THE MECHANIZATION CHALLENGE
HELLO TRACTOR’S APPROACH TO EMERGING MARKETS
MAY 2018
DELIVERED BY VAN JONES

hello tractor
CREATING CONNECTIVITY

DELIVERING ANALYTICS

SUPPORTING YOUTH ENGAGEMENT

MAINTAINING EQUIPMENT
Send helpful tips to your customers for ongoing engagement.

Direct targeted ads to customers based on their specific needs.

Monitor tractor engine hours for maintenance scheduling and spare part resource planning.

Track your customers, what implements they use, and identify up-selling opportunities.

SUPPLY SIDE
DEMAND MANAGEMENT

Tractor services needed at the individual level and aggregated within a local zone.

Field measurement tool provides accurate revenue forecasting.

Farmer credentials logged and databased.

Other inputs added this year.
PRIVATE SECTOR – GOVERNMENT – FARMERS
1. HARDWARE
- Review Tractor Specifications
- Select Appropriate Monitoring Devices
- Device Retrofit Training with Hello Tractor Staff
- International SIMs For Max Coverage

2. MOBILE
- Local Language Support
- Tractor Asset Monitoring
- Tractor Geo-fencing
- Tractor & Operator Activity Reports
- Maintenance Alerts
- Predictive Maintenance
  - Define Program
  - Start Data Collection
  - Explore Historical Data

3. FARMER INTELLIGENCE*
- Booking Agent App:
- Leads Farmer Aggregation
- Connect service providers to booking agents requesting for service on behalf of farmers;
- Strengthen asset allocation across the supply chain

4. MONITORING & DASHBOARD ANALYTICS
- Delivery Portfolio Dashboard
- Cluster Analytics
- Fraud Prevention
- Service Risk Reduction
- Planning Officer Tools

* Products developed with close coordination with customer
ENHANCE MACHINE ACCESS
IDENTIFY EFFECTIVE FARMERS / PRACTICES
DEPLOY RIGHT EQUIPMENT
CREATE SPARE PARTS ECOSYSTEM
Спасибо