



True Knowledge Empowering Better Choices

The DataLive™ platform brings **unparalleled animal lifecycle knowledge**, empowering our veterinarian customers to make **better choices** for their business, their farmers, and the environment.







What is DataLive™?

DataLive™ is a **powerful digital platform** that combines individual animal monitoring data with expertise to provide **reliable and timely insights** at a multi-farm level.

MSD Animal Health are excited to bring you a live dashboard to allow timely analysis of transition rumination; with pre-mating heats, submission rate, and group rumination graphs.

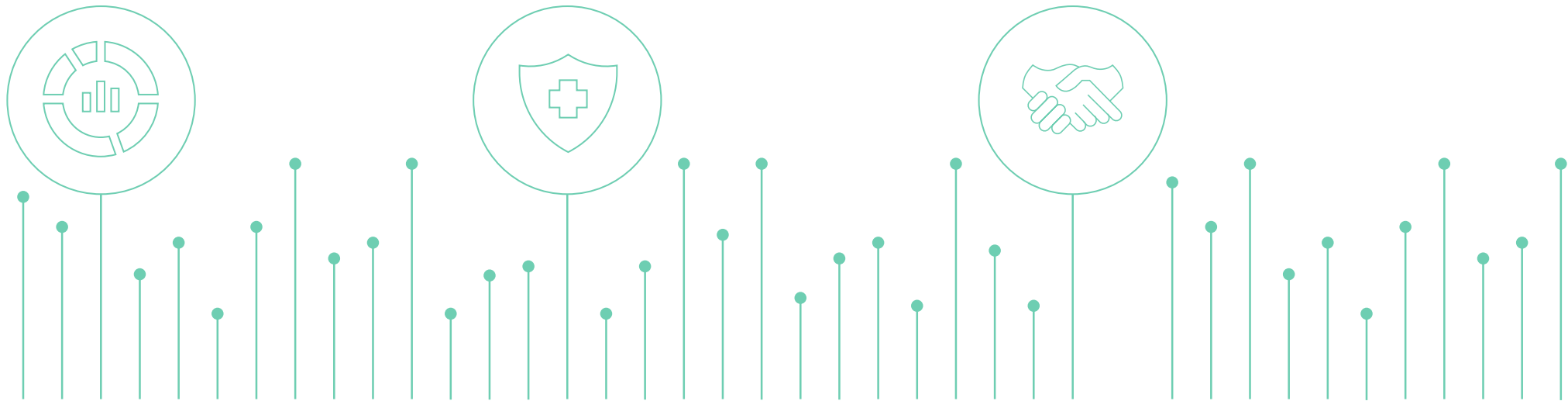
Designed by vets for vets and customised specifically for the Zealand market DataLive can transform your business. Using cutting-edge technology, in an easy to use platform you can access, report on and benchmark your clients' farm data, all with the click of a button.

Enabling your vet clinic to access, respond and advise on collar monitoring data from the most popular and trusted monitoring solution in New Zealand. Timely data is now at your fingertips, with the time-consuming processing, analysis and benchmarking all done for you.

DataLive reporting and analysis will allow you to keep your finger on the pulse, advising on management changes on farm with timely observation of those effects. You'll be able to plan for reproductive interventions and engage more closely with farmers around phantom cow scanning.

Through DataLive, you can extract greater value from monitoring data, increasing your worth as a proactive advisor for animal health and performance to your farmers. Enabling you and your team to do what you do best, offering great advice and technical expertise to improve the health and wellbeing of animals.

For the **Next Generation** of Animal Health



Compiled Data

- Benchmark across farms to deliver data and reporting to farmers
- Compare farms to all SenseHub® Dairy and Dataflow II™ herds nationally
- NZ's most popular and trusted monitoring solution on the market
- System built by vets for vets

Proactive Animal Health

- Review previous season reproduction performance and provide retrospective and trends analysis
- Monitor multiple farms on a single dashboard to enable proactive advice for animal health management decisions
- Timely monitoring of rumination, mating, eating time, health index and heat stress and other KPIs
- Set email alerts based on customised KPI limits
- App available for convenience and use on farm

Valued Advisor for Farmers

- Reduce time spent as an ambulance at the bottom of the cliff
- Strengthen your role as advisor with ability to provide proactive animal health indications and advice
- Data processed and presented for the NZ market increasing time available for consultancy
- Position your clinic above your competitors by providing unparalleled data-proven advice



Customised for NZ

Collar fertility review report (CFR)

- Retrospective analysis of a complete seasons' reproduction performance

Pre-mating reports

- Reproduction reports designed to easily identify trends in anoestrous cows, allowing early intervention

Transition report

- To analyse recovery during the transition period and ensure a smooth transition from the colostrums to the milking herd
- Transition rumination, pre-mating heats and submission graphs are available throughout the season to investigate and track progress.

