

Herring Group

The More Margin People™

Presented By:

Herring
Group



RETHINKING EQUIPMENT DATA WITH JOHN DEERE
SEPTEMBER 10, 2026

John Deere Tech Experts



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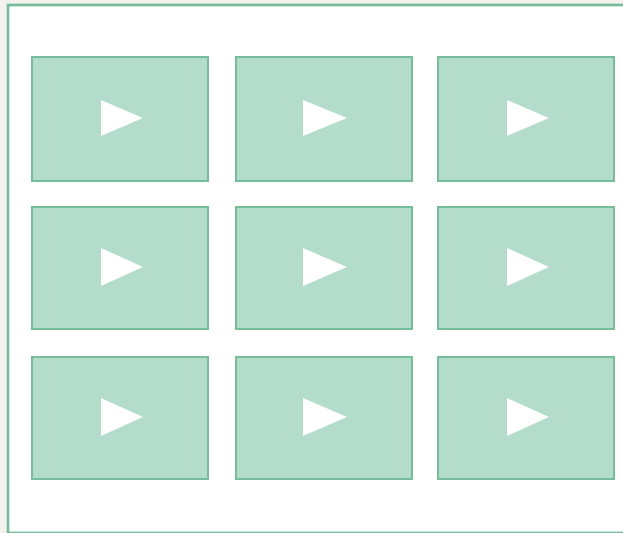
Margin Mindset™

- Data properly filtered, formatted, delivered, and acted upon has immense value.
- When considering equipment purchases, think about:
 - Performance on the job
 - Reliability / total cost of ownership
 - Ability to obtain and use data to extract value

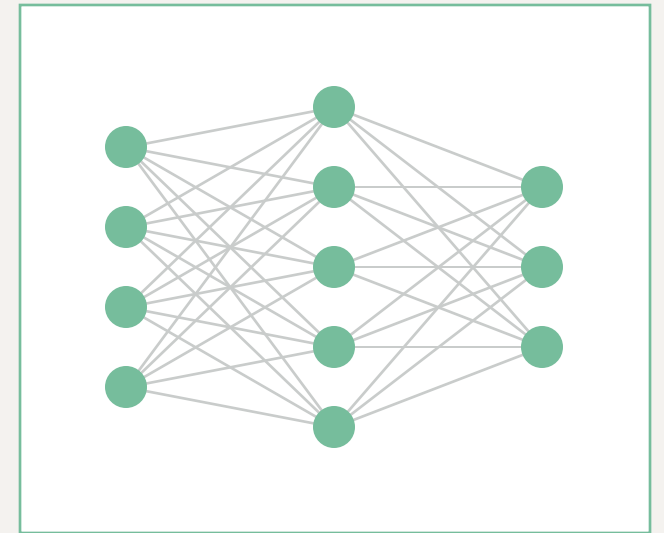
Tesla Full Self Driving (FSD 12)



