



AgWorks  
By Ag Retail, For Ag Retail

DevWorks  
Development. Simplified.

FIELDREVEAL™

# AgWorks

A **McGREGOR** TECHNOLOGIES COMPANY

By Ag Retail, For Ag Retail



Call us and let's talk about how AgWorks can help you improve efficiencies and build your business.

Toll Free 855.249.6757 [www.agworks.com](http://www.agworks.com)



Changing the way  
Ag Data is done –  
*Introducing Stratum*



CONSULTING

CUSTOM DEVELOPMENT

SOFTWARE

ANALYTICS





## Trusted Applications for the Agricultural Market

After 20 years providing software solutions for the retail ag market, AgWorks was purchased by The McGregor Company of Colfax, Washington. The McGregor Company brings more than 130 years' experience "serving growers in inputs, equipment, research, and advice needed to raise healthy, sustainable crops.

AgWorks is committed to building applications for the agricultural market that put the dedicated men and women that feed the world in control of their data and provide them with actionable insights that are not tainted by outside interests or investors.

## Integrity in Leadership

The mission of McGregor Technologies is to provide the technology industry with trusted leadership in building software applications and providing custom development services across a wide range of vertical markets. In a world where honesty is becoming less common; our core values of honesty, integrity, transparency, and humility are more valuable today than ever before.

McGregor Technologies, as part of The McGregor Company, has a storied history dating back to 1901 of serving customers better than the competition. Our focus on personal relationships with our customers has enabled us to provide you with a truly unique experience that our competitors struggle to match.



## Custom Development Services

We know that your technology projects and products are personal to you and that your vision doesn't need people that just want to turn you into an invoice; you need experts that take the time to understand your perspective and bring in true CTO/CIO/COO perspectives to help lay out a roadmap for success.

Once that roadmap is understood, we work with you to put together a development team that functions as your own. Equipped with our "Advanced Metrics" package and direct access to your team; we help you manage your backlog, estimate accurately, and set realistic expectations for your deliverables as your products come to life!



## Farming Smarter

FieldReveal is designed to enhance partnerships between ag retailers and their customers. It is one of the most complete precision farming platforms; enabling agronomists to clearly view comprehensive field data to make more efficient recommendations to their customers.

"At McGregor Technologies, we want our employees to feel like they are part of a family and we want our customers to know that we treat every project like it was our own."

– Greg Duhachek, President





Finally, a comprehensive agronomy solution has been unified into one “Operational System” that drives efficiency like never before.

## AgOS® Operations

*Truly the foundation for growing the ag retail operation of the future*

AgOS® Operations gives you full visibility of real-time inventory across locations, which safeguards your inventory position and minimizes risk. Using AgOS® Operations for normal daily tasks allows you to stay on top of current product positions, giving you peace of mind and the ability to make quick and accurate purchase and sell decisions. AgOS® Operations unifies crop plans, work orders, related logistics, product sales, inventory adjustments, and location transfers with real-time inventory forecasting and compliance documentation. AgOS® Operations' connected Scale Interface, Schedule, and Smart Gun tools give you complete control over batch and shipment management, efficient fleet management, as well as the effective management of scheduled orders out in the field which virtually eliminates inventory shrink. Smart Gun™ technology allows for electronic data capture of order detail as part of the applicators daily routine while automating logbook creation.

## AgOS® Crop Planning

*Understanding the past is necessary for predictive decision making*

Building the right plan for your growers is the cornerstone to ensuring their success. AgOS® Crop Planning tools make it easy to understand what the coming crop season looks like, and allows you to offer well-informed agronomic decision support to your growers. AgOS® Crop Planning tools provide historical data and can even be used when no connectivity is available, which provides continuity of service to your customers. With AgOS® Crop Planning, your agronomists have the tools to work closely with your customers, providing a comprehensive plan that makes it easy to understand input costs and agronomic variables that will affect future decisions and profitability.



