



PRODUCT OVERVIEW

# Farm Accounting and Management Software **TOGETHER**

**OPERATIONS**

**ACCOUNTING**

**TRACTION™**

**PAYROLL**





# THE TRACTION™ ADVANTAGE

## ANYWHERE ACCOUNT ACCESS

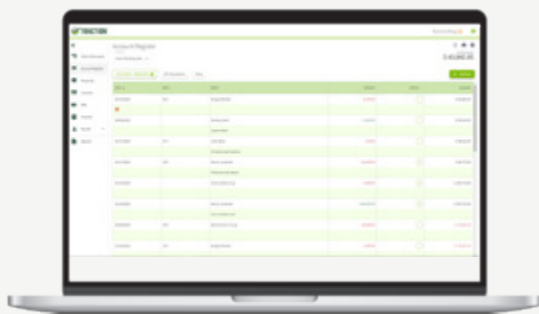
From soil to spreadsheets, access your account wherever you are. Your field records and tasks are just a tap away.

## ALWAYS SUPPORTED

Experience first-class customer service year round. Connect with our incredible support team through multiple channels such as live chat, email, phone, and virtual meetings.

## SINGLE PLATFORM

Tie it all together and save time with an integrated approach to accounting, field operations, payroll and agronomy—all in a single program.



# Farm Accounting that Transforms Your Farming Business



## Know Your Margin Per Bushel

Allocate your expenses, revenue, products and harvest details to fields for a deeper analysis of your production costs.



## Understand Your Current Financial Position

Generate a complete set of cash and accrual reports for any number of entities. See what segments of your operation are actually generating a profit or loss.



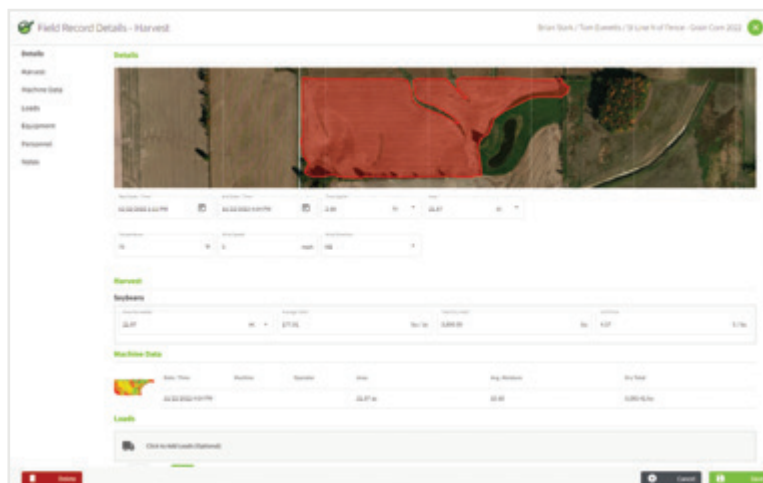
## Track Inventory, Anywhere, Anytime

Your inventory balances and values are automatically calculated based on accounting transactions and through field operation records.



## Connect Your Bank Accounts

Pick from over 12,000+ banks and cards to streamline transaction downloading.



# TRACTION™ BUSINESS

Traction Business is built with three Core Products. Each tier option includes one or more of these Core Products.

| Tier  | Core Products    |                  |                     |
|-------|------------------|------------------|---------------------|
|       | Basic Accounting | Basic Operations | Advanced Accounting |
| PRO   | ●                | ●                | ●                   |
| PLUS  | ●                | ●                | ○                   |
| BASIC | ●                | ○                | ○                   |

See back cover for tier feature list.

# Further Expand Your Business With Addons



## Payroll

We do all your farm payroll taxes.



## Agronomy

Web-based nutrient management built for the farmer.

# Field Operations With Live Data Connections

## Capture Scale Tickets Loads

Accurately calculate dry bushels to further enhance your crop inventory management for farm and landlord shares.

## Invoice Landlords From Field Records

Reduce the time it takes to create invoices when billing the landlord's share of inputs from field records or other custom work.

## Automate Your Field Records

Connect to John Deere Operations Center or Climate FieldView to transform farm records into valuable insights for decision-making.

