

# BIG OPPORTUNITY



## CHALLENGE

- John Deere recognized the need to investigate an open architecture system that would allow them to keep pace with the changing landscape of data and machines.
- The challenge for Deere was to understand the benefits and challenges to an open architecture system from a safety, legal and product development perspective, while ensuring alignment of the organization to quickly execute.

## SOLUTION

- Create the business case for long-term investments in open architecture.
- Look across analogous markets to evaluate different types of open architectures and their possible use within John Deere.
- Leverage the ecosystem to test and stretch thinking, while learning from others mistakes so John Deere could avoid the same pitfalls.
- Engage the eco-system with the John Deere team in an eco-immersion working session to further explore the best avenues for open architecture that would take advantage of partnerships, accommodate technology change and outpace current and future competitors.

## OUTCOMES

- Strategic recommendations for John Deere's open architecture model that leveraged capabilities and allowed for partnering to accelerate innovation, while delivering the latest technology to new products.
- Clarity on the importance of an open architecture for growth in a rapidly changing world, creating unanimous organizational alignment to move forward with implementation at the close of the engagement.

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**John Deere kept pace with a changing landscape** by exploring open architecture to accelerate growth.



## **OPPORTUNITY THINKING** principle

The ecosystem includes those who observe, influence, and participate in opportunity. It invites us to explore open opportunity before open innovation.