## AgOS® Mapping

*Not just another Mapping tool*

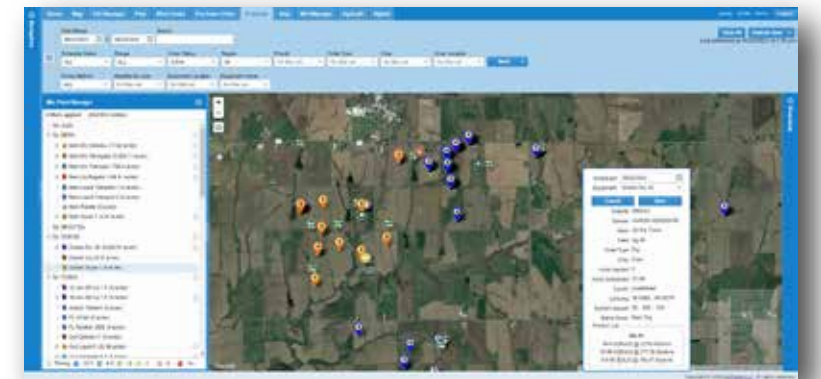
Finally, a smart mapping tool that's connected with the rest of your business. AgOS® Mapping provides a visual representation of agronomic data that drives efficiencies by allowing order creation based off of current or historical agronomic data. AgOS® Mapping allows you to visualize historical activities via geo-referenced field boundaries that you can create manually or by importing shape files.



## AgOS® Schedule

*A comprehensive logistics solution to easily manage your application fleet*

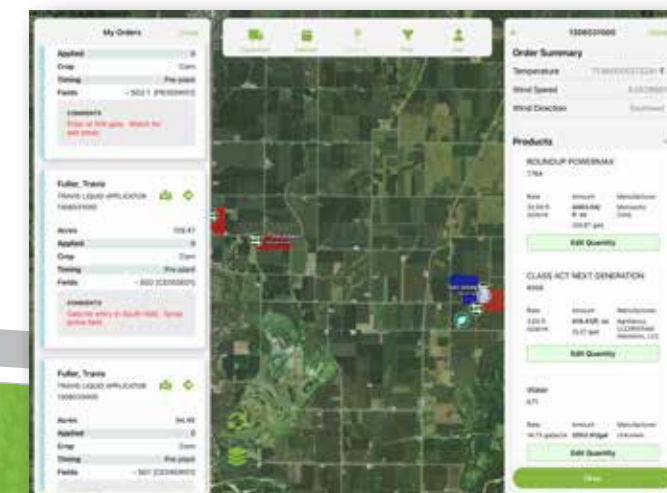
AgOS® Schedule's connected Logistics and Smart Gun tools give you complete control over batch and shipment management, efficient fleet management, as well as the effective management of scheduled orders out in the field which virtually eliminates inventory shrink. Smart Gun™ technology allows for electronic data capture of order detail as part of the applicators daily routine while automating logbook creation.



## SmartGun™

Handles applications and deliveries on mobile devices. Enjoy the benefits of real time work order management with a robust notification and compliance system built in.

Now better than ever!