JOHN DEERE  
OPERATIONS CENTER

CLIMATE  
FIELDVIEW

+ AND MORE

# TRACTION™ ENTERPRISE

## RUN A SMARTER BUSINESS

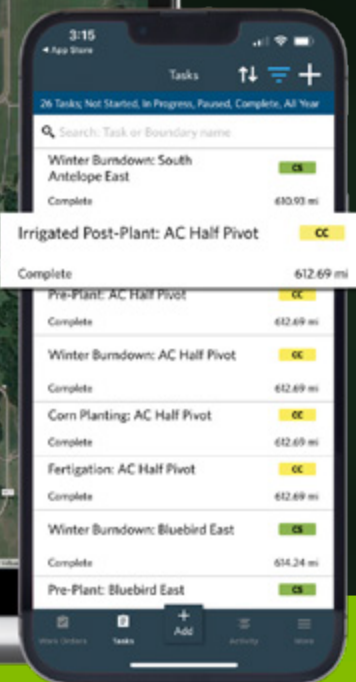
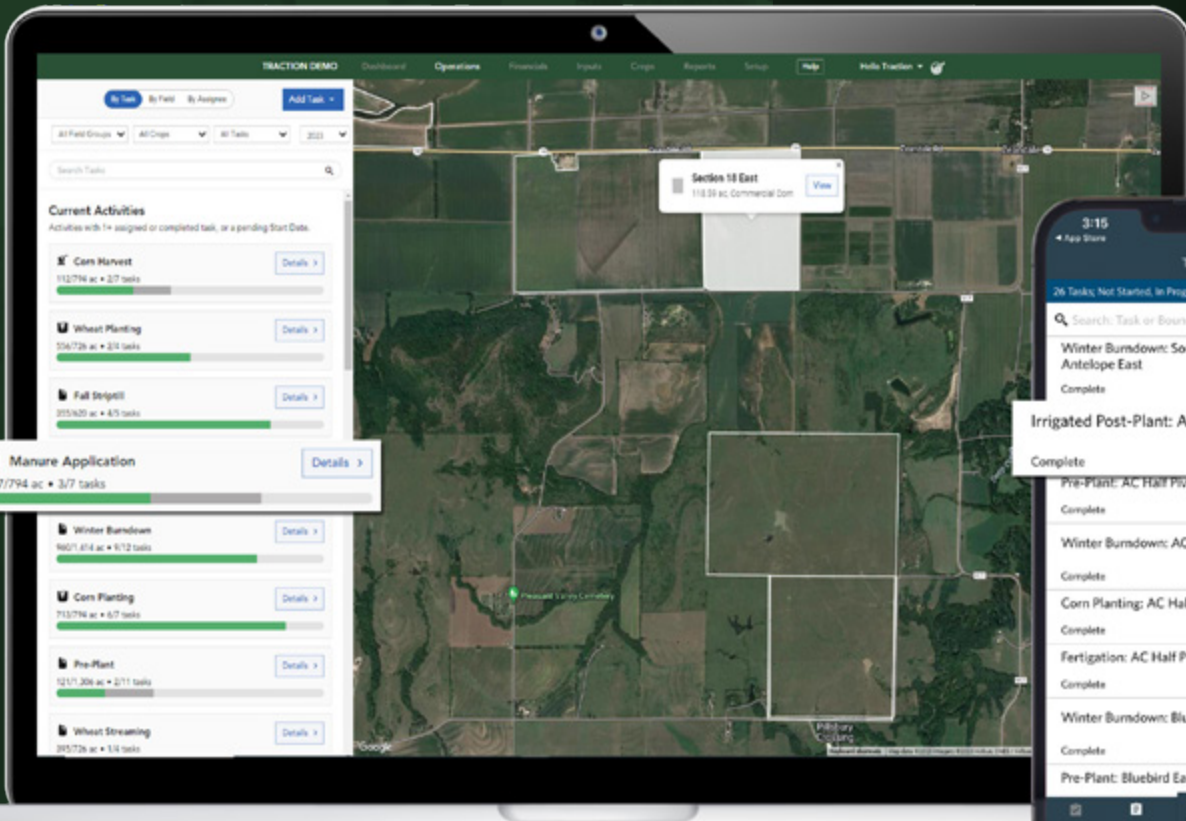
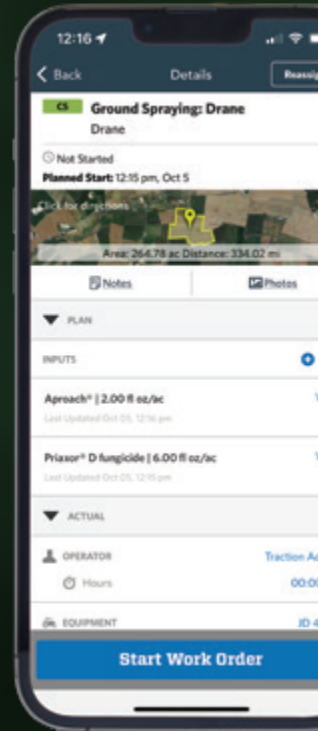
From making field-by-field seed placement decisions to digging into your ROI, Traction Enterprise turns your data into actionable intelligence for better decisions that drive results.

