



9 Conclusion

This interview study explores the influence of interconnectivity on service innovation in the agricultural business. Fourteen interviews were analysed to illustrate the picture of a more collaborating sector, where the digitization of non-digital artefact lay the foundation for an increasingly higher information sharing process. As the information exchange is essential for digital services and also gains importance for the non-digital world, the implementation of a data exchange platform is useful. The successful implementation of present platform approaches is not predictable as most full-range suppliers are not demonstrating the will to join. Due to the presented changes, the focal point of the value network could shift from the machine manufacturers to the controllers of the data exchange platform. In present, solution providers take the place of this platform.

The terms of interconnectivity, service innovation and transparency are mutually reinforcing each other. The innovations in interconnectivity are enabling new transparency services or solutions and the customer or legal demand of higher transparency pull solutions or innovations in interconnectivity. This interaction could be the topic of future research, also in other industries like forestry or mining where society increases its interest in transparency.

To conclude, interconnectivity supports the shift of the agricultural sector from a product-oriented to a service-oriented focus due to servitization. This includes changing business models, interactions between the players and increasing importance of services or solutions. Caveats of participating players could be lifted by more transparency of the data collection. Furthermore, the demand of transparency is one of the main drivers for interconnection solutions in the agricultural sector. The provided transparency might change the fashion of the public perception of the agricultural sector, so that one day the agricultural sector might advertise with its latest production techniques just like Mercedes does not advertise with its old cable breaks.