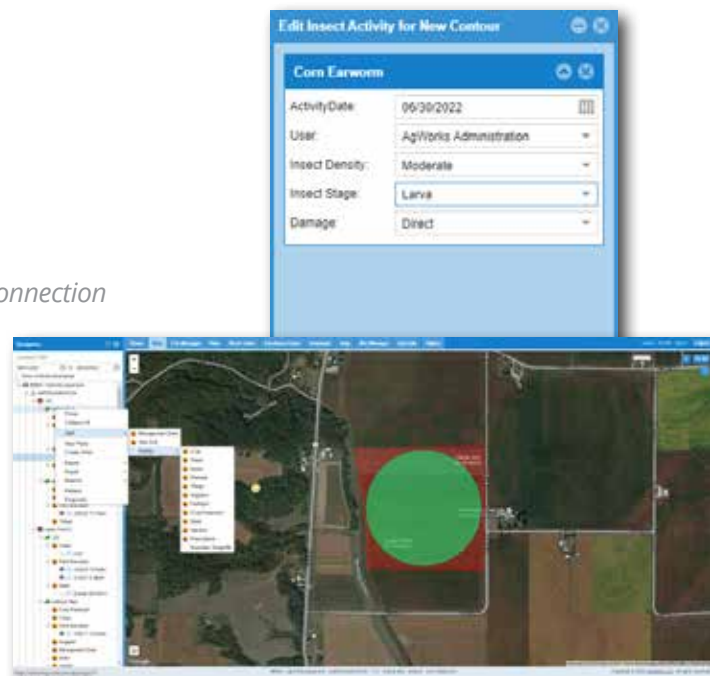




## AgOS® Scouting

*Empowers you to collect field information with or without a connection*

The AgOS® Scouting tool assists in logging location-specific observations such as weed, insect, and disease pressure. AgOS® Scouting also accommodates the complex world of poor remote connectivity by allowing off-line use of the tool while automatically syncing data when connectivity is restored. AgOS® Scouting application allows you to make on-the-spot treatment recommendations for any scouted issues which can be immediately added to a field application order.



## AgOS® Compliance

*Makes it easy to comply, and keeps your money in the bank*

Save time and money with our built-in comprehensive tracking and placarding system. AgOS® Compliance provides historical event logging that drastically minimizes liability when faced with EPA and DOT compliance issues, crop injury claims, and seed performance issues. AgOS® Compliance makes it easy to track assets, log tank inspections, as well as any requirements associated with repackaging and shipping pesticides. AgOS® Compliance also tracks field activity events which allows for automatic creation of applicator log books, ensuring you have mandatory compliance documents at your fingertips!



## AgOS® Grower Access

*Clearly communicate and share information with your growers*

It's not enough to merely save data, your data must actively facilitate your decision making process. AgOS® Grower Access provides your customers with a historical timeline of field and business information, by providing a visual representation of the crop season. AgOS® Grower Access includes contract/booking information, pre-invoices, delivery tickets, work orders, farm maps, split information, as well as the necessary information for compliance.

## Interface Partners

The AgOS® platform; delivering a unified user experience across software, hardware, and IT services within your company that break through barriers to efficiency. Delivering the critical information you need to run a competitive modern ag retail business is our commitment to you and your ag retail operation.



## See Deeper. Farm Smarter.

*Easy-to-use precision ag software for agronomists*

The McGregor Company (TMC) has become the fourth owner of joint-venture **FieldReveal**, joining Agregra, Central Valley Ag and WinField United.

The McGregor Company is thrilled to be able to join the **FieldReveal** ownership family. The other retail owners of **FieldReveal** are recognized agronomy and service leaders. The **FieldReveal** team has a unique and leading platform, a great pathway for growth, and a truly unbiased, independent agronomy and ag equipment dealer with a retail footprint in 35 communities in Idaho, Oregon, and Washington.

A proven precision ag system and comprehensive mapping and data platform built for agronomists.

Over the last few decades, we've developed and evolved one of the most

complete precision farming platforms that enables agronomists to clearly view comprehensive field data to make more efficient recommendations to their farmer customers. Designed to enhance partnerships between ag retailers and their customers, our system has been proven across millions of acres.

**FieldReveal** serves as a cloud-based hub for agronomists and allows them to easily connect with others involved in an operation – soil samplers, field scouts, dispatchers, applicators, and farmers. Accessible anywhere you have internet connectivity, it ties everything together and lets agronomists spend more time in the field with the farmer and less time in the office managing data and information.

- built by agronomists for agronomists
- more field time, less office time
- an easier way to stay connect

## The Proven Solution

Many field agronomy prescriptions focus primarily on nitrogen levels and don't account for other important plant nutrient levels. FieldReveal identifies the full spectrum of soil nutrient needs and provides prescriptions to create the ideal soil environment designed to maximize yield potential.

