



# **AGCO Link - Actively managing our dealers to get closer to our end customers**

Aftersales & Services



# A COMPANY WITH A CLEAR VISION



## VISION

High-tech solutions  
for farmers  
feeding the world

## MISSION

Profitable growth through  
superior customer service,  
innovation, quality  
and commitment



# AGCO

At a Glance

*Challenger*

**FENDT**



**VALTRA**

## Global Farming Solutions

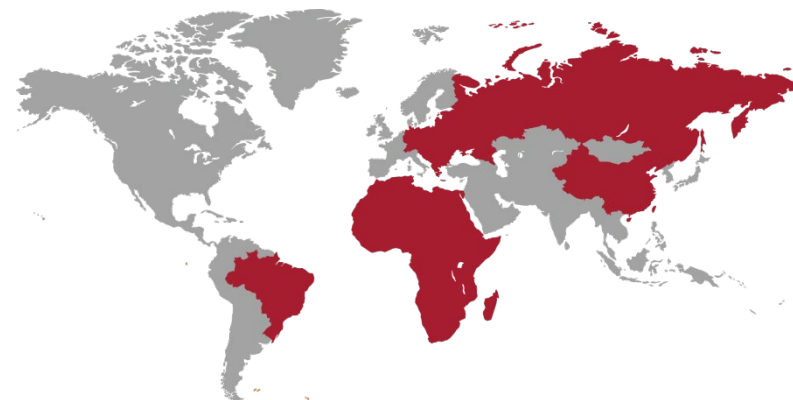


# 4,200

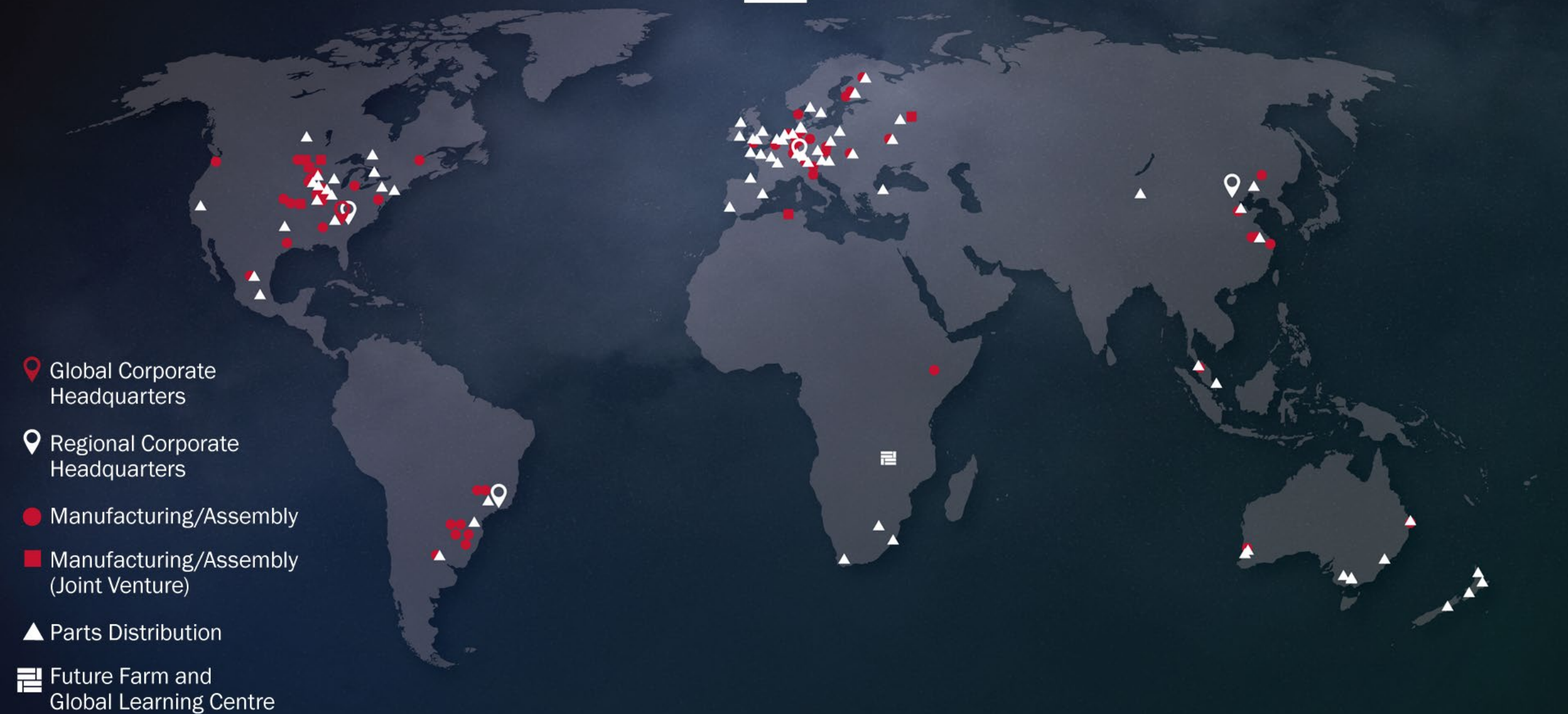
Dealers

## Emerging Markets

Investing in developing markets.