>300,000 C++ rules



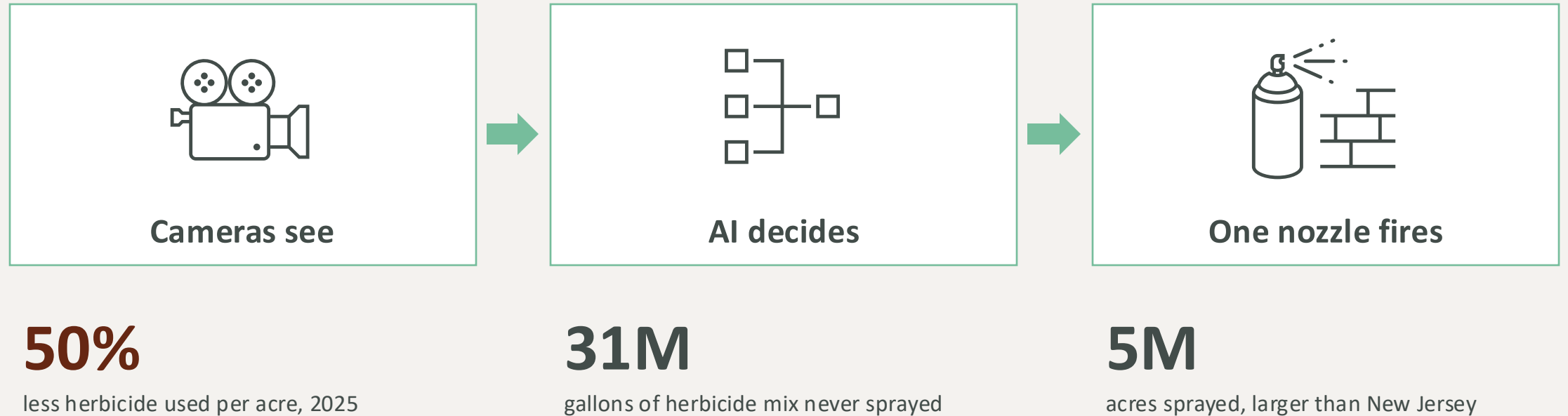
1.5 million clips



1 Neural Network

Source: Walter Isaacson on Tesla Full Self-Driving v12, 2023

JD See & Spray cuts herbicide use in half



Source: John Deere, See & Spray season results, 2024 and 2025

The John Deere Operations Center

An online fleet management system that collects, stores and provides access to your machine data anywhere, anytime through web, tablet or phone.



Source: John Deere, 2025 Business Impact Report

Connecting your fleet

Connectivity enabled (from the factory)

- Wide Area Mowers
- Front Mowers
- Skid Steers & Track Loaders
- 5-Series Tractors
- 17P & 26P Compact Excavators



Connectivity ready (kit available)

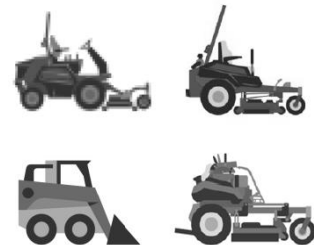
- MY24 and newer Z9's
- MY24 and newer QT's
- MY25 CWBM's
- G/P-Tier Compact Loaders
- Gators



Universal JDLINK / M Modem Kit

Equipment that has:

- Power
- Ground
- Key Switch



STIHL Smart Connector

Handheld equipment:

- String Trimmers
- Blowers
- Edgers
- Pruners
- Saws

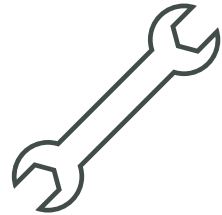


Source: John Deere, Connecting your Fleet with Operations Center, 2026

John Deere Operations Center



Idle time



Repairs



Utilization



Location history



Hours logs

+

 Equipment Status

☆ >

 45%

Share/Export

Summary Alerts Maintenance Setup

6 ✓

Utilization



 Working	1 hr 46 min	82%
 Transport	19 min	15%
 Idle	4 min	3%
Total	2 hr 9 min	100%

Hours of Operation



■ On □ Off ▮ Unavailable

Fuel Performance

No performance data available. Try a different time period.

[View all data](#)

 No longer own this equipment?



