and which is included on the My Kverneland and My Vicon platforms.

## Availability

The integration of My Data Plant in IsoMatch FarmCentre will be shown at Agritechnica 2019 and it will be available from early 2020 onwards. It is one of the multiple features included in the software release 1.06 for IsoMatch Tellus PRO terminals.

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Kverneland Group is a leading international company developing, producing and distributing agricultural machinery and services. Strong focus on innovation allows us to provide a unique and broad product range with high quality. Kverneland Group offers an extensive package aimed at the professional farming community, covering the areas of soil preparation, seeding, forage and bale equipment, spreading, spraying and electronic solutions for agricultural tractors and machinery. For more information on Kverneland Group visit [www.kvernelandgroup.com](http://www.kvernelandgroup.com).

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With 25 years of experience, Kleffmann Group is the leading provider of agricultural market research services. As a full service research agency, the company provides their clients with key information on multiple agricultural sectors, including crop protection, fertilizer, seed, animal health or agricultural machinery. From over 200,000 interviews per year with farmers and agricultural experts worldwide, Kleffmann Group draws up-to-date market knowledge allowing them to provide fast and flexible services with deep insights for both local and global decision makers. For more information on Kleffmann Group visit [www.kleffmann.com](http://www.kleffmann.com).

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## Links:

[Kverneland Group website](http://www.kvernelandgroup.com)  
[Kleffmann website](http://www.kleffmann.com)

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## ATTACHMENT

### Explanation of terms

<sup>2</sup> IsoMatch Tellus PRO:

New dual high brightness screen Terminal, developed by Kverneland Group. Using ISOBUS as the interface, IsoMatch Tellus PRO can communicate with all ISOBUS machines and is equipped to drive with GPS systems. With the unique dual touch screen functionality it gives the farmer the opportunity to view and control two machines and processes simultaneously. With an advanced quad-core processor for fast response and for adding more precision farming applications.