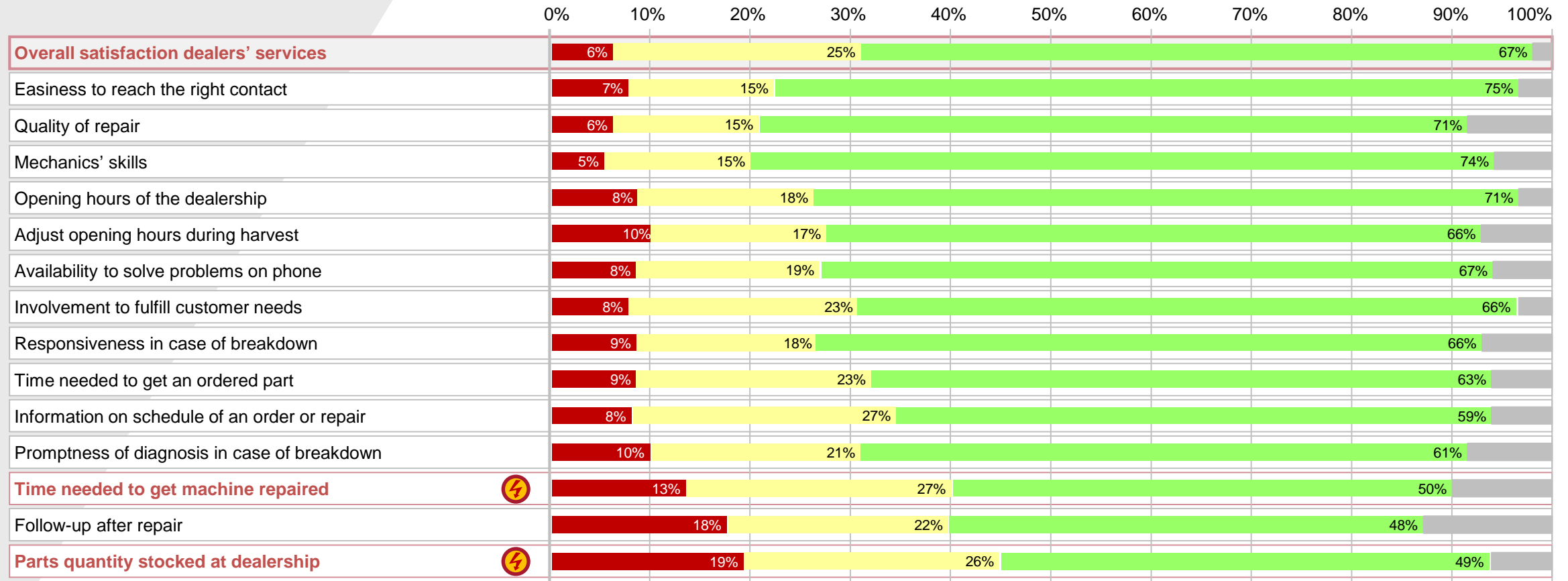


# GLOBAL PRESENCE



# End Customers

## What drives their satisfaction



1 (not satisfied) – 10 (very satisfied):