Multi-farm Dashboard

- Cloud-based system
- Access all SenseHub and Dataflow II customers in one convenient place
- Allowing ability to display multiple farms on a single graph for comparison

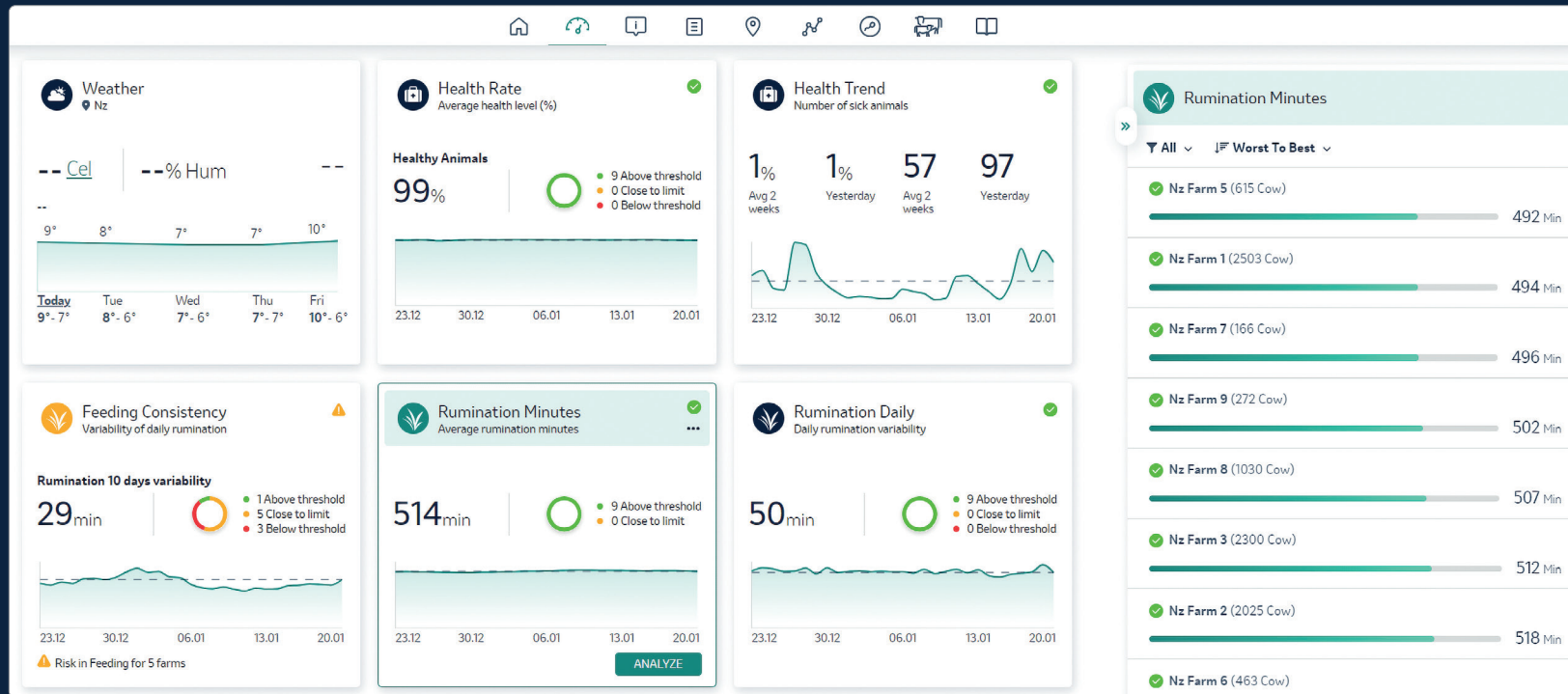
User-friendly

- Intuitive design and flow
- Single sign-on
- Free up time to offer databacked advice to your farmers
- Pre-designed reporting for quick analysis of performance
- Training and on-boarding support available
- Become part of the feedback loop for ongoing feature development

Gain an **overview** of each farm from the dashboard with **insights** into **feeding, rumination, health, mating** and other KPI's.

- See monitoring data of multiple farms on one screen
- Access through a cloud-based system
- User-friendly interface
- Pre-empt and plan for animal health interventions
- Engage more closely with farmers reproductive planning and interventions

