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# Collaborative Business Models

# Evolving Value Proposition

## Collect

- Scanner
- Total Station
- RFID
- GNSS Receiver
- Image capture
- Laser tools
- Machine control

## Connectivity

- Cell
- Radio
- IP
- WiFi
- Bluetooth
- Satellite

## Modeling

- Virtual Reality
- Farm Management
- Field Inspection
- 3D modeling
- Point cloud
- Visualization
- Project Management
- Mechanical design
- Structural design

## Analytics & decision support

- Work Management
- Yield Management
- Fleet analytics
- Driver safety
- Environmental
- Cost analysis
- Time analysis
- FEA
- Road/rail alignment
- Design coherency

### Heavy Construction



### Survey Cadastre



### Building Construction



### Agriculture



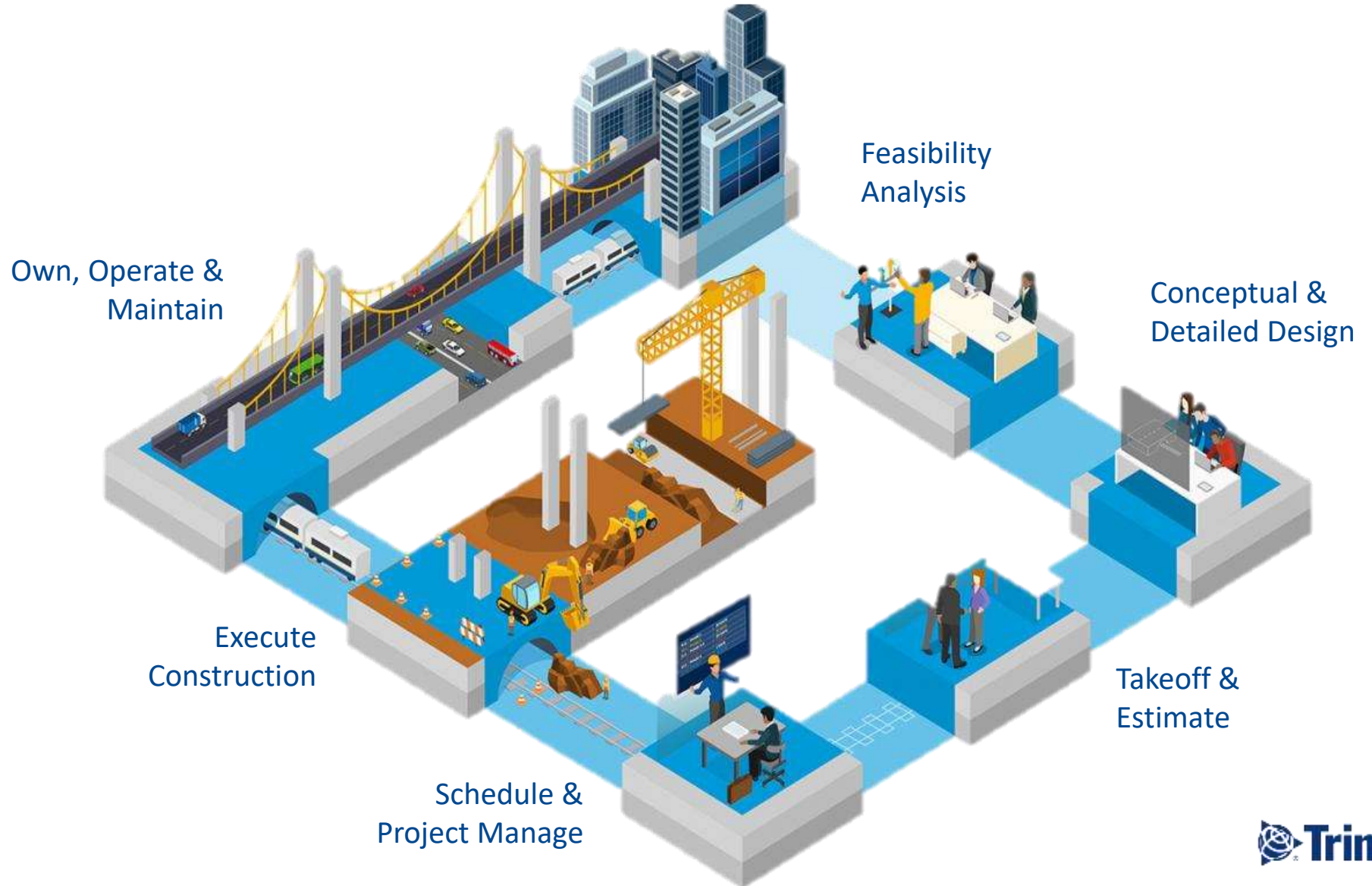
### Transportation Logistics



### Emerging Markets



# Construction Continuum



# Agriculture Ecosystem



Credit: Concept from Harvard Business Review article of November 2014 issue: "How Smart, Connected Products Are Transforming Competition" by Michael E. Porter and James E. Heppelmann. <https://hbr.org/2014/11/how-smart-connected-products-are-transforming-competition>



# Thank You