■ = Score 1 to 5

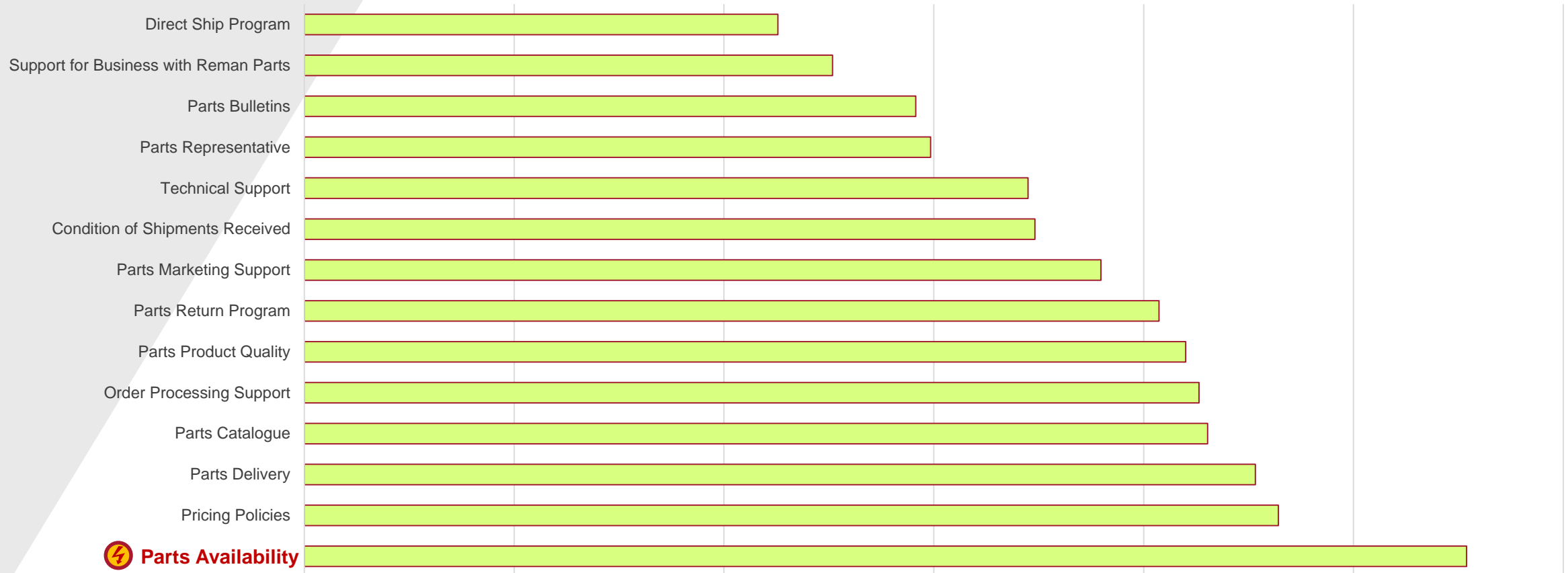
■ = Score 6 to 7

■ = Score 8 to 10

■ = Not Specified

# Dealers

What drives their satisfaction



2017 Carlisle Dealers Parts Managers Satisfaction Survey – AGCO results

# Happy Dealers = Happy Customers ?

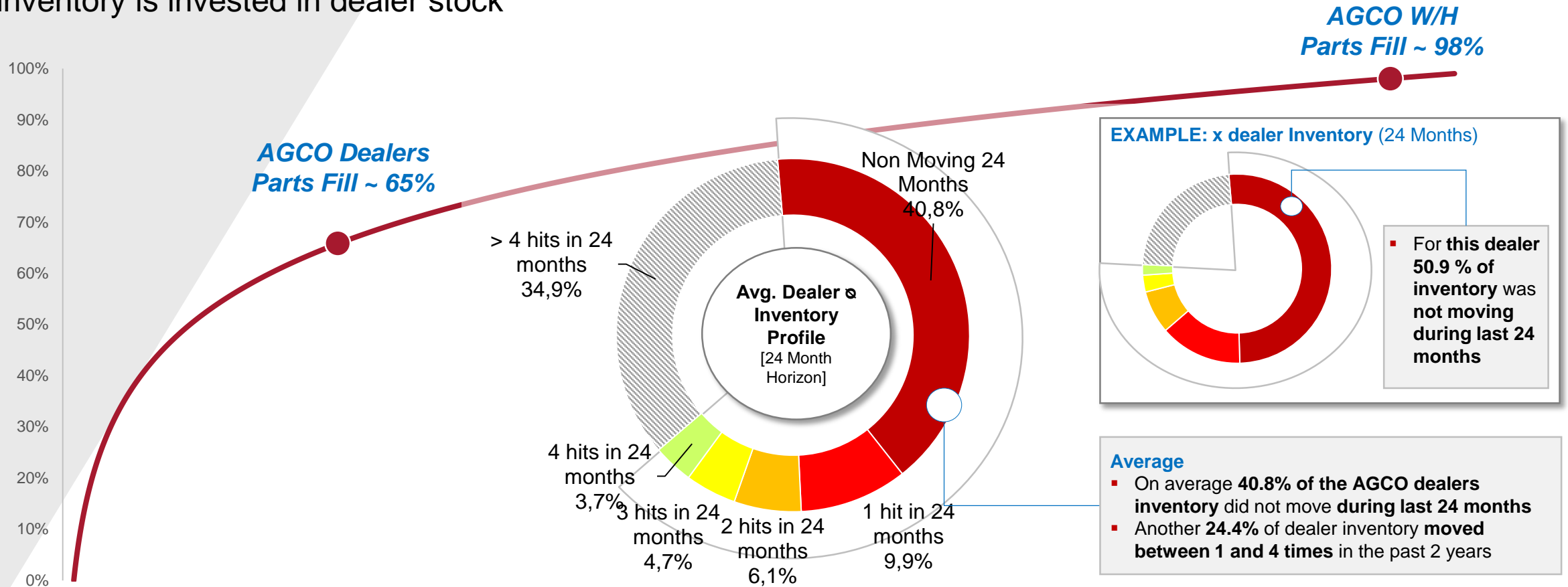
When looking at Parts Availability & Parts Delivery satisfaction show negative correlation



2017 Carlisle Dealers Parts Managers Satisfaction Survey – AGCO results correlated to 2017 End Customers Satisfaction Survey

# Fill Measurement

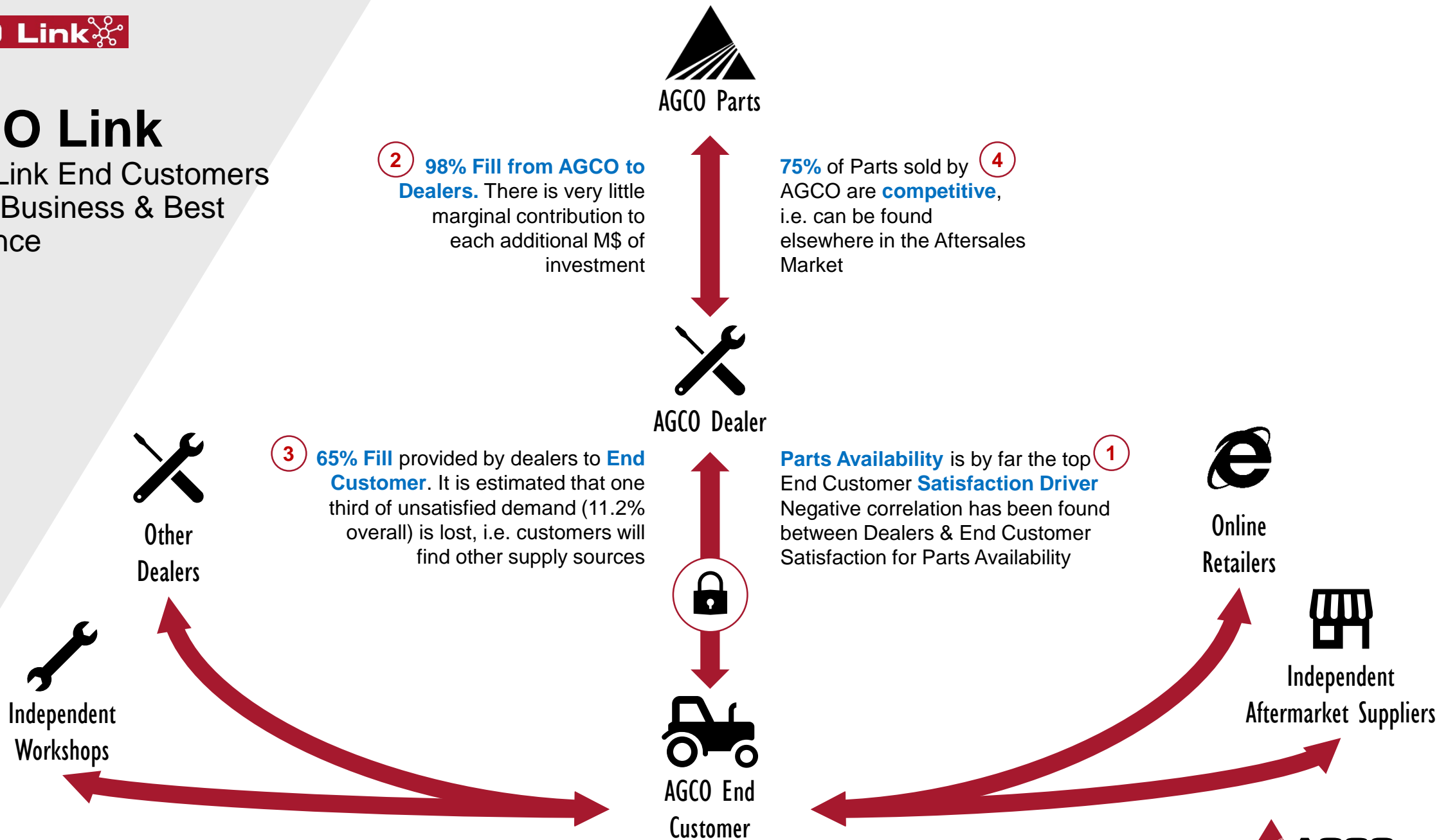
The marginal contribution of additional fill for each additional million \$ of Inventory is much greater if that inventory is invested in dealer stock





