

CLIENT CASE STUDY: JOHN DEERE

Exclusive Supply Chain Partnership for Chemical,
Workshop, and Maintenance Products



Client	Engagement Timeline	Key Results
John Deere, USA	30+ Year Partnership	Inventory Off Deere's Books Dealer Capacity Freed Expanded Product Range

Executive Summary

John Deere, a global leader in agricultural, construction, and forestry equipment, partnered with The Integration Group (TIG) to transform the way its 2,200+ U.S. dealers source, stock, and manage maintenance products. Through an exclusive supply chain program, TIG delivers branded chemical, workshop, and maintenance products while managing inventory, fulfillment, compliance, and dealer support. This partnership allows John Deere to focus on its core business while enhancing dealer efficiency and customer satisfaction.

The Business Need

John Deere faced significant challenges in managing the sourcing, compliance, and fulfillment of chemical, workshop, and maintenance products for its dealer network. The existing process tied up capital, strained resources, and carried regulatory risk. John Deere needed a trusted partner who could:

- Remove inventory from Deere's books
- Manage compliance for chemical handling and storage
- Free up internal capacity and reduce transportation costs
- Expand and diversify maintenance product offerings

TIG's Solution

TIG implemented a comprehensive, exclusive program tailored to John Deere's needs:

- **Exclusive Product Line:** Developed and managed John Deere-branded chemical, workshop, and maintenance products.
- **Manufacturer Relationships:** Sourced high-quality products through strong supplier partnerships.
- **Compliance & Safety Expertise:** Handled all regulatory requirements for storage and handling.
- **Dealer Direct Fulfillment:** Reduced lead times, minimized transport costs, and increased dealer satisfaction.
- **Dealer Support:** Provided training, product knowledge resources, and technical assistance.

DESIRED OUTCOMES & ACHIEVEMENTS

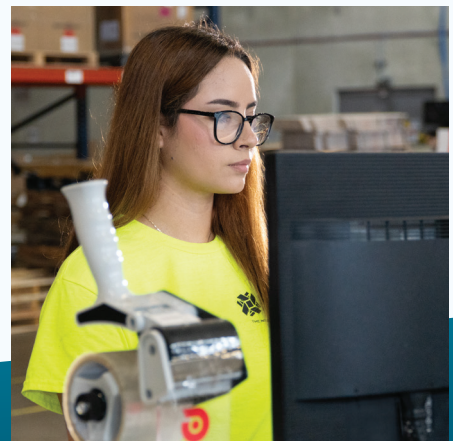
Goal	Achievement
Inventory Off Deere's Books	Shifted all inventory management and carrying costs to TIG.
Increase Dealer Capacity	Freed internal resources and reduced transport expenses.
Remove Compliance Liability	Eliminated regulatory burden for chemical storage/handling.
Expand Product Range	Introduced wider selection of branded maintenance solutions.

Incremental Value Delivered

- **Product Development:** Co-created new John Deere-branded products to meet evolving dealer needs.
- **Dealer Marketing & Training:** Ensured product adoption and optimal usage.
- **Graphic & Label Design:** Maintained consistent premium branding.
- **Ongoing Compliance Support:** Protected brand reputation and mitigated risk.

WHY IT MATTERS

This decades-long partnership demonstrates TIG's capability to manage complex product categories while safeguarding brand integrity, reducing operational strain, and delivering measurable business impact. By combining supply chain mastery with brand-focused execution, TIG enables OEMs like John Deere to focus on growth.



LET'S BUILD YOUR SUCCESS STORY NEXT

If you're seeking a proven partner to optimize your supply chain, free up capacity, and enhance dealer performance, The Integration Group is ready to help.

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