

# Learning Live 2022 Presentations

30th November to 1st December



## **A Sustainable Approach to Golf Course Maintenance**

Christophe Menz - John Deere

### **Learning Outcomes**

Open for progress: the world in golf course maintenance is changing fast. Environmental considerations and operational efficiency are key aspects. John Deere Precision Turf Technologies help Golf Courses run a profitable and sustainable business.

### **Brief / Outline of the projects in these case studies**

A sustainable approach to golf course maintenance takes into account both environmental and economic factors while continuing to aim for high quality playing surfaces. Golf clubs and courses may now reap the benefits of new precision technology to help achieve quick results and long-term returns on their investment

### **What challenges did you face during this project?**

We have experiencing or have experienced challenges during the last couple of years. We can list several, but CHANGE is here to stay, and we need to take it as an ongoing opportunity to develop and strengthen the industry, with higher quality, more advanced and more efficient golf course maintenance solutions



**JOHN DEERE**

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## **What innovations did you employ in this project?**

John Deere prides itself on developing technology that provides our customers with increased performance at lower lifelong costs, which is easy for operators to use. We use state of the art engineering facilities and processes to ensure that our products meet customers needs.

Precision Turf technology combines technology approved by thousands of users around the globe. Our Guidance System is used by hundreds of thousands of farmers, individual nozzles control is widely used in crop care protection applications and connected equipment, cloud based, leverages the power of data.

## **What Went Well or What Went Wrong? Or ... Would you do anything differently?**

The integration of existing technology in golf equipment that meets customer needs is essential at this stage. Gaining customer's feedback and transform it into solutions worked pretty well. The GPS Sprayer demonstrates outstanding results and is approved by many customers in Europe. The cloud based application is widely used and is customer type neutral. The programmers did a great job in developing such a great tool.

In the future we would like to expand that technology as demand grows and legal requirements harmonize among European countries. Training our customers will become key as technology evolves and skills switch from current technology to advanced machines.



**JOHN DEERE**