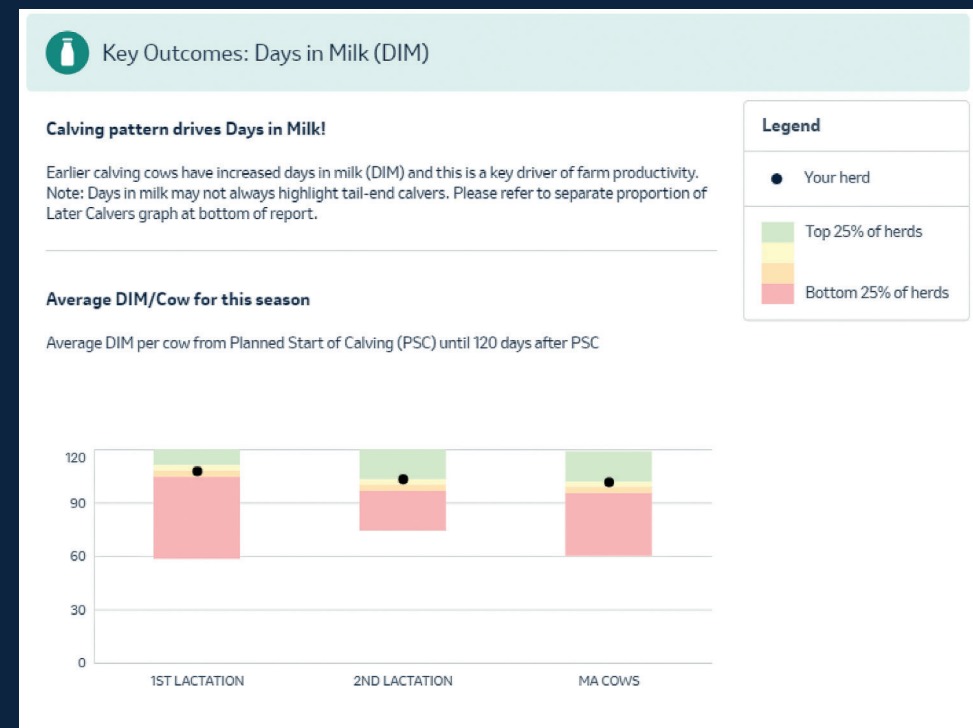
DataLive™ Dashboard



Collar Fertility Review

Produce a comprehensive reproduction report after scanning has finished. This report allows you to easily produce a retrospective analysis of the complete season, from transition and springer management, to pre-mating heats, submission rate and ICR/NICR summaries.

These graphs have been designed to clearly provide comparison of 1st and 2nd lactation animals within the herd, as well as highlighting the impact late calving cows may be having on reproductive performance. This report is easily produced and printed so you can focus on getting on farm to provide solutions backed up by national herd benchmarking.



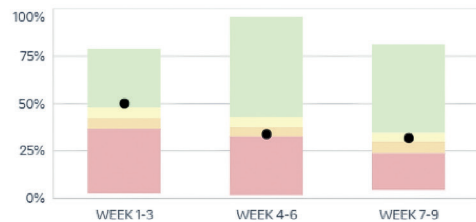
Key Outcomes: Mating Period

Were there problem periods during mating?

Getting cows pregnant consistently across the mating period is key for a desirable future calving pattern, low Not-In-Calf rates and lifetime efficiency. It also provides scope for herd improvements.

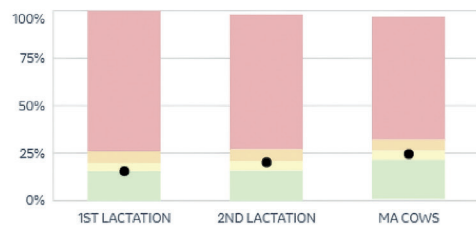
In-Calf Rate

Percentage of non-pregnant animals conceiving in each 3 week mating round. This can highlight changes in nutrition over mating.



9 Week Not-In-Calf Rate

Percentage of animals Not-In-Calf by week 9 (therefore late calvers or empty). Indicates potential cow wastage.



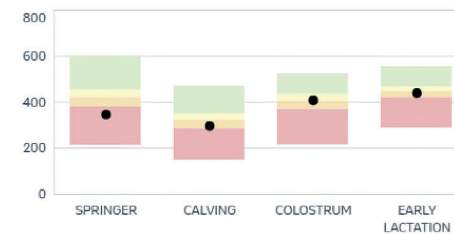
Peri-Calving Milestones

How did your cows transition?

Rumination activity gives an indication of how well the cows transitioned into lactation and Collar Health Events give an indication of underlying nutritional issues of Peri-Calving Milestones disease (e.g. metritis, metabolics & severe mastitis).

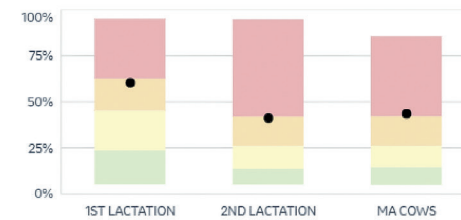
Rumination Activity

Mins/Day for Each Period



Collar Health Events

% of Group Affected



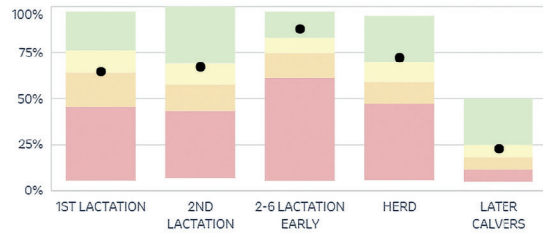
Pre-Mate Milestones

How did your cows cycle premate?

