**Messaging (What is IsoMatch FarmCentre? Technical description) Should not be used for marketing, please use text below for that!**

With IsoMatch FarmCentre, you have an easy-to-use Machine Optimisation Platform, wirelessly connected to the tractor, terminal, and the various implements you may use. Avoid downtime by preventive maintenance, attractive visualisation in real-time (machine status, task performance) and alerts. Gain extra time by visualising everything on a dashboard, remote TASKDATA exchange plus pre-defined analytics and reports. Exclusive Agronomic Tools module to integrate external SW on demand such as agrirouter or specific FMIS like MyDataPlant.

**Short Description Marketing :**

IsoMatch FarmCentre is a wireless telematics solution for machinery optimisation and fleet management, suitable for all Kverneland and ISOBUS machines. IsoMatch Tellus PRO or IsoMatch Tellus GO+ become the gateway to connect machines to the cloud and consequently, allow a user’s device to control the fleet in real-time, send and receive tasks from the implements, receive alerts and analyse the collected data in pre-defined reports. All these features are included in an easy-to-use intuitive web application that works with any smart device like a laptop, tablet, or phone. IsoMatch FarmCentre also contains an exclusive Agronomic Tools module to integrate external software on demand such as agrirouter or specific FMIS like MyDataPlant.

* **Slogan**

Intuitive, Connected, Sustainable – IsoMatch FarmCentre

**USP** (refined again)

* **All-in-one platform** with a simple and clean design
* **Full overview** - Everything in the same place wherever you are
* **Track every detail** in the system, machinery, task, alerts
* **Collaborative system integration** with agrirouter and FMIS
* **Supports decision making** with analytics and smart reporting
* **Optimise farm operations** by being connected

**Keywords**: Machinery Optimisation, Visualisations, KPIs, Digital, Easy to use, Real-time, Information, Efficiency, Performance, Control, 3rd party software, Future

**Marketing Story:**

Today’s farming has evolved from individual craftsmanship to precision agriculture. Driven by advanced technology, this way of farming has a huge impact on traditional farming approaches across the world. To allow for machinery optimisation and a better overview of farm management, Kverneland Group Mechatronics has developed IsoMatch FarmCentre.

**Your all-in-one platform with a simple and clean design**

Whether you are a farmer or contractor with a fleet, IsoMatch FarmCentre gives you a complete overview of your business through an easy-to-use online platform and intuitive dashboard. To improve efficiency and save time, you can send and receive tasks from the terminal remotely as well as track the movement of your fleet in real-time or verify later where your machines have been operating. Keeping track of multiple machines spread over vast areas has never been so easy!

**Integrations that matters**

We understand that every farmer has different needs when it comes to fields and crops. This is the reason why IsoMatch FarmCentre is connected with Agronomic Tools suite, with integration for agriculture software through agrirouter and other FMIS tools like MyDataPlan, letting you create accurate prescription maps based on biomass development. Combining the current condition of your crop and historical data allows you to improve your farming results by tailoring fertiliser, seed, and crop protection maps.

Every detail is recorded in the system from finished tasks to alert history. Depending on your requirements, you can view and analyse your data on a daily, weekly, monthly, or yearly basis on the intuitive dashboard. Data includes, for example, performed tasks, CANBUS and ISOBUS values, trajectory path, or product application totals.

**Supports decision making with predefined reporting**

You can optimise the usage of your fleet by viewing predefined reports. It gives you the possibility to compare values based on data coming directly from your machine. Tasks can be compiled for operational and invoicing control purposes, ensuring you make the right decisions at the right time.

**Optimise farm operations by being connected**

By being connected and having all information easily available, IsoMatch FarmCentre provides you with the possibility to optimise your operations and be more sustainable by, for example, ensuring there is no spillage of liquids or fertiliser, setting you and your business up for a successful future.

**What is new? (only to be used in countries which already have it introduced and active users)**

Kverneland strives to provide farmers with the most up-to-date and easy-to-use telematics tools. Not only does the new version of IsoMatch FarmCentre have a fresh new look and feel, but it also has a new and intuitive dashboard, showing important information about the implement and the operator’s performance in the field.

One of several added functions is that the user will now be able to visualise the key parameters of each implement on this dedicated dashboard. These parameters include both those corresponding to the implement itself and those of the task controller, allowing the user to easily evaluate the performance of the implement, either for a specific task or throughout a campaign or the life of the machine. The tool also provides compatibility with third-party licenses which is achieved via agrirouter.

This update has been designed with simplicity and ease of use in mind. Users can still expect to be able to create maps, send tasks, generate reports, receive alerts and so much more, as with the earlier version, but with the new version it will be even quicker and easier than before. This tool provides users with the possibility to be more sustainable as exact amounts of required liquids or fertiliser are used, resulting in less spillage.

**USP’s explained**

**All-in-one platform with an easy and clean design**

The most intuitive platform interface for your tractors, terminals, and implements, making it easy for you to use. Get things done quickly and within a few clicks!

**Collaborative system integrated** with agrirouter and FMIS

Every farmer has different needs when it comes to fields and crops. This is the reason why IsoMatch FarmCentre is connected with Agronomic Tools suite, with integration for agriculture software based on regional needs like agrirouter and MyDataPlant.

**Full overview** – All information in one place wherever you are

On your overview dashboard, you can see trustful insights and receive real-time status updates of your connected machinery (active/inactive, map location, planned/performed tasks, and notifications).

**Track every detail of machinery and tasks** in the system

Every detail is recorded in the system from finished tasks to alert history. Depending on your requirements, you can visualise and analyse your data on a daily, weekly, monthly or, yearly basis. Data includes, for example, CANBUS and ISOBUS values, trajectory path, or product application totals.

**Supports decision making with smart reporting**

Optimise usage of your fleet by viewing predefined reports. It gives you the possibility to compare values based on data coming directly from your machine. Tasks can be compiled for operational and invoicing control purposes.

**Optimise farm operations by being connected**

Remote task exchange also saves trips and time to the fields. By being connected and having all machine information in real-time easily available, you can optimise your farm operations and be more sustainable by, for example, ensuring there are no spillages of liquids or fertiliser.