# AGCO Link

How to Link End Customers  
Loyalty, Business & Best  
Experience

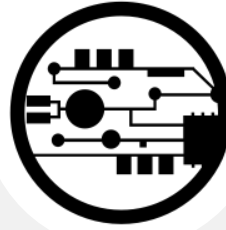




- Initially scoped as an Aftersales **Inventory Planning** Solution for Dealers & Distributors
- Based on **6 years of development work** and more than **10M\$ investment**
- Developed by Barkawi, a top Supply Chain Consulting company
- **Completely free of charge** for AGCO dealers & distributors
- **Protecting** AGCO & Dealers **data confidentiality** through a NDAs



- A **team of AGCO planners**, who are individually dedicated to each dealer outlet and apply specific & tailored inventory planning strategies



- Automatic & reliable **Data Exchange** between Dealer Management Systems and AGCO, daily monitored
- **Fully automated processes** avoiding any useless manual intervention
- Set with **advanced Forecasting, Inventory Planning & Replenishment** algorithms
- Able to set **parametrization to specific needs** of each individual dealer outlet
- **Translated** into 13 languages
- Leveraging on a **enormous dealers & AGCO data base**
- Providing advanced **Parts Finder** feature
- integrating **Machine Parc** information into Inventory Planning
- Allowing dealers to get access to **Recommended Stocking Lists** for specific models
- Offering additional functionalities such as **Warranty Claim Automation**
- **Expandable** to additional features as required by dealers



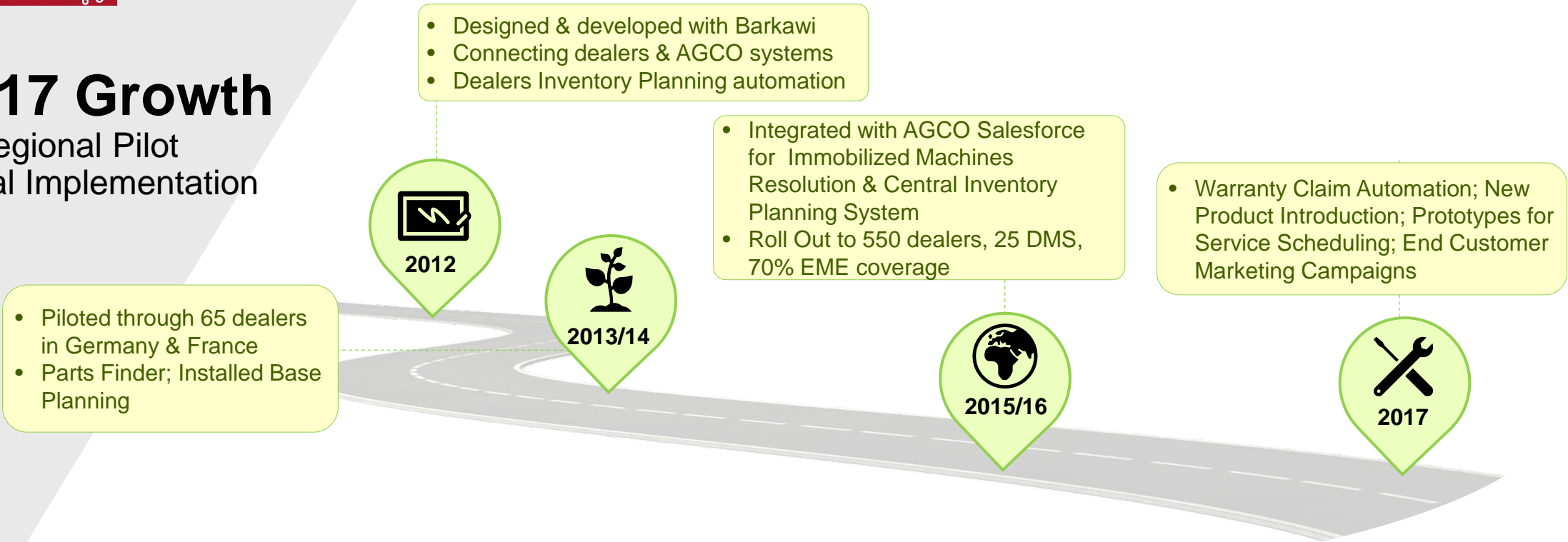
- Leveraging a **knowledge sharing** of AGCO Master Data, Engineering information, and 900 dealers data daily interfaced
- Dealers reported on average a **3 hours saving** for their replenishment process
- **Obsolescence reduction by 8%** on average by participating dealers
- **7% Customer Fill increase** (from 68% to 75%)
- Allowing better & more proactive **AGCO stocking**