The proportion of cows cycling at Day -7 from Planned Start of Mating (PSM) is influenced by transition success and early season nutrition. Later calving cows are less likely to cycle by the PSM.

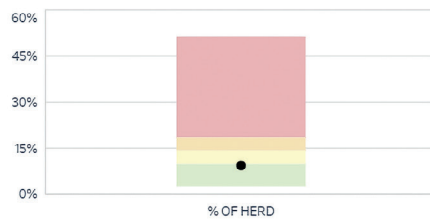
Cows Cycling at Day -7 from PSM

The following graphs highlight to what extent age and late calvers influenced cycling. Early calving young cows should cycle well by the PSM and issues in this group can highlight a more generalised nutritional or transition problem.



Proportion of Later Calvers

Calved >6 weeks after PSC
How many later calvers did you have?



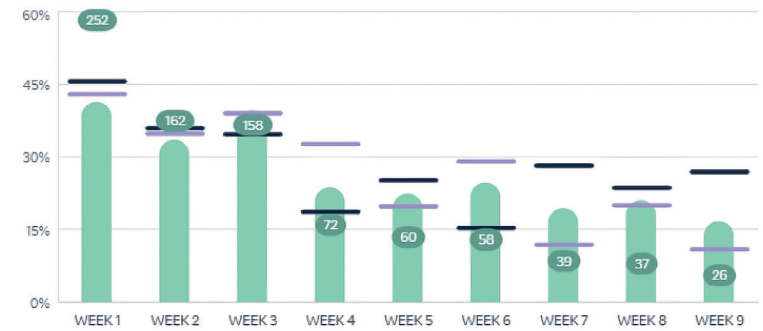
Mating Milestones

By week after PSM

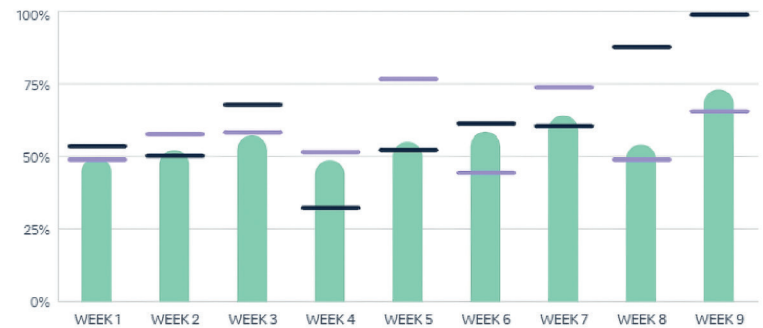
Legend

■ Herd %
 — 1st Lactation %
 — 2nd Lactation %
 No. Number Submitted (Herd)

Weekly Submission Rate % (of Non-Pregnant Animals)



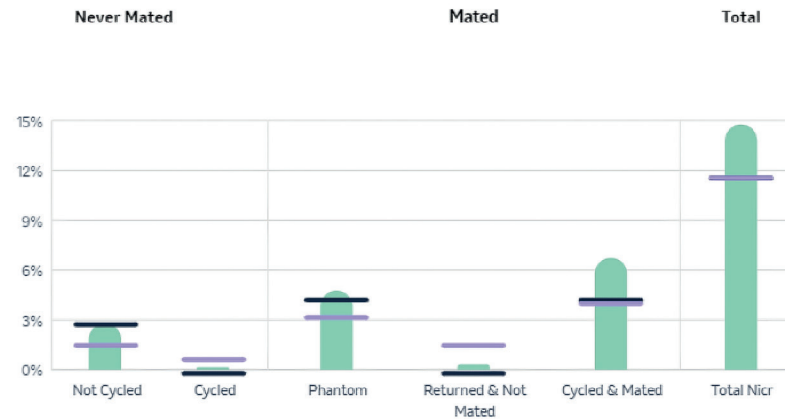
Conception Rate by Mating Week





Mating Milestones

83 Day Not in Calf Rate (NICR): Underlying Factors



Never Mated

Not Cycled

Cows NIC and never cycled (eg major NCC issue)

Cycled

NIC cows not mated but with at least one heat over mating period (eg draft error or elected not to mate)

Mated

Phantom

Cows NIC after insemination > 30 days before the end of mating with no subsequent return heat

Returned & Not Mated

Cows NIC with at least one mating and a subsequent unmated heat event < 30 days before the end of mating (eg follicular heat and chose not to mate)