Machine Analyzer

Fleet Utilization

Share/Export

Equipment Tags

Search

Jan 1, 2026 - May 7, 2026

Equipment Tags Filters

Equipment		Engine Hours		Engine Hours		Overall Utilization		
		Lifetime (hr)		Period (hr)		Working (%)	Transport (%)	Idle (%)
Skid Steer	2	<div></div> 1,501		<div></div> 1,387		<div></div>		
320G	1	<div></div> 2,677		<div></div> 2,677		81% (< 1 hr)	0% (0 hr)	19% (< 1 hr)
 2 320G Davey Tree 428725 ELG Machinery LLC (CM Product Marketing/John Dee...		<div></div> 2,677		<div></div> 2,677		81% (< 1 hr)	0% (0 hr)	19% (< 1 hr)
332G	1	<div></div> 324		<div></div> 98		82% (87 hr)	0% (0 hr)	18% (19 hr)
Stand On Mower	65	<div></div> 342		<div></div> 95		59% (55 hr)	30% (28 hr)	12% (11 hr)
Q810E	2	<div></div> 21		<div></div> 21		47% (10 hr)	15% (3 hr)	38% (8 hr)
 JD Q810e #1 ELG Machinery LLC (CM Product Marketing/John Dee...		<div></div> 9		<div></div> 9		62% (6 hr)	16% (2 hr)	22% (2 hr)

Maintenance

Summary All Equipment

Maintenance Past Due(43)

[View Past Due >](#)

Equipment Name

Status ▲

 2 320G Davey Tree 428725	2426 engine hours	>
 JD X2A	597 engine hours	>
 JD 13B	375 engine hours	>
 JDX2B	548 engine hours	>
 JD X2C	504 engine hours	>

Maintenance Due Soon(22)

[View Due Soon >](#)

Equipment Name

Status ▲

 JD D2A 26'	0 engine hours	>
 JD 6C 26'	2 engine hours	>
 JD 14A 26'	5 engine hours	>
 JD 12C 26'	13 engine hours	>
 1TC850RCHTT030131	14 engine hours	>

Maintenance >  **JD 6C 26'**
Engine Hours: 98

+ Add ▾  Shop for Parts  Export  Skip

Upcoming Service Past Service Manage Plan

☐	Service	Interval Name	Parts Required	Plan Name
☐	Due in 2 engine hours	At 100 engine hours	2	Factory Plan 26'
☐	Due in 102 engine hours	At 200 engine hours	2	Factory Plan 26'
☐	Due in 202 engine hours	At 300 engine hours	8	Factory Plan 26'
☐	Due in 302 engine hours	At 400 engine hours	2	Factory Plan 26'
☐	Due in 402 engine hours	At 500 engine hours	3	Factory Plan 26'
☐	Due in 502 engine hours	At 600 engine hours	8	Factory Plan 26'
Total Intervals: 12				

