Continuous Mobile Evolution: Since 1983!

Julian Sanchez, PhD
Director, John Deere Technology Innovation Center
1983 - 1997

Motorola DynaTAC 8000x
$3,995
battery life: 30 minutes

IBM Simon
$899
1st “smart phone”
Touchscreen, notepad, faxes, email

Motorola MicroTAC
$2,500
1st “pocket” phone

Nokia 9000 Communicator
$800
1st graphical web browser
1998 - 2002

**Nokia 3210**
- $200
- games: snake, pairs
- Pre-installed texts (SMS)

**Nokia 7110**
- Wireless Application Protocol
- Mostly Text-Based Internet
- Navi-roller button

**Sharp J-Phone**
- $500
- 1st camera phone (0.1 megapixel)
- (sold in Japan)

**Sanyo 5300**
- 1st camera phone (US)

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**camera-phone battle**
Cameras on phones: a pivot point
pictures taken:

2 trillion

80 billion

1999 < 2014

pictures taken on film (ever) < pictures taken in 2016
2002 - 2005

BlackBerry 5810
- $599
- email & schedule

Motorola Razr
- Best-selling flip phone
- Talk-time 7 hours

Motorola Rokr
- Apple iTunes
- 100 songs

Palm Treo 180
- Graffiti handwriting

Treo 700W
- MS Windows

‘smart’ phone battle

‘good looks’ battle
2005 - 2007

Motorola Q

BlackBerry Pearl

Nokia N95

Motorola Q

2005

BlackBerry Pearl

2006

Nokia N95

2007 (April)

Motorola Q

FM Radio Tuner

Video Conferencing

Music Player

GPS receiver/nav

MS Office

BlueTooth

Music Player

3rd Party apps

5 megapixel camera

HTML, Java, Flash

Video Output

MMS

3G

Video Conferencing

Accelerometer

i-Phone

2007 (June)

most features battle

‘easy’ battle
2008 - PRESENT

App Store

Google play

Amazon

Android

World

Windows

Nokia

iPhone

HTC Magic

i-Phone 4

i-Phone 5

HTC Dream Slider

Samsung Galaxy

Samsung Galaxy 3

App store battle

2007

2008

2009

2010

2012
OTHER BATTLES BEING WAGED
(worth mentioning)
the next battle: ECOSYSTEMS
A little about John Deere…
Agricultural Cycle of Decisions & Tasks

- when should I plant?
- what should I spray?
- what should I plant where?
- when should I harvest?
- how should I maximize my profit?
- what will the weather be?
- how deep should I till?
STRATEGY
I HAVE THIS GREAT IDEA FOR AN APP

Hmm...let's hear it
have you identified a “mobile moment”? 
will the app replace something that already exists?

no

does it leverage the unique capabilities of mobile technology?

yes

does using mobile make it better (easier, faster, more fun)?

yes

yes

yes
But wait!
There's more!
How does it fit into the ecosystem?
mobile strategy
Today

Mobile Strategy

intentional business experiments

intentional business experiments
Today

intentional business experiments

intentional business experiments

Mobile Strategy
mobile strategy