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One platform, multiple options: new CLAAS connect digital ecosystem launches in 2024

Seamless digital connectivity from product configurator to precision farming: CLAAS has combined digital machine management, service planning and licence management with yield mapping, application maps and documentation on a single, cloud-based platform – the new CLAAS connect. The 'Next step in farming' focusses on even greater connectivity and user-friendliness and a closer relationship between customer, dealer, manufacturer and partners based on more effective communication.

One for all: seamless connectivity for hassle-free machine and farm management on one platform

From purchasing advice to purchase agreement and delivery of machine; digital operating instructions, lubricant adviser and connection to the CLAAS Parts Shop to precision farming; fleet optimisation with tools such as CEMOS Adviser to documentation, licence management and maintenance planning: the new CLAAS connect with Machine connect, Farm connect, Field connect and Fleet connect licences seamlessly connects all digital solutions in the CLAAS product world, simplifies and speeds up many planning and documentation tasks and strengthens the bond between farmer, dealer and manufacturer. While sharing many proven elements and functions of the current generation CLAAS connect, the new, enhanced version features new tools and additional functions. Machine connect (TELEMATICS) now supplied as standard already ensures seamless digital connection between platform and machine.

Together the next step in farming: CLAAS will unveil the new CLAAS connect at Agritechnica 2023, building on over 25 years' experience of digital information technology, connectivity and smart machines.

Experience gained from over 25 years of digital farming: ready for the next step

CLAAS has a track record spanning more than 25 years in digital information technology for agriculture with a special focus on precision farming, online documentation and connectivity. Industry-defining milestones include the foundation of AGROCOM in 1994 (with farm management software from 1997), yield mapping on the LEXION from 1995, the establishment of CLAAS E-Systems in Dissen, and ten years ago, in 2013, the foundation of 365FarmNet. Now CLAAS is bringing its experience and expertise in these areas to bear in the next generation *CLAAS connect*. All solutions will be gradually combined in a single, cloud-based platform with the emphasis on simplicity and ease of use:

- All information on one platform with one CLAAS ID: multi-manufacturer machine and fleet management, licence management, documentation and precision farming applications combined under one roof – with a standardised user interface.
- Seamless connectivity in all areas of digital machine management, from the quotation and purchase process to machine data management and service planning, lubricant adviser, spare parts ordering and other supporting service functions such as digital operator's manuals.
- Complete overview of all licences for the first time: correction signals for automated steering by GPS PILOT, telemetry, ISOBUS activations and much more.
- Broad integration of agronomic functions such as yield mapping, task management, potential and application maps, and documentation.
- Access to all current data, anytime, anywhere – on smart phone, tablet and PC.

“The great potential for future agriculture lies in the use of all technical possibilities relating to the agricultural production process. The added value often no longer lies in the individual system, but in the networking of the systems with each other. With the new connect, CLAAS is therefore ensuring the continuity of all solutions offered by the company in the interests of the customer,” explains Wolf-Christian von Wendorff, Senior Vice President Digital Business. “The focus of further development was therefore a common platform linking all relevant portals, shops and functions with a simple, user-friendly interface that is very easy to navigate, and one ID to access all areas and information. The new CLAAS connect delivers on these requirements, while at the same time retaining the

well-established and well-used functions of the existing digital platform.”

The new CLAAS connect will be introduced in all sales regions where CLAAS connect is currently available. It will be marketed in over 30 countries initially, including ones outside the EU such as Ukraine, Australia, New Zealand and Argentina. Further regions, including North America and Asia, are in the pipeline. *“So CLAAS connect will have a global reach. The underlying technology enables additional external suppliers and platforms to connect to CLAAS connect via the CLAAS Partner Program,”* Georg Larscheid, Vice President Digital Business, adds. *“This means that CLAAS customers will be able to take full advantage of digital machine management in CLAAS connect – either exclusively through our seamlessly connected platform with corresponding licences or via other suppliers’ connected systems, which can be conveniently activated via the Connection Manager.”*

Delivered fully connected: machine and cloud platform in one ecosystem

Rather than treating machine and digital fleet management as separate entities, the new *CLAAS connect* for the first time considers them as a whole. Starting with advice and a quotation for a new CLAAS machine: if the customer is already registered with *CLAAS connect*, they can access the CLAAS configurator directly via their CLAAS ID, configure their desired machine and request a quotation or demonstration. The appropriate dealership then prepares the quotation or provides a demonstration machine. If the customer makes a purchase, the machine data is uploaded to the customer’s *CLAAS connect* portal on delivery. This gives the customer direct access to the digital operator’s manual for their machine. They can also find out which lubricants their machine needs, as this information is automatically provided as well. With the 5-year *Machine connect* licence supplied with the machine, the relevant maintenance intervals are automatically entered in the portal – giving farmers and contractors a clear overview of upcoming maintenance work and enabling CLAAS dealerships to plan schedules and capacities in advance. *“CLAAS connect also enables us to enhance communication between the local CLAAS dealership and the customer using the latest communication technology,”* explains Georg Larscheid.