Cycled & Mated

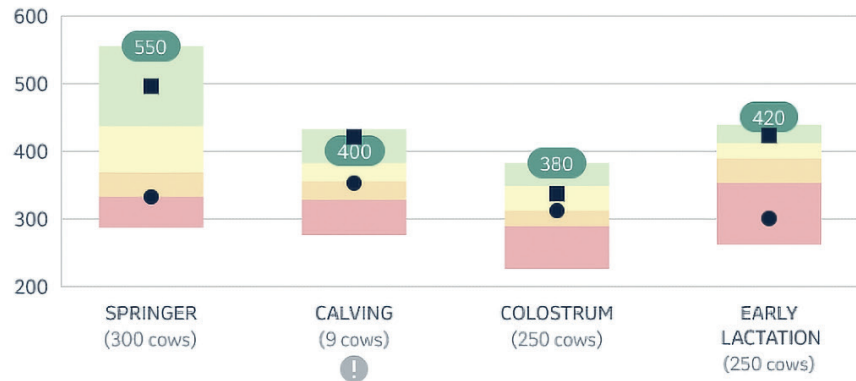
Cows NIC with an unsuccessful mating < 30 days (+/- previous heats) before the end of mating (eg normal return cows not conceived)

Transition Rumination Report

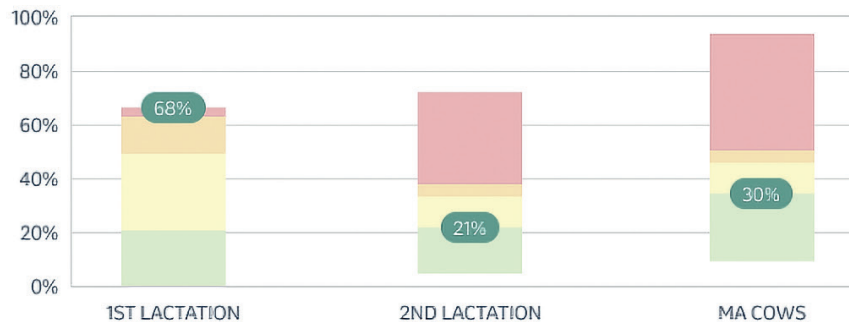
As the calving season progresses, transition rumination and health graphs are automatically produced and collated into reports so you and your clients can analyse trends and make necessary changes in management practices in a timely manner.

