

**UTD EMBA Entrepreneurial Study Tour**  
**IMS 6254.XS1 – Blog Brian Evans**  
**John Deere Innovation Hub**  
**4/4/2022**



Visiting the @[Capital Factory](#) in Austin, the UTD Executive MBA Class of 2022 learned about the new @[John Deere](#) Innovation Hub from Matthew Harrison. In February 2022 it was announced that Austin, Texas was chosen as the location that will allow Deere to invest and strengthen their technology capabilities and acquire new talent. The Austin market has quickly become one of the leading technology hot spots in the US. Deere’s strategy will allow for the company to attract local talent, work with the many area universities, and collaborate with some of the brightest technical minds and best IT start-ups as they expand their Technology Stack as part of Deere’s 2020 announced Smart Industrial Operating Model.

Deere is working to build upon their industry leading Production Systems to meet all aspects of a customer's jobs and more fully meet customer needs. This major investment in their Technology Stack will develop and deliver smart solutions to the machines and equipment used throughout the globe. John Deere is committed to their customers and dealers in supporting the Lifecycle of their customer’s equipment. Automation and autonomy of equipment is an important goal in advancing technical solutions for the agriculture industry.

Our team learned that the innovation hub will soon be adding talented professionals to their technical and data analytics teams, including data analysts, data scientists, and mechanical engineers that will work closely with agriculture, construction, and forestry customers in the many challenging applications. The innovation hub ecosystem will also include machinery and equipment test sites that are expected to be developed in and around Austin. This will allow the new innovation hub team to partner with both customers and dealers in the pursuit of innovation to unlock new value for customers and create sustainable innovation.

Source Links:

<https://www.deere.com/en/news/all-news/austin-innovation-hub/>  
<https://www.deere.com/en/news/all-news/2020jun17-new-operating-model/>