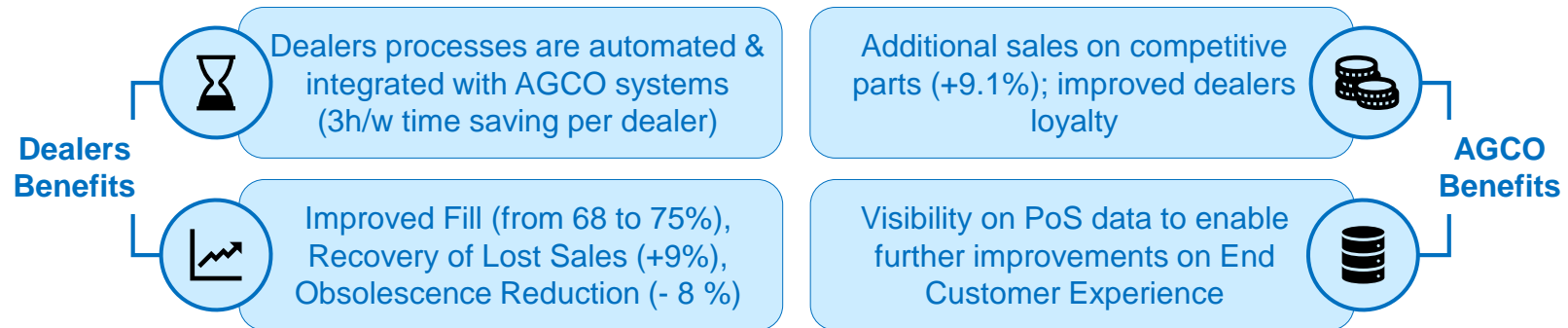
- A truly global tool, adopted by **550 dealers in Europe**, 1100 world wide
- Fully Integrated with **30 different Dealer Management Systems**