Week 1

Transition Rumination

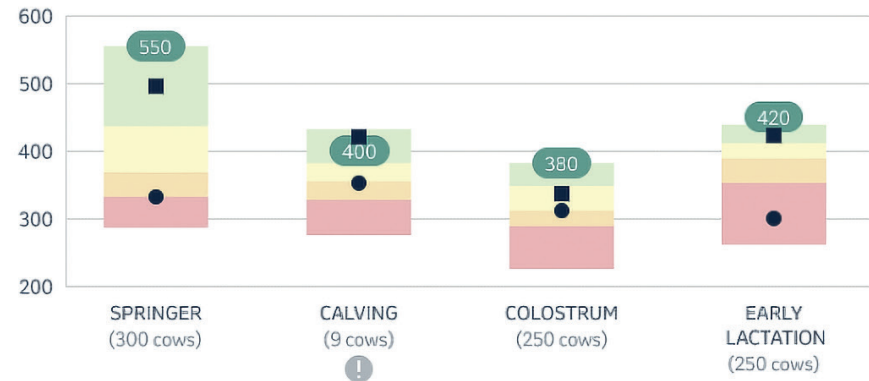


Health events

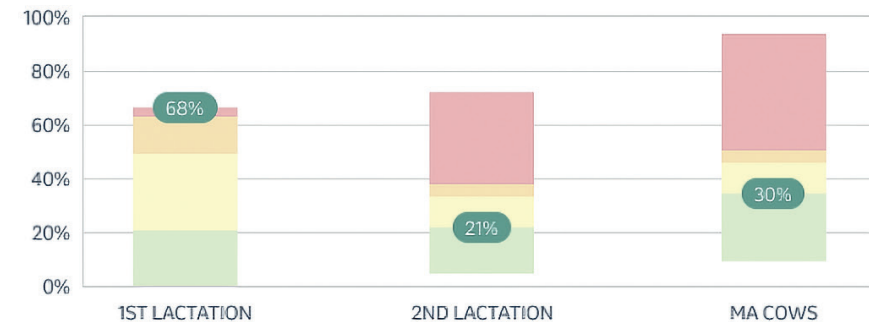


Week 2

Transition Rumination

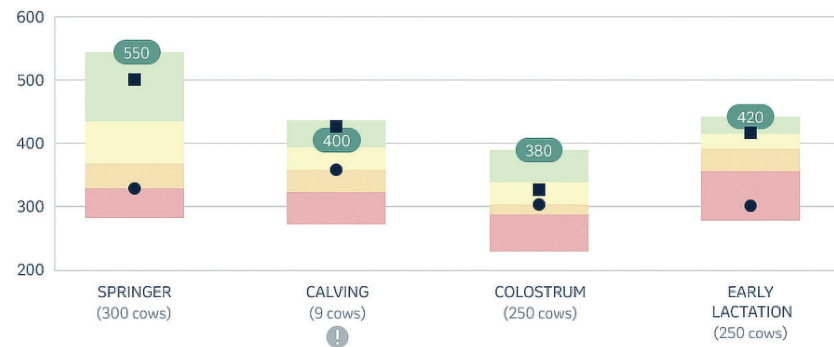


Health events

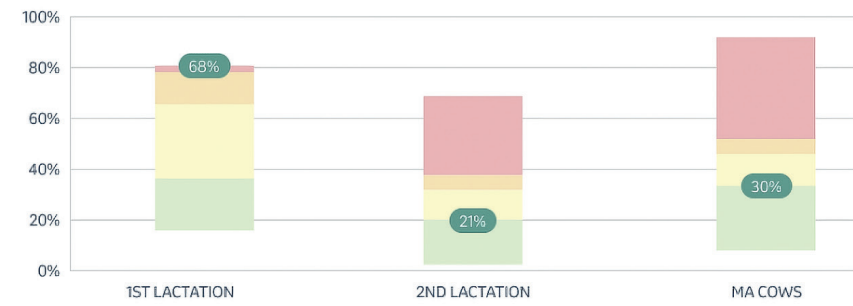


Weeks -3 to -1 summary

Transition Ruminant

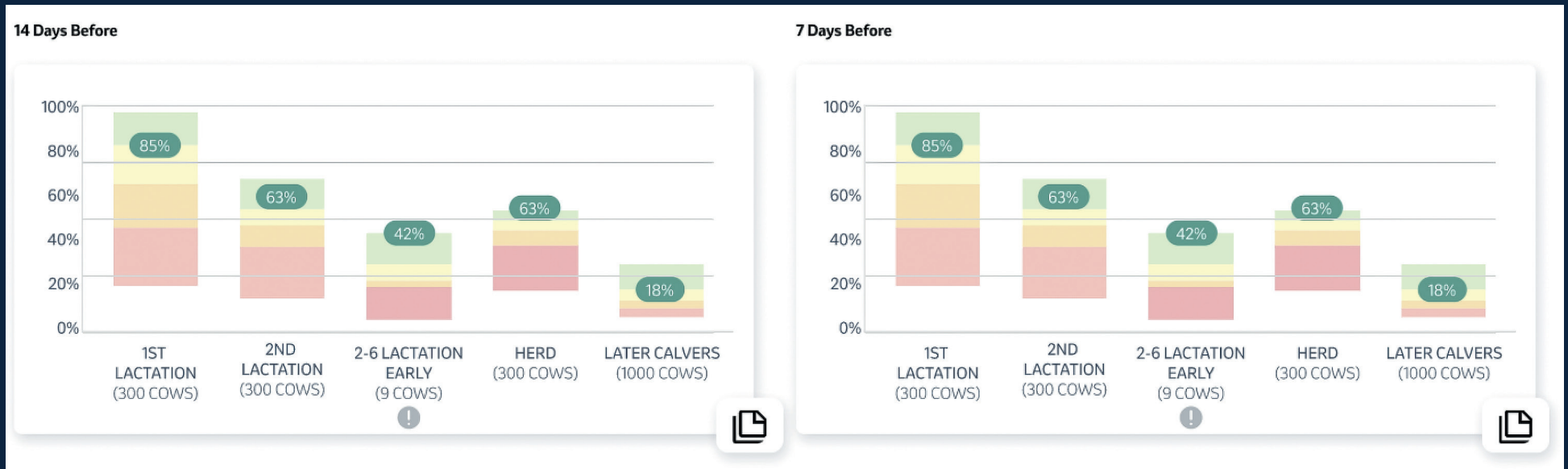


Health events



Pre-mating heats Report

This report auto populates a pre-mating anoestrus graph each week as you approach the farm planned start of mating (PSM), allowing anoestrus cow trend analysis for early intervention planning.