## SWAP COMPLEXITY FOR EFFICIENCY

Understand the big picture to maximize efficiency. Reduce the number of spreadsheets for easy-to-use, real-time views and analysis of your farm's financials, inputs, and inventories.

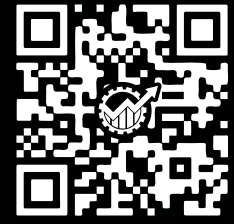
## IMPROVE PRODUCTIVITY

Increase your efficiency by using your mobile device to create, allocate, and document field activities while also overseeing crop inventory with hauling load information.





LESS THAN **19¢** /Acre  
BASED ON 5,000 ACRES



SCAN TO SEE  
YOUR SUBSCRIPTION  
COST PER ACRE

# EFFICIENCY SHOULDN'T HAVE TO BREAK THE BANK

At just a few cents per acre and even less per bushel, Traction is priced to pay dividends on any sized farm.

## FEATURES BY PRODUCT

|                                                                      |  BASIC |  PLUS |  PRO |
|----------------------------------------------------------------------|-------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| Two manager logins <sup>1</sup>                                      | ✓                                                                                         | ✓                                                                                        | ✓                                                                                       |
| Manage multiple entities                                             | ✓                                                                                         | ✓                                                                                        | ✓                                                                                       |
| Know your margin per acre                                            | ✓                                                                                         | ✓                                                                                        | ✓                                                                                       |
| Connect your bank & credit card accounts                             | ✓                                                                                         | ✓                                                                                        | ✓                                                                                       |
| View Cash Balance Sheet, Cash Income Statement & Schedule F          | ✓                                                                                         | ✓                                                                                        | ✓                                                                                       |
| Submit 1099s for landlords & vendors                                 | ✓                                                                                         | ✓                                                                                        | ✓                                                                                       |
| Share your account with others, including your accountant            | ✓                                                                                         | ✓                                                                                        | ✓                                                                                       |
| Know your margin per bushel                                          |                                                                                           | ✓                                                                                        | ✓                                                                                       |
| Track your supply & harvest crop inventory balances                  |                                                                                           | ✓                                                                                        | ✓                                                                                       |
| Import field records via integrations <sup>2</sup> or enter manually |                                                                                           | ✓                                                                                        | ✓                                                                                       |
| Enter scale tickets & loads or import via CSV                        |                                                                                           | ✓                                                                                        | ✓                                                                                       |
| Add seed, fertilizer, & chemicals from a database or manually        |                                                                                           | ✓                                                                                        | ✓                                                                                       |
| Track fixed equipment costs to fields                                |                                                                                           | ✓                                                                                        | ✓                                                                                       |
| Manage prepay expenses                                               |                                                                                           |                                                                                          | ✓                                                                                       |
| Track fixed & actual equipment costs to fields                       |                                                                                           |                                                                                          | ✓                                                                                       |
| Manage land agreements for cash rent & sharecropping                 |                                                                                           |                                                                                          | ✓                                                                                       |
| Create an invoice based on the landlord's share of inputs            |                                                                                           |                                                                                          | ✓                                                                                       |
| Prepare a Market Value Balance Sheet for your bank or lender         |                                                                                           |                                                                                          | ✓                                                                                       |
| Manage Accounts Payable transactions & balances                      |                                                                                           |                                                                                          | ✓                                                                                       |
| View Accrual Balance Sheet                                           |                                                                                           |                                                                                          | ✓                                                                                       |

<sup>1</sup> Subscription pricing includes 2 user logins but more can be added.

<sup>2</sup> Connecting to John Deere or Climate enables you to download your farm & field names, boundaries and field records into Traction.