

Benefits of John Deere Activation Upgrades

In today's industry, technology is changing and at a more rapid pace.

- New vehicle platforms will start requiring the most current software and hardware components.
- New applications will require different types of hardware.
- There is and will be new hardware and applications that will not be backwards compatible.

John Deere Ag Management Solutions is dedicated to providing customers with the latest technology to meet their ever changing needs. It is also important to help customers transition into that latest technology. As a result, AMS offers an upgrade path for customers who wish to remain current and compatible with their precision Ag technology.

Below are some key customer benefits of this upgrade path strategy:

- John Deere AMS is one of the few manufacturers who offer an upgrade path for customers.
- Ensures customers are receiving the latest benefits of the full suite of AMS technologies and products.
- Allows a better chance of compatibility with future vehicles and implement platforms.
- Provides a cost effective way of upgrading activations to the latest display and receiver.

To fully understand what your dealership can offer customers with this upgrade strategy, John Deere encourages you to identify how precision Ag competitors in your local area are handling software and hardware transitions. Proactively leverage your local competitive information along with these key talking points to clearly explain to customers what this upgrade opportunity and advantage offers them.

For additional dealer information around the parameters of this upgrade strategy for displays or receivers, please refer to the AMS Activation Upgrade guide located on the StellarSupport website, under Dealer Corner.

Link:

http://stellarsupport.deere.com/StellarSupport/en_US/Dealer/FieldTeam/PDF/activation_upgrade_guide.pdf