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## **Trimble Establishes New Agriculture Business Solutions Group**

### **New Group to Provide Customers with Integrated Technology Solutions Across Entire Agricultural Value Chain for Improved Operating Efficiencies and Accelerated Business Success**

SUNNYVALE, Calif., July 25, 2016 /PRNewswire/ -- Trimble (NASDAQ: TRMB) announced today that it is establishing a dedicated Business Solutions group within its Agriculture Division to support the more complex needs of agricultural leaders. The Trimble Agriculture Business Solutions group will provide customers with technology integration across their business and data solutions enabling them to improve operational efficiencies and enhance decision-making throughout the value chain.

Agriculture customers are adopting technology solutions in multiple areas of their business. With agronomic, logistics, operational, financial and mobile technologies all advancing simultaneously, these customers require a partner that can provide expertise across business platforms. The Agriculture Business Solutions group combines portfolios from Agri-Data, the Connected Farm™ solution, Farm Works Software® solution, Cengage® Ag and Iron Solutions. These key components will be linked, benefitting customers who can now solve complex technology problems with a single provider—Trimble.

"Trimble is transforming the way the agriculture value chain works," said Darryl Matthews, senior vice president and sector head of Trimble. "Unfortunately, many of the existing software solutions are either point solutions or are tied to a particular line of equipment or crop input. As a result, agricultural businesses are forced to implement multiple software solutions to manage their operations, leading to integration and maintenance burdens that inhibit growth. To address this issue, we have integrated multiple technologies—from hardware to software to mobile devices—to enable our customers to succeed. With software and services that work with a broad range of equipment manufacturers and crop inputs, Trimble is well positioned to partner with customers to enable them to more quickly experience the benefits that today's technologies deliver."

Trimble's expertise in agricultural technology supports farmers, agronomists, agricultural retailers, food processors and distributors throughout the supply chain as they continue to implement technology solutions. An added level of service and support is available through Trimble's Vantage™ distribution network, which provides customers with precision agriculture experts who deliver a premier level of technical expertise, customer service and support capabilities.

Over the last decade, Trimble has continued to advance its integrated agricultural software and services solutions that touch nearly every aspect of the agriculture supply chain, including:

- | Trimble's total farm management system—which integrates data from most types of equipment, farm practices, crop types, and over various computing devices (guidance displays, desktop computers, smartphones)—to facilitate collaboration between farmers and the partners they interact with every day.
- | Access to an extended network of over 200 trusted advisors through Trimble's AGRI-TREND® Coaches. These advisors, backed by a team of over 30 credentialed experts, provide research, training and insight to customers needing professional support.
- | Contract management tools that enable the management of multiple environments relating to food production, grain procurement, sustainability and raw commodity procurement.
- | Access to food traceability and quality inspection solutions throughout the fresh food supply chain. These tools enable food producers, distributors and retailers to meet food safety requirements, secure their supply chain and optimize product freshness and quality.

### **About Trimble's Agriculture Division**

Trimble's Agriculture Division provides solutions that solve complex technology challenges across the entire agricultural supply chain. The solutions enable farmers and advisors to allocate scarce resources to produce a safe, reliable food supply in a profitable and environmentally sustainable manner. Covering all seasons, crops, terrains and farm sizes, Trimble solutions can be used on most equipment on the farm, regardless of manufacturer. To enable better decision making, Trimble offers technology integration that allows farmers to collect, share, and manage information across their farm, while providing improved operating efficiencies in the agricultural value chain. Trimble solutions include guidance and steering, agronomy coaching, desktop and cloud-based data management, flow and application control, water management, harvest solutions and correction services. For more information on Trimble Agriculture, visit: [www.trimble.com/agriculture](http://www.trimble.com/agriculture).

## **About Trimble**

Trimble is transforming the way the world works by delivering products and services that connect the physical and digital worlds. Core technologies in positioning, modeling, connectivity and data analytics enable customers to improve productivity, quality, safety and sustainability. From purpose built products to enterprise lifecycle solutions, Trimble software, hardware and services are transforming a broad range of industries such as agriculture, construction, geospatial and transportation and logistics. For more information about Trimble (NASDAQ:TRMB), visit: [www.trimble.com](http://www.trimble.com).

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