

## Case IH goes live with FieldOps, Connectivity Included and new API partnerships

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Case IH, an American agricultural machinery manufacturer is launching a series of technology initiatives that put the farmer user-experience at the forefront.

The all-new FieldOps mobile and web application redefines the way farmers connect, view, and manage their operations with an expanded API integration. Case IH is also announcing "Connectivity Included", eliminating subscriptions on selected new machines and simplifying the process of customising technology needs. The Case IH FieldOps web and mobile app can be download in the App Store and Google Play Store.

FieldOps seamlessly connects and integrates agronomic insights and machine performance data, providing farmers with a comprehensive overview of their operations and their Case IH fleet. Redesigned with special attention to streamlining the user experience, FieldOps makes it easier to access agronomic and machine data from anywhere with a mobile or Wi-Fi connection.

Jeremy Duniam, Head of Precision Technology at CNH ANZ, says "FieldOps gives us the opportunity to fulfill the three main needs farmers have with connectivity and precision tech: interoperability, ease of use, and data transfer".

One key feature of FieldOps is the remote display view which allows farmers to see all parts of the in-cab screen. Operators can be guided from a distance with the aim of minimising downtime and maximising productivity through quick and targeted assistance.

With FieldOps, farmers can monitor crop health, growth stages and field conditions to make informed agronomic decisions. Farmers can also track machinery usage, fuel consumption and machine performance with continual updates to improve operational efficiency, labour management and maintenance scheduling.

FieldOps also allows farmers to customise their view based on what's important to them, including setting notifications, alarms and adjusting the settings for each machine, creating machine parameter favourites, and choosing between light or dark mode. FieldOps is purposefully designed to incorporate all Case IH data and information into one consistent, user-friendly interface across mobile devices and web browsers.

Users get easier access to their agronomic and operational data, eliminating hurdles navigating within digital platforms, and ultimately, helping improve productivity thanks to an expanded range of global API partnerships. Additionally, Case IH has announced Connectivity Included which removes subscription fees from Case IH technology for qualifying machines built after 1 October, 2024. With Connectivity Included, farmers can access all the benefits of connectivity without ongoing subscription costs.