



AGCO Teams with iMaps to Implement QlikApp

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AGCO leads data-driven business practices in the agricultural equipment sector

DULUTH, Ga. --(BUSINESS WIRE)--May 3, 2016-- AGCO Corporation (NYSE: AGCO), a worldwide manufacturer and distributor of agricultural equipment and solutions, today announced that it has teamed up with iMaps to implement QlikView, the business intelligence and visualization software. As a large global business with multiple brands and numerous international locations, AGCO was looking for a unique solution to integrate and analyze a huge amount of complex data from many different sources inside and outside the company in order to better drive business. AGCO is one of the first agricultural companies to embrace data-driven solutions to move the industry forward.

Eric Lescourret, AGCO Director, Advanced Technology Solutions & commercial strategic initiatives, North America said, "QlikView allows AGCO to integrate and unify our 20+ data sources for a complete overview and to centrally evaluate all of that critical data. We can now seamlessly build the tools we need to analyze and visualize information. AGCO can now be more proactive and predictive and make better-informed decisions, quickly." The QlikView solution connects all data sources in one central location and provides AGCO with a meaningful analysis and visualization of all relevant data quickly and in real time. Multiple users and stakeholders are able to access information and benefit from new insights.

As data integration and analysis became more important, AGCO enlisted iMaps as a partner to implement QlikView. To analyze commercial performance, a special QlikView app – called Data Driven Commercial Performance (DDCP) – was developed for AGCO. "The DDCP app is enabling AGCO to better track commercial activities as well as our ability to execute our marketing and sales plan, helping us to achieve our retail and market share targets," explained Lescourret.

From now on, AGCO's North America business will be able to share the data efficiently across various functions and benefit from data interconnectivity and standardized key performance indicators (KPIs). Lescourret continued, "The capacity we've gained to benchmark our KPIs by district, account manager, dealers, and by product is amazing. After our analysis we were able to focus on critical areas, setting more realistic goals and reallocating resources and investments more efficiently." Different functions can consume the same information in different ways based on their unique challenges and area of engagement.

The data collected reflects how AGCO and its dealers efficiently manage the entire customer journey; from the time the customer is considering acquiring equipment from one of AGCO's equipment brands to the time they need to replace it with a newer machine and the ability to support that customer along the way.

The data-driven analysis tool enables AGCO to make smarter and quicker decisions based on imminent market demands and needs. The pilot rollout within the North American marketing and sales team has been successful thus far. In the months to come, AGCO plans to engage with users to further optimize the tool so that it will support AGCO's mission to grow through superior customer service, innovation, quality and commitment.

NEWS: Visit www.AGCOnews.com/na for the latest news and information from AGCO .

About AGCO

AGCO Corporation (NYSE: AGCO) is a global leader in the design, manufacture and distribution of agricultural solutions and supports more productive farming through its full line of equipment and related services. AGCO products are sold through five core brands, Challenger®, Fendt®, GSI®, Massey Ferguson® and Valtra®, supported by Fuse® precision technologies and farm optimization services, and are distributed globally through a combination of approximately 3,000 independent dealers and distributors in more than 140 countries. Founded in 1990, AGCO is headquartered in Duluth, GA, USA. In 2015, AGCO had net sales of \$7.5 billion . For more information, visit <http://www.AGCOcorp.com>. For company news, information and events, please follow us on Twitter: @AGCOCorp. For financial news on Twitter, please follow the hashtag #AGCOIR.

About Qlik

Qlik® (NASDAQ: QLIK) is a leader in visual analytics. Its portfolio of products meets customers' growing needs from reporting and self-service visual analysis to guided, embedded and custom analytics. Approximately 39,000 customers rely on Qlik solutions to gain meaning out of information from varied sources, exploring the hidden relationships within data that lead to insights that ignite good ideas. Headquartered in Radnor, Pennsylvania , Qlik has offices around the world with more than 1,700 partners covering more than 100 countries.

About iMaps

iMaps is a leading provider of innovative Business Intelligence and Analytics Systems with a strong focus on Qlik technology solutions. Based in Brazil , iMaps serves clients with a global presence. The company has received recognition as 'Solution Provider of the Year Latam' and for 'Excellence in Customer Advocacy.' For more information please visit www.iMaps.com.br/USA.



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