# 2012-17 Growth

From a Regional Pilot  
to a Global Implementation



## Added Values for AGCO & Dealers

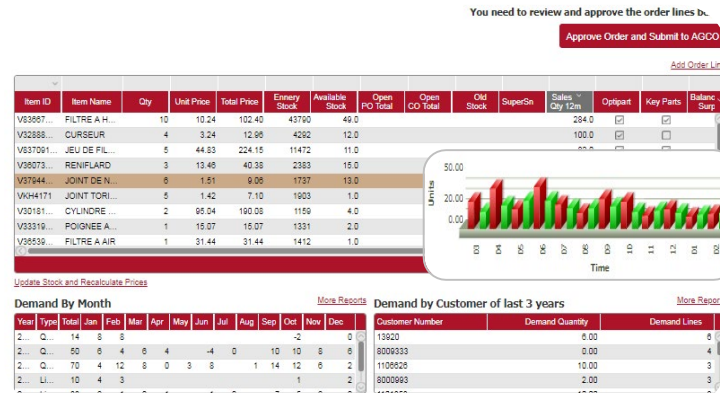




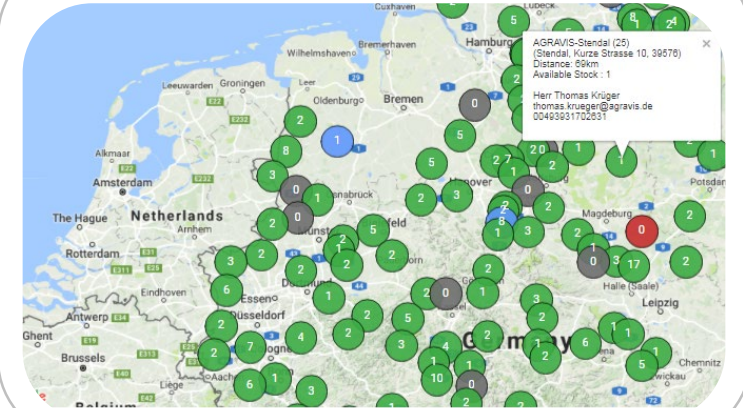
# 2012-17 Growth

## Core functionalities

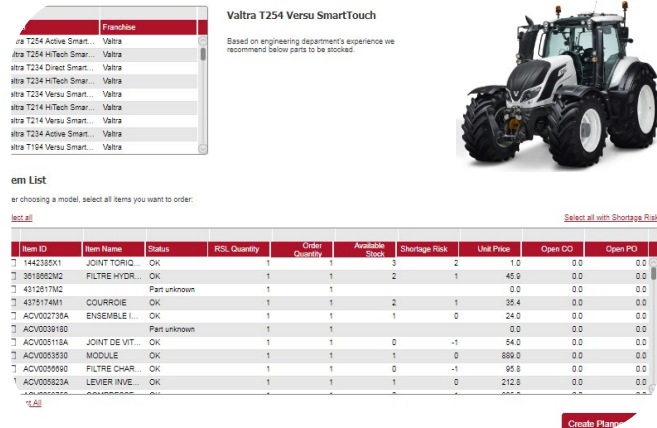
### Forecasting & Inventory Planning



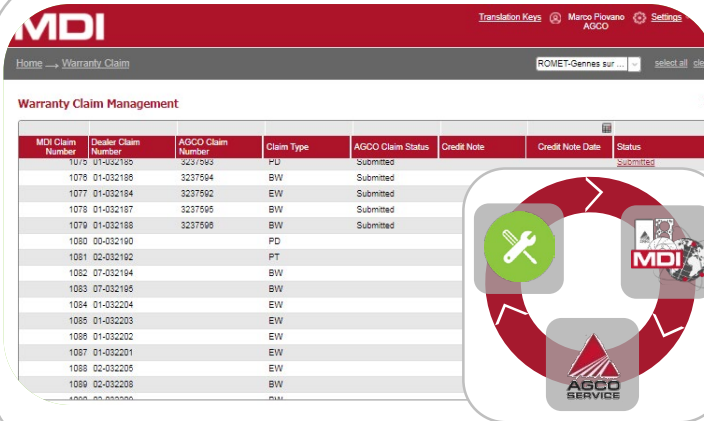
### Parts Finder



### Machines Stocking



### Warranty Claim Automation



### KPI Dashboard



...in progress / under testing:

Installed Base Management

Workshop Scheduling & Technicians Management

End Customer Marketing Campaigns

Rectification Program

Other Suppliers Integration

DCX DMS Integration





# 2012-17 Growth

Connecting more than 1000 dealers to AGCO globally



≈1.100



											
204	202	53	50	42	40	22	9	6	2	1	1






250*




180*



	
20*	3*

\*For NA, SA and APA Connection has just started and it is in progress

# 2012-17 Growth Germany

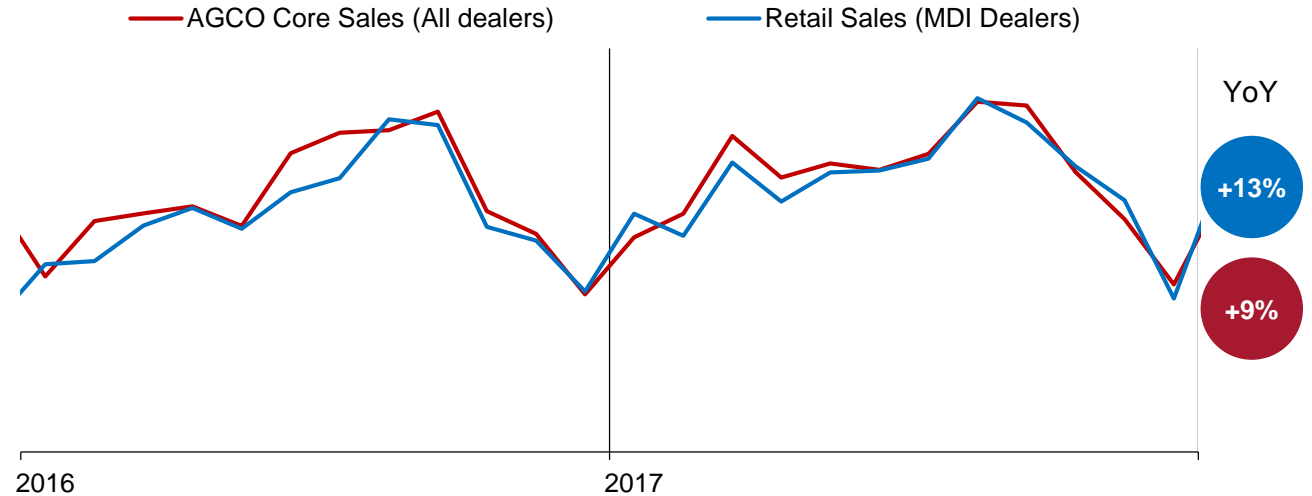


Market  
Coverage

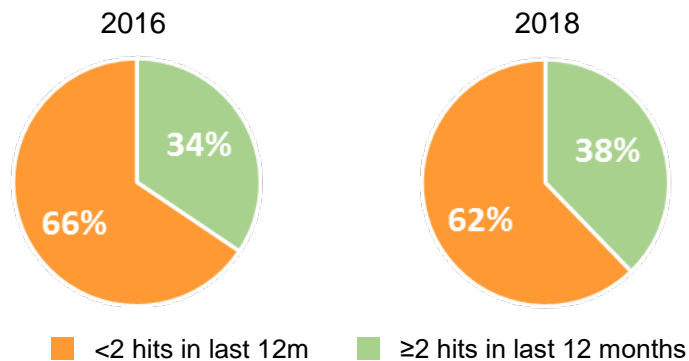


- Live since 2013
- 8 DMS connected
- 161 dealer outlets connected
- Opportunity for further Full Roll Out

## AGCO & Dealer Sales



## Dealers Inventory improvement



## Main results summary

- 75.9% acceptance of Link recommendations
- Dealers registered a growth of retail sales 3.5% higher than AGCO Core Sales in the market (12.6% vs. 9.1%)
- Average Reduction of 4.6% of Non or Very Slow Moving Inventory

Notes: Coverage refers to connected DMS (and version) coverage; AGCO Sales only on Core products; Dealers Retail Sales only on Link connected dealers valued at dealer CoS; Inventory values at Dealer Cost; Acceptance calculated at line level