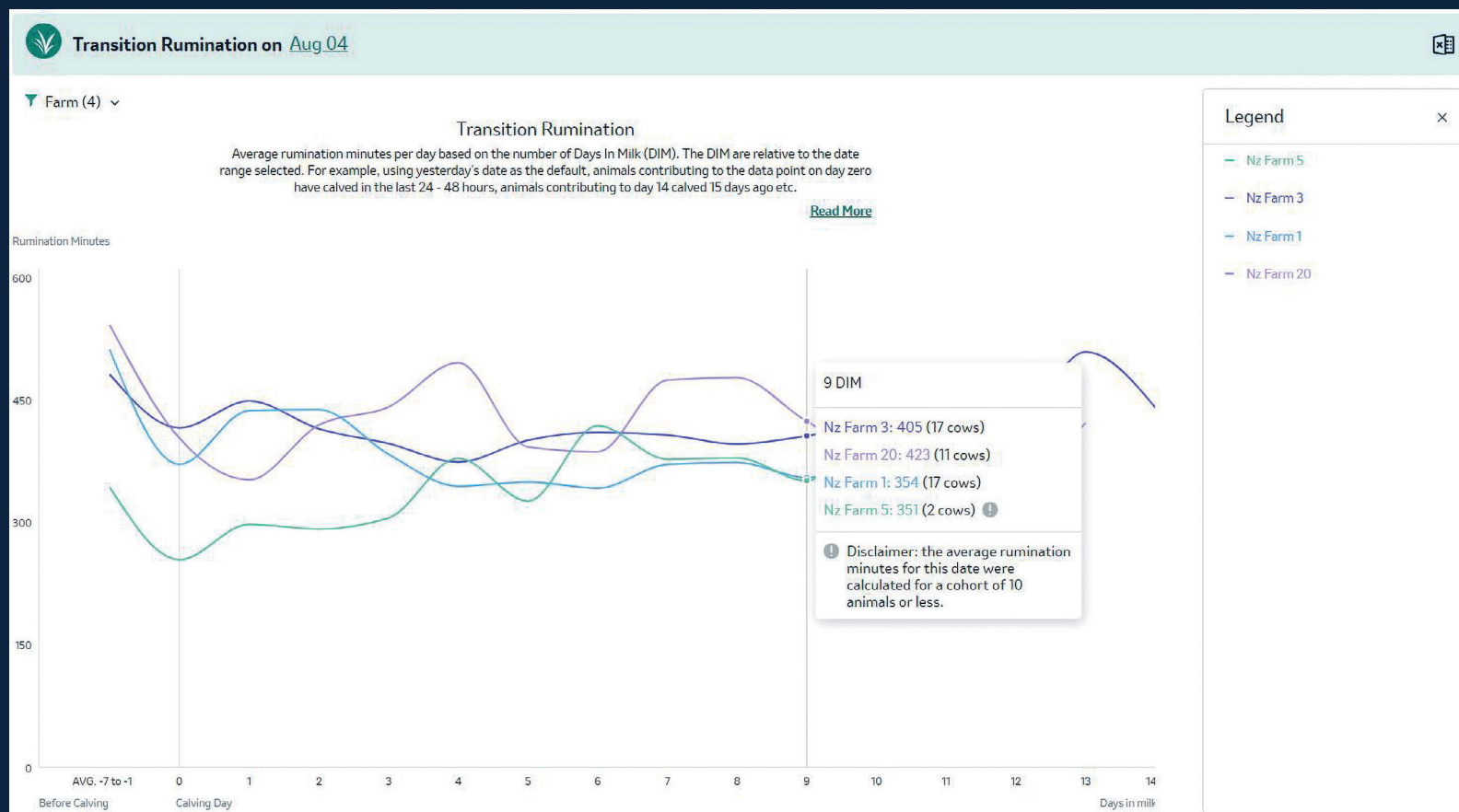


New Zealand specific graphs

To support analysis of the seasonal New Zealand dairy systems we identified specific graphs which provide active insights from the transition period through to the end of mating. They allow analysis of 1st and 2nd lactation performance relative to the rest of the herd.

Transition rumination graph

This graph allows between and within farm comparison of transition rumination by date.