Our mission is to provide ag retailers with resources to manage agronomic data by offering the most advanced decision ag platform.

Our vision is to connect and sell the most advanced agronomic software solutions, which empower agronomy teams to be the vital, trusted advisor for their customer.

**Mapping Center** is state-of-the-art GIS software package designed around the needs of you Precision Team.

**Dispatch** streamlines communication and reduces wait time, equipment travel time and fuel expenses

**Tools Platform** allows agronomists to build relationship and work more closely with growers on a field-by-field basis.

**Soil Sampling** using geo-referenced sampling locations enables you to sample from the same spots every time, so you can see and track the effectiveness of your fertility management



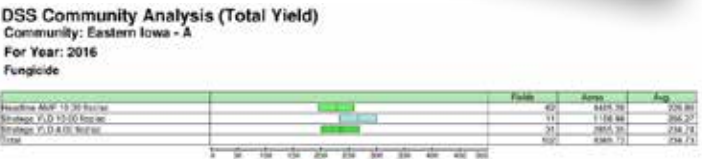




HighQ® DSS  
Welcome to Decision Agriculture™. True Agricultural Decision Support

The HighQ DSS (Decision Support™ System) provides the grower with a tool to analyze numerous variables encountered during the growing season and how these variables affected profit per acre. Growers can analyze what effect different input variables had on their own crop production based on their individual performance, but can also analyze the same products and practices on a much larger scale using a “Community” of data.

This larger sample helps guarantee confidence in the analysis through sheer volume of data and removal of any anomalies that may occur in a smaller sample. Variable information, such as, Variety, Planting Date, Fungicide application, etc, can be analyzed for performance. These standard type of analysis’ can be augmented with a more detailed, customized type of analysis. An example of this type of analysis may be – what corn variety performed the best after a previous corn crop, planted between April 10th and April 25th. There are numerous different types of analysis’ available – virtually any data that is collected, can be analyzed.



Yield By...

- Crop Relative Maturity
- Harvest Date
- Insecticide
- Planter Type
- Previous Crop
- Seed Population
- Tillage
- Variety
- Total of Each Fertilizer Input B,K,N,P,S,Zn
- Fungicide
- Herbicide
- Manufacturer
- Planting Date
- Row Spacing
- Treatment
- Trait

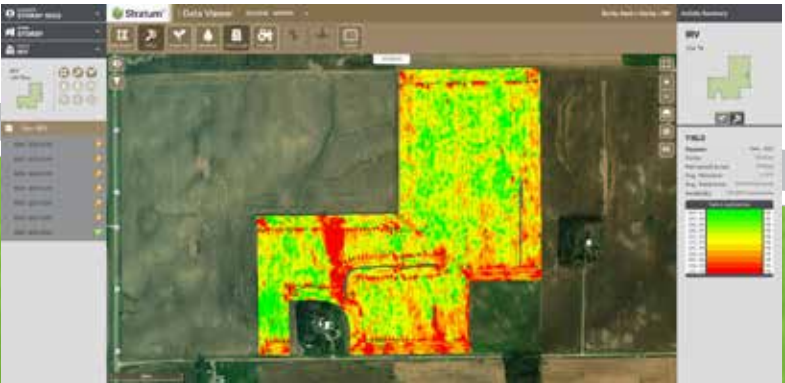
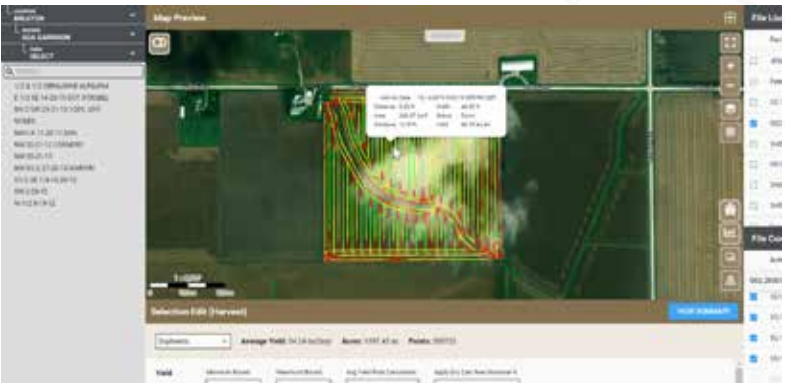
Ag Data Done Right  
What makes Stratum valuable