# 2012-17 Growth France

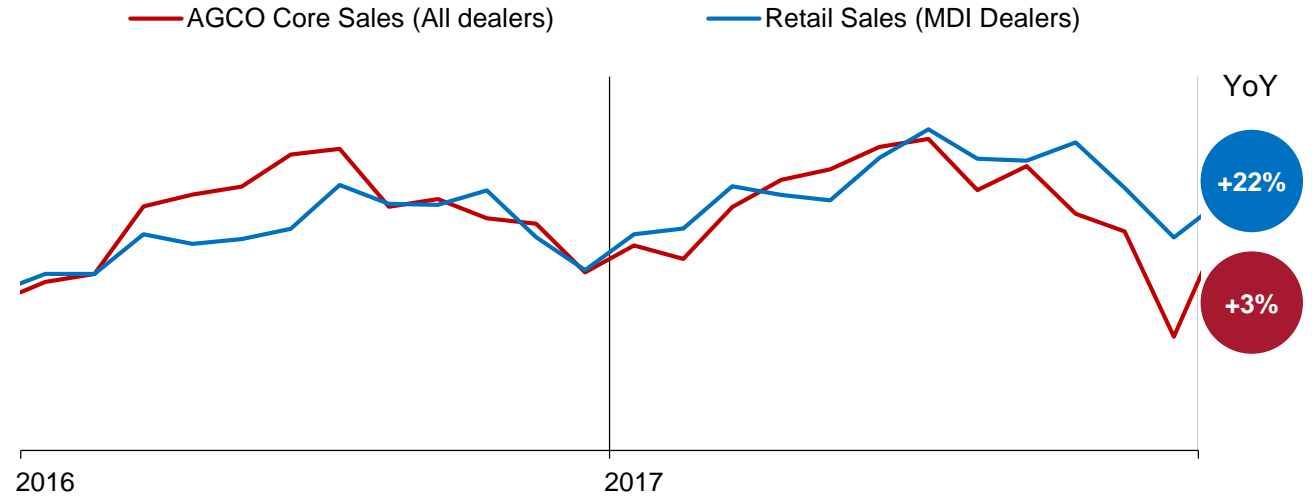


Market  
Coverage

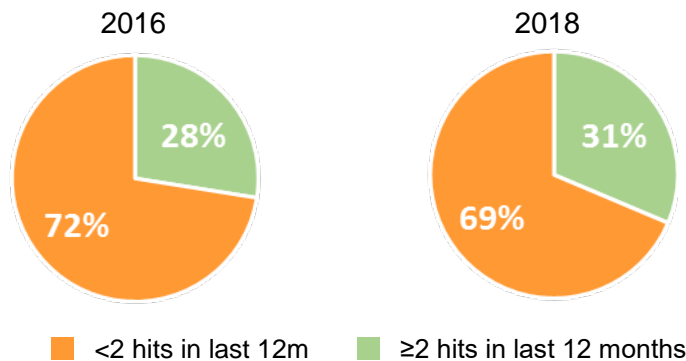


- Live since 2013
- 5 DMS connected
- 176 dealer outlets connected
- Warranty Claim Automation Roll Out in progress
- No further connection possible out of above connected DMS

## AGCO & Dealer Sales



## Dealers Inventory



## Main results

- 74.1% acceptance of Link recommendations
- Dealers registered a growth of retail sales 19% higher than AGCO Core Sales in the market (22% vs. 3%)
- Average Reduction of 5.6% of Non or Very Slow Moving Inventory

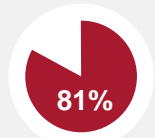
Notes: Coverage refers to connected DMS (and version) coverage; AGCO Sales only on Core products; Dealers Retail Sales only on Link connected dealers valued at dealer CoS; Inventory values at Dealer Cost; Acceptance calculated at line level