At 100 engine hours



Task Details

☒

☐

Remove clean out panels from cooling ...
Cooling System
Task Incomplete

☒

☐

Clean battery terminals and check batt...
Electrical system
Task Incomplete

Cancel Save

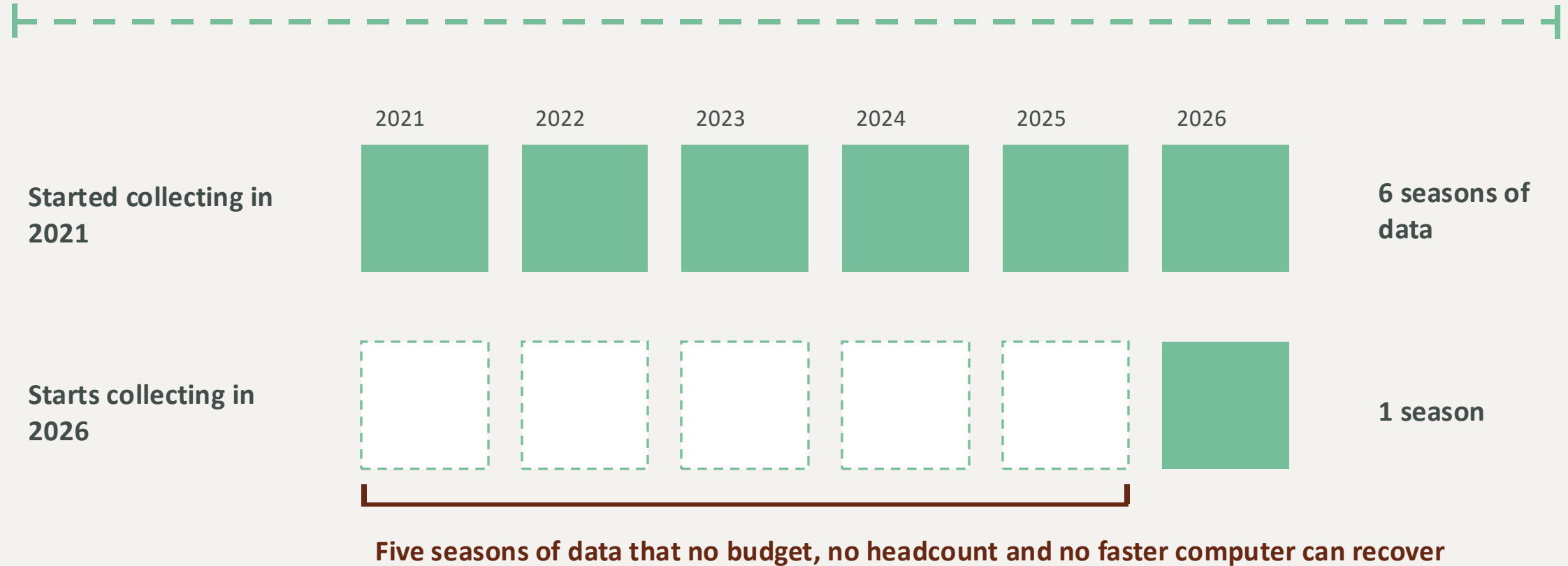
Mark Complete

Service Overview

Export

Equipment	PIPs	Warranty	Engine H...	Maintena...	Software ...	Diagnose...	Parts	Alerts
JD Q810e #2 1TC810EAPTT030216	---	BASIC WARRANTY 35 Months Left /	32 an hour ago	No active Plans	---	Service Center	Order Parts	0
JD 10B 1TC850RCASS025156	---	No active Warranty	615 a minute ago	Factory Plan 12 Intervals	---	Service Center	Order Parts	0
JD 6B 26' 1TC850RCATT030112	---	2	102 3 minutes ago	2026 Service No intervals	---	Service Center	Order Parts	0
JD 12B 26' 1TC850RCATT030143	---	2	128 an hour ago	Factory Plan 26' 12 Intervals	---	Service Center	Order Parts	0
JD 5B 26' 1TC850RCATT030160	---	2	56 27 minutes ago	Factory Plan 26' 12 Intervals	---	Service Center	Order Parts	0
JD D1C 1TC850RCCRS025075	---	2	564 13 minutes ago	Factory Plan 8 Intervals	---	Service Center	Order Parts	0
ID 7A		BASIC WARRANTY	454	Factory Plan	---			

You cannot buy back a season of data



Use Case Examples

Being able to clearly show where a mower has cut and on what days has helped us prove our innocence in vehicle damages in 2 separate cases



Halifax, VA

We've been able to improve operations automatically, without needing someone to waste time monitoring and logging all that data themselves



Dallas, TX

Equipment utilization data has prompted discussions with crews about changing idle habits to save fuel/machine life



Raleigh, NC

The alerts have prevented costly repairs. When a machine generated a diagnostic code, our dealer was able to review it remotely and have the correct part ready



Fort Myers, FL

Integrations



- Available connections
 - Samsara
 - Razor Tracking
 - Azuga (coming soon)
- Available for data sharing from Operations Center
 - Motive
 - Fleetio
 - Geotab

John Deere Next Steps

- If you already have a local dealer relationship:
 - ➔ **Contact your dealer**
- If you would like John Deere to relay your information to a local dealer:
 - ➔ Answer the poll: **YES!**



JOHN DEERE



Herring
Group
The More
Margin People

**The numbers
don't lie.**

It's just most people
don't ask.

HG Recommendations

- Create a plan to get above 10% operating profit margin
 - Start here to schedule a call: herring-group.com/contact
- Get a Project Manager
 - Project management skills
 - Loves technology
 - Tracks the project in project management software
 - Growing in industry understanding
- Clean your data
- Collect and store data