



Lauingen/Munich, 04.06.2024

**International IT-Event appearing in the BMW Welt in Munich  
DEUTZ-FAHR as part of the Reply Xchange 2024**

The Reply Xchange is an annual event that brings together IT professionals, creative thinkers, and tech enthusiasts. Held once a year in three different countries, it offers an opportunity to explore the dynamic role of technology in reshaping industries.

At this year's German edition, held on June 4th at the BMW Welt in Munich, DEUTZ-FAHR was delighted to participate with two high tech TTV tractor models, showcasing the SDF Smart Farming Solutions.

SDF Smart Farming Solutions are today ready for the next level of smart farming, helping farmers with a variety of customisable digital tools, enabling them to work faster, more accurately, and make the best decisions for their farm business. They are divided into four main areas: in addition to SDF Guidance, the iMonitor, and ISOBUS, they also include SDF Data Management.

Part of SDF Data Management is the Agrirouter, a universal data exchange platform for farmers and contractors. It enables cross-manufacturer data exchange between agricultural machinery, software, and other applications. This reduces documentation time in the office, prevents data loss, and allows the full potential of a Farm Management Information System (FMIS) to be utilised.

To demonstrate the benefits of the Agrirouter to visitors at the Reply event, DEUTZ-FAHR was present with two top-notch tractors with continuously variable TTV transmission. The 9340 TTV (336 HP) had to be positioned outside the BMW Welt, meanwhile, a 5115 D TTV (126 HP) was inside, showcasing to visitors how simple data transfer in agricultural technology can be. With just a few clicks, data could be received from or sent to another tractor (such as the 9340 TTV) or a Farm Management Information System (FMIS). This is always ensured on DEUTZ-FAHR tractors, as the Agrirouter is embedded into the base equipment of the iMonitor.



Behind the Agrirouter is DKE-Data GmbH & Co. KG, a non-profit company based in Osnabrück. Since 2016, SDF, as one of the founding companies, has supported the development, operation, support, and promotion of data exchange systems across the entire agricultural and agrifood value chain. To align the Agrirouter to its worldwide customers' needs and expectations it will receive a major update end of August 2024, with REPLY becoming the new IT service provider. This update will seamlessly transition and elevate the platform, ensuring continued reliability in data transmission for farmers worldwide.

**About DEUTZ-FAHR**

DEUTZ-FAHR is a leading German brand operating at the vanguard of high technology for agriculture, with its evolving series of tractors. Its production presents a powerful idea of what new agriculture is becoming. In its luxurious design thinking, our production relies heavily on internal collaborative efforts. DEUTZ-FAHR stands for tractors and combines of proven quality and performance. The heart of DEUTZ-FAHR is based in Lauingen (Germany), where the high-performance tractors ranging from 120 to 336 HP are manufactured in Europe's most modern tractor production plant to fulfil the needs of farmers worldwide.

[www.DEUTZ-FAHR.com](http://www.DEUTZ-FAHR.com)

**About SDF**

SDF is an Italian multinational company based in Treviglio (Bergamo, Italy), among the world leaders in the production of tractors, agricultural harvesting machines, autonomous electric tractors and diesel engines. SDF distributes its products under the brands SAME, DEUTZ-FAHR, Hürlimann, Grégoire and VitiBot. The tractor line-up covers a power range from 25 to 336 hp, while the harvesting machine range goes up to 395 hp. In nearly a century of history, SDF has contributed significantly to the mechanization of the agricultural sector, leading a successful international expansion path and being a driver of the digital transformation of agriculture. Today SDF produces "smart tractors" designed for increasing operational efficiency and productivity with a focus on Agriculture 4.0. SDF can rely on 9 production sites, 13 sales subsidiaries, 2 joint venture, 155 importers and over 3,100 dealers and it employs more than 4,400 people worldwide. In 2023, the Company recorded revenue of 2,031 million euros and an EBITDA of 15.9%. [www.sdfgroup.com](http://www.sdfgroup.com)



**About Reply**

Reply focuses, as a network of specialized companies, on the development and implementation of processes based on technologies such as Big Data, Cloud Computing, and the Internet of Things (IoT). Concept Reply, based in Munich, leads the way in new development as the IoT-specialized company within Reply.

Concept Reply specializes in researching, developing, and validating innovative solutions for IoT software. They support their clients in the automotive, manufacturing, and smart infrastructure industries in all matters concerning the Internet of Things (IoT) and Cloud Computing. Their goal is to offer end-to-end solutions along the entire value chain: from defining an IoT strategy to testing, quality assurance, and implementing a concrete solution. They count renowned manufacturers like BMW, MAN, or Siemens among their client base, and their project expertise spans from truck fleet (maintenance) management to over-the-air updates for washing machines.

[www.reply.com](http://www.reply.com)

**About DKE-Data**

DKE-Data GmbH & Co. KG, a non-profit company, was founded in July 2016 by 10 renowned agricultural technology companies and is based in Osnabrück.

The partnership focuses on the development, operation and promotion of data exchange systems along the agricultural value chain. The objective is to ensure cross-manufacturer and cross-product interoperability between agricultural machinery and software products. This should enable farmers, contractors and consultants to continuously optimize their production processes, taking into account legal, economic and ecological requirements.

The partnership plans to develop, operate and support various data exchange systems, regardless of the technology used.