# 2012-17 Growth

## UK & Ireland

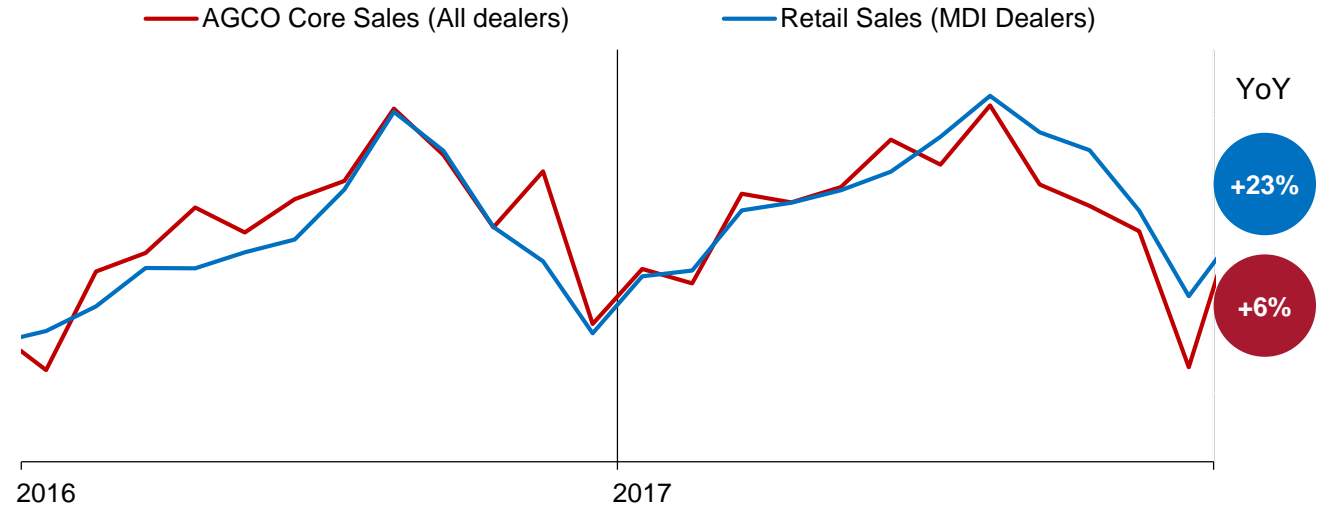


Market Coverage

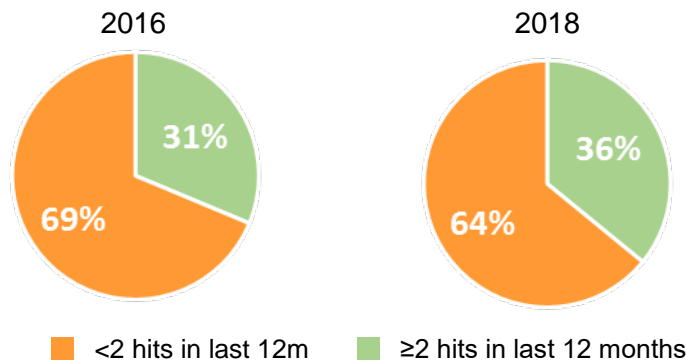


- Live since 2016
- 1 DMS connected
- 37 dealer outlets connected
- Opportunity for additional ~30 outlets as soon as they upgrade their version
- In process of rolling out Warranty Claim Automation
- Piloting Other Suppliers Roll Out

### AGCO & Dealer Sales



### Dealers Inventory



### Main results

- 84.0% acceptance of Link recommendations
- Dealers registered a growth of retail sales 17% higher than AGCO Core Sales in the market (23% vs. 6%)
- Average Reduction of 7.2% of Non or Very Slow Moving Inventory

Notes: Coverage refers to connected DMS (and version) coverage; AGCO Sales only on Core products; Dealers Retail Sales only on Link connected dealers valued at dealer CoS; Inventory values at Dealer Cost; Acceptance calculated at line level

# 2012-17 Growth Finland

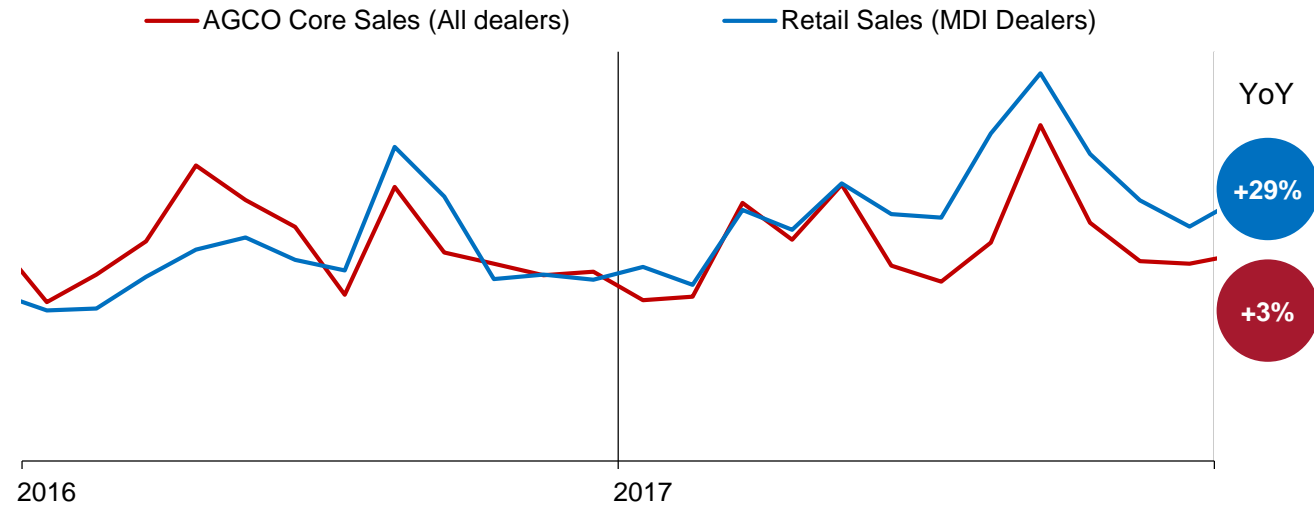


Market  
Coverage

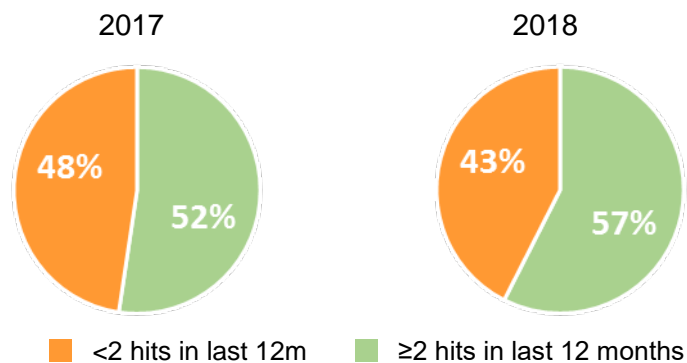


- Live since 2017
- 1 DMS connected
- 22 dealer outlets connected (AGCO owned)
- Some opportunities to connect other independent dealers

## AGCO & Dealer Sales



## Dealers Inventory



## Main results

- 83.9% acceptance of Link recommendations
- Dealers registered a growth of retail sales 26% higher than AGCO Core Sales in the market (29% vs. 3%)
- Average Reduction of 12.0% of Non or Very Slow Moving Inventory

Notes: Coverage refers to connected DMS (and version) coverage; AGCO Sales only on Core products; Dealers Retail Sales only on Link connected dealers valued at dealer CoS; Inventory values at Dealer Cost; Acceptance calculated at line level



# Outlining dealers, customers and machines

AGCO Link allows to profile detailed and comprehensive Dealer, End Customer & Machine information over time