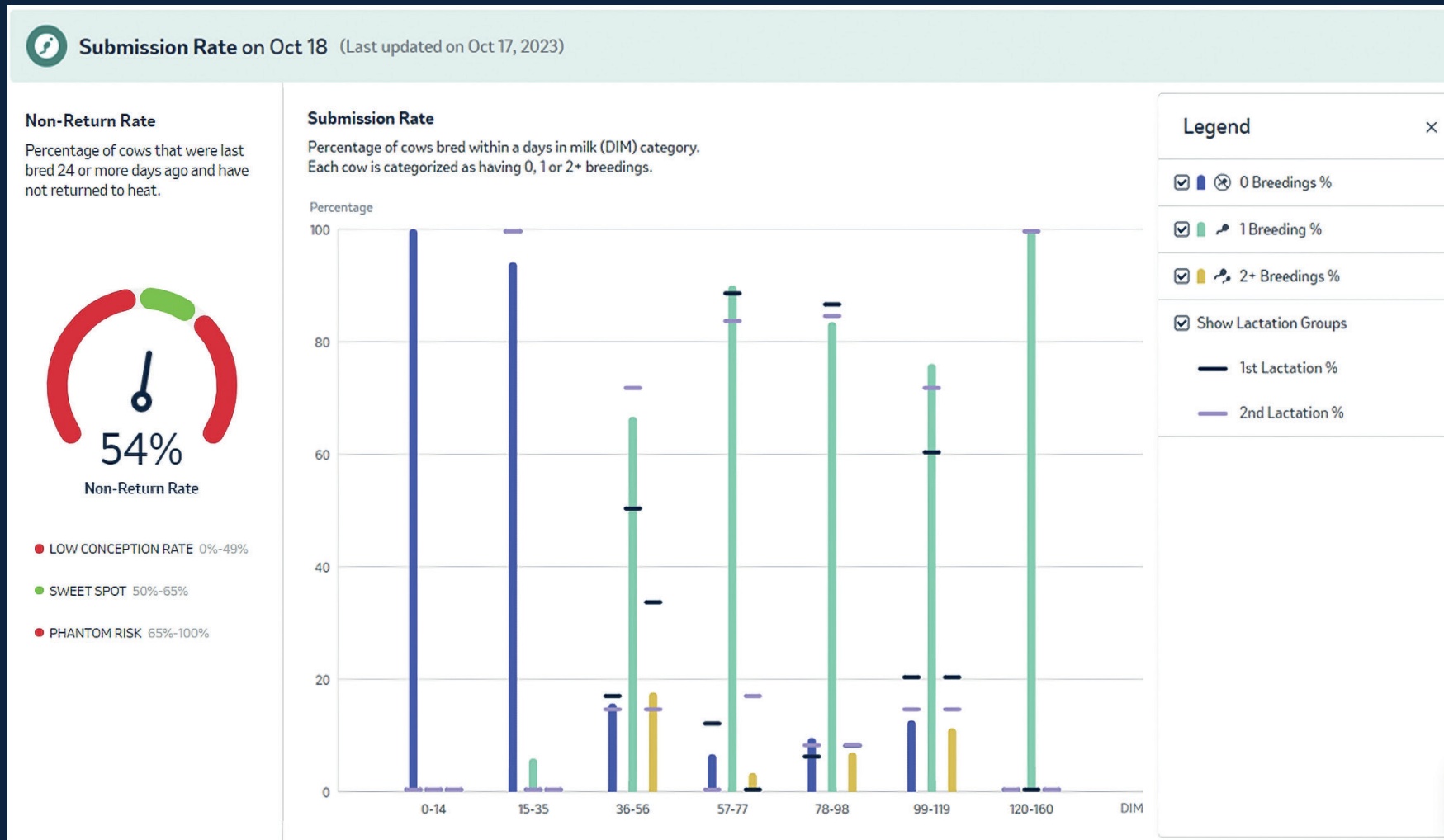
Pre-mating heats graph

This graph allows analysis of pre-mating heats by days in milk(DIM) along with 1st and 2nd lactation.



Submission rate

This graph allows analysis of the number of submissions for a cow and her days in milk (DIM) along with 1st and 2nd lactation. The addition of a non-return rate (NRR) calculator provides an indication of whether phantom scanning is necessary.



What's the Process?

1 Get in touch



2 Sign agreement with MSD Animal Health



What's needed from you?

- A request form for each clinic
- A copy of the legal documentation for each clinic
- Signed EULA* and T&Cs



3 Complete farmer registration and get farmer to sign data release form



What's needed from you?

- List of vet users per account
- Signed consent form (for each farm)
- Farmers will receive an automated consent capture email. It is the vet clinics responsibility to ensure farmers consent via the email.



4 Pay invoice

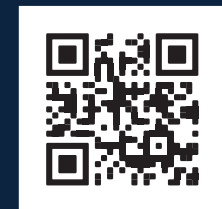


5 DataLive team will load farm keys to your system and send you login details



6 Schedule - In clinic training with Matt Buckley - MSD Tech Vet - Datalive Lead

Demo Video



Scan QR code to watch demo

“Some of the key barriers stopping vets from fully engaging with Allflex Collars has been the access to the data, skills to process it, and a lack of time.

DataLive™ solves all three of these issues. With a single site login collating all the farms in a practice, and data processed and presented for the New Zealand market it really frees up Vet’s to do what they do well - offer great advice, informed by the best data. It’s a game changer!”

Ryan Luckman BVSc (Dist), MANZCVS (Epidemiology)
Veterinarian - Veterinary Centre Waimate





Data Labs, is a centre of excellence from MSD Animal Health, presenting a revolutionary new partnership potential.

We deliver through two uniquely powerful solutions:

DataLive™

DataLive™ resolves challenges with data inter-connectivity and leverages unparalleled live animal knowledge to deliver truly insightful, data-enabled solutions, tailored for our Customers.

DataLive™, collates and connects rich real-time data throughout an animal's lifetime to deliver True Animal Knowledge at unprecedented scale, detail and reliability to provide tools that enable our customers to make more sustainable decisions for their business, for animal health and for the planet.

DNA TraceBack®

DNA TraceBack® gives leading food companies the opportunity to make trust a competitive advantage.

DNA TraceBack® delivers True Food Knowledge through the combination of nature's barcode, DNA and innovative data analytics, to provide an evidence-based traceability solution.

This product is not intended to diagnose, treat, cure, or prevent any disease in animals. For the diagnosis, treatment, cure, or prevention of disease in animals, you should consult your veterinarian or apply your professional knowledge, if applicable. All information in the product is provided "as is" without warranty of any kind and it is provided for your information only, it does not represent any advice and/or is not intended to replace independent professional judgment.

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