Machine performance data can be prepared, analysed and documented in *CLAAS connect* – just as before in *TELEMATICS*. With a *Fleet connect* licence, third-party machines in mixed fleets can easily be connected to *CLAAS connect* via the DataConnect interface, enabling data such as location, machine status or current fuel and AdBlue levels to be displayed there. In addition, machine data can be transferred to partner companies via the point

data interface.

CEMOS Advisor, the platform extension of CEMOS – the leading assistance and process optimisation system for numerous CLAAS tractors, combine harvesters and forage harvesters – is an integral component. Performance data and settings for all CLAAS machines stored on the platform can be viewed and compared with one another, enabling adjustments to be made to maximise the performance of the overall fleet.

Furthermore, with licence management, customers can get a complete overview of licence coverage and runtime at any time.

Precision farming and documentation: easy integration via licence

The add-on licences for *Farm connect* with *Field connect* and *Fleet connect* provides farmers and contractors with numerous options for precision farming applications. In *Field connect* farmers can access functions needed to prepare potential and application maps from geodata such as satellite images or soil analyses. Field boundaries and other master data can easily be imported as SHAPE or ISO-XML files. Yield maps from different machines and manufacturers can also be incorporated with ease.

Fleet connect automatically documents field-specific task data relating to yield, constituents or application rate, enabling the status and progress of preplanned tasks to be tracked virtually in real-time on smartphone, tablet or PC. It is also possible to create reference lines and plan tracks based on field boundaries in *Fleet connect* – alternatively, this can be done on the machine's CEMIS 1200 terminal, if it has one.

CLAAS connect connects: from machine and fleet management to Parts Doc and Parts Shop; licence management and service planning to precision farming with task management, yield mapping and application maps.

Other compatible farm management information systems can be connected to *CLAAS connect* via Connection Manager. Furthermore, with *CLAAS connect* it will be possible to exchange data between different CLAAS IDs using Data Sharing in future. This will simplify task planning, implementation and documentation, including invoicing for farmers and contractors.

Many CLAAS customers already benefit from using the existing *CLAAS connect* platform on their PC and as an app on their smartphone or tablet. The first customers will be using the new, significantly enhanced *CLAAS connect* from spring 2024 with a wider roll-out planned for autumn 2024, initially in Central, Western and Eastern Europe, North America and Australasia.

The new CLAAS connect at a glance:

- **CLAAS connect** is a cloud-based platform providing access to various functions from machine management to precision farming.
- Only one CLAAS ID to access all functions and licences.
- New CLAAS machines are automatically created on delivery, and linked to the relevant digital operating instructions, Parts Doc and CLAAS Parts Shop, as well as the lubricant adviser and specific maintenance intervals. The relevant CLAAS dealership provides advice and is responsible for parts delivery and servicing.
- **Machine connect** basic licence for every CLAAS machine: new CLAAS machines come with activated 5-year telemetry licence and remote maintenance.
- **Farm connect** basic licence for precision farming and entry-level digital farm management: online task management with status reports, map view, machine positions and machine status with easy online data transfer. Add-on licences **Fleet connect** and **Farm connect**:
 - **Fleet connect**: automatic, field-specific, fleet-wide documentation of machine and process data, plus machine-specific alert messages.
- **Field connect**: digital library and workbench for high-resolution, interpolated yield maps, geodata with satellite images and soil maps as well as the option to generate potential and yield maps based on vegetation monitoring for variable rate application planning. Includes route planning and creation of reference lines.

About CLAAS

CLAAS (www.claas-group.com) is a family business founded in 1913 and is one of the world's leading manufacturers of agricultural machinery. The company, with

Head Office in Harsewinkel, Westphalia, is the European market leader for forage harvesters. CLAAS dominates the European market in another core segment as well – combine harvesters. CLAAS also holds the top spots in global agricultural technology with its tractors as well as its agricultural balers and grassland harvesting machines. Cutting-edge agricultural information technology also forms part of its product range. CLAAS employs more than 12,000 staff worldwide and generated a turnover of 4.9 billion euros in 2022.

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