- Web based
- Accessible from Anywhere!
- Quick and easy
- Doesn't bog down your machine
- Single company data reference
- Upload ANY data file type
- Process and clean data sets to your needs
- Multi-year data storage and reference
- Export to any system
- Connects to AgOS, FieldReveal and HighQ

Why did we build it

Our Ag Retail industry needs quality software that can assist them in serving their growers in the best way possible. A big part of today's Ag Retail business is handling many different layers of data. These data layers could be anything from tillage or irrigation practices to yield and everything in between. So, how does the Ag Retail business manage all that information coming from several different places. The answer is STRATUM, a solution that is happy to accept data from ANYWHERE and give the user a quick and easy experience to process and clean the data turning it into useable information.

- Stratum is capable of processing every data layer from your fields.



Stratum™

What can you do in Stratum

Stratum gives you all the tools to:

- Import data from anywhere
- View the layered data and understand the details of every field data point
- Make adjustments to that field data
- Store all layers of field information for reference
- Move data into other systems with a flexible exporting tool
- Connecting directly to FieldReveal and HighQ for Rx writing and Analysis

Who is it for:

Stratum is for anyone in the Agriculture business that needs to manage and/or process field data!



Welcome to the agronomy software of the future.

Our staff has more than 100 years of experience in agricultural retail ownership and operations, which drives us to build the most effective software tools for your business. Innovation and creating efficiency in agronomy operations is our mission. We're committed to develop comprehensive and easy-to-use tools for ag retail operations.

AgWorks Consulting Services (ACS)

Implementing Standard Operating Procedures (SOPs)

ACS can work with you to write "SOPs" specifically made for your company in order to get your technology working on your behalf.

Custom Development

ACS has dedicated developer resources that work only YOUR projects so that we can ensure project completion on time and on budget.

Data Management / Services

ACS has overseen thousands of integration projects and can guide you to a satisfactory resolution.



How DevWorks Works

DevWorks' software development process is open, structured and proven. Transparency is our code. We like to think of it as "rightsourcing". In other words, there's a right way to do things when you engage a partner.

Rightsourcing

An extension of your business that not only develops, but guides you through your initiatives from start to finish, with milestones and complete transparency, a proven process and full understanding of your strategic vision.

Software development should be structured and support your vision with project managers who understand your goals. We bring simplicity and structure to your software development initiatives.

Our developers build for you, but we also think with you. Our job is not to just deliver the code, but fulfill your mission.

Using our proven approach, you can:

- Decrease your development spend
- Increase the accuracy of project estimates
- Meet deadlines on-time
- Increase "pass" rate on production
- Participate in the daily scrum throughout the software development process
- Participate in sprint planning
- Experience honest and open communication

All of this combines to ensure you have a voice in making your vision a reality.

A Proven Process is Born

Outsourcing Challenges

- Accessibility
- Poor response time
- Process control
- Budget overages, missed deadlines
- Lack of understanding of company vision
- Communication barriers
- Staff turnover
- Contractor usage

Insourcing Challenges

- Shortage of developers to hire
- Expensive recruitment fees
- Time consuming recruitment
- High salary expectations
- Benefit expenses
- Sub-par candidates
- Working in "silos" mentality
- Lack of understanding of company vision

It's not enough to just have developers, success requires a partner that's an extension of your business and can best serve your project initiatives, timeline and budget.

DevWorks was formed to solve that. We strike the perfect balance between software development and project management to support the strategic vision of companies and see that vision to fruition while minimizing costs and delivering projects on time.