



True Knowledge Empowering Better Choices

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





Dashboard Overview

Category	Item	Value
Rumination Minutes	No Farm 8	402
	No Farm 9	454
	No Farm 1	485
	No Farm 2	493
Rumination Daily	No Farm 8	81
	No Farm 2	74
	No Farm 3	66
	No Farm 6	63
Cover to Heat	No Farm 6	1.8%
	No Farm 2	1.7%
	No Farm 3	1.5%
Health Rate	No Farm 1	99%
	No Farm 10	99%
	No Farm 2	99%
Pile Caking	Animal NO. 107	66
	Animal NO. 109	70
	Animal NO. 111	78
	Animal NO. 11	80
Pile Caking	Animal NO. 24	100
	Animal NO. 95	100
	Animal NO. 117	100



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.

DataLive can:

- Transform your business with live, actionable in-depth insights.
- Enable benchmarking across your farms, with an easy to use platform you can access, report on with the click of a button.
- Allow timely analysis of important aspects of seasonal management with pre-mating heats, submission rate, and transmission rumination graphs customised for New Zealand.
- Provide timely data at your fingertips, with the time consuming processing, analysis and benchmarking all done for you.
- Allow you to keep your finger on the pulse to advise on management changes on farm and then review the changes impact.
- Extract greater value from monitoring data.
- Allow for better management ability to input into animal health and performance on all your farms.

Why **DataLive**TM?



Compiled Data

Allows for benchmarking across farms to:

- Enable you to identify opportunities and areas for improvement
- Identify and celebrate good performance
- Identify practices on better performing farms to share with all your farms
- View on one dashboard and reduce your travel time between farms to view data individually
- Provide a review for improvement assisting you to detect practice better



Proactive Animal Health

- Timely monitoring of rumination, mating, eating time, health index, heat stress and other KPIs
 - Monitor multiple farms on a single dashboard to enable proactive advice for animal health management decisions
 - Set email alerts based on customised KPI limits
 - App available for convenience and use on farm
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Customised for New Zealand

- **Transition rumination graph** allows between and within farm comparison of transition rumination by date.
- **Pre-mating heats graph** allows analysis of pre-mating heats by days in milk (DIM) along with 1st and 2nd lactation
- **Submission rate graph** allows analysis of the number of submissions for a cow and her days in milk along with 1st and 2nd lactation.



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 farm managers and staff
 - 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 variables.

DataLive Home Dashboard

- Provides quick access to some key KPIs measured so you can keep track of your farms performance regularly and easily.
- Allows assessment of current sick cow lists on farm.
- See cows before and after calving who may require attention.
- Keep track of cows requiring followup treatment.

DataLive™ Home Dashboard

DataLive Nzcorp Account 16° Cel EN Multi Farm

Hello Multi Go to Farm

Farms Need Attention

Ruminant Minutes
Average Ruminant Minutes

↓ Worst to Best

Nz Farm 8	402
Nz Farm 9	454
Nz Farm 1	485
Nz Farm 7	405

Ruminant Daily
Daily Ruminant Variability

↓ Worst to Best

Nz Farm 8	81
Nz Farm 2	74
Nz Farm 5	66
Nz Farm 6	59

Cows In Heat
Percentage Of Cows In Heat

↓ Worst to Best

Nz Farm 6	1.8%
Nz Farm 2	1.7%
Nz Farm 3	1.5%

Health Rate
Average Health Level (%)

↓ Worst to Best

Nz Farm 1	99%
Nz Farm 10	99%
Nz Farm 2	99%

Animals Need Attention

Sick Cows
Highest # Of Sick Cows

Nz Farm 8	7 cows
Nz Farm 2	4 cows
Nz Farm 6	3 cows
Nz Farm 7	3 cows

Pre Calving
Health Index

Animal NO. 397	66
Animal NO. 460	70
Animal NO. 411	78
Animal NO. 51	80

Post Calving
Health Index

Animal NO. 74	100
Animal NO. 95	100
Animal NO. 117	100
Animal NO. 155	100

To Follow Up
Animals To Follow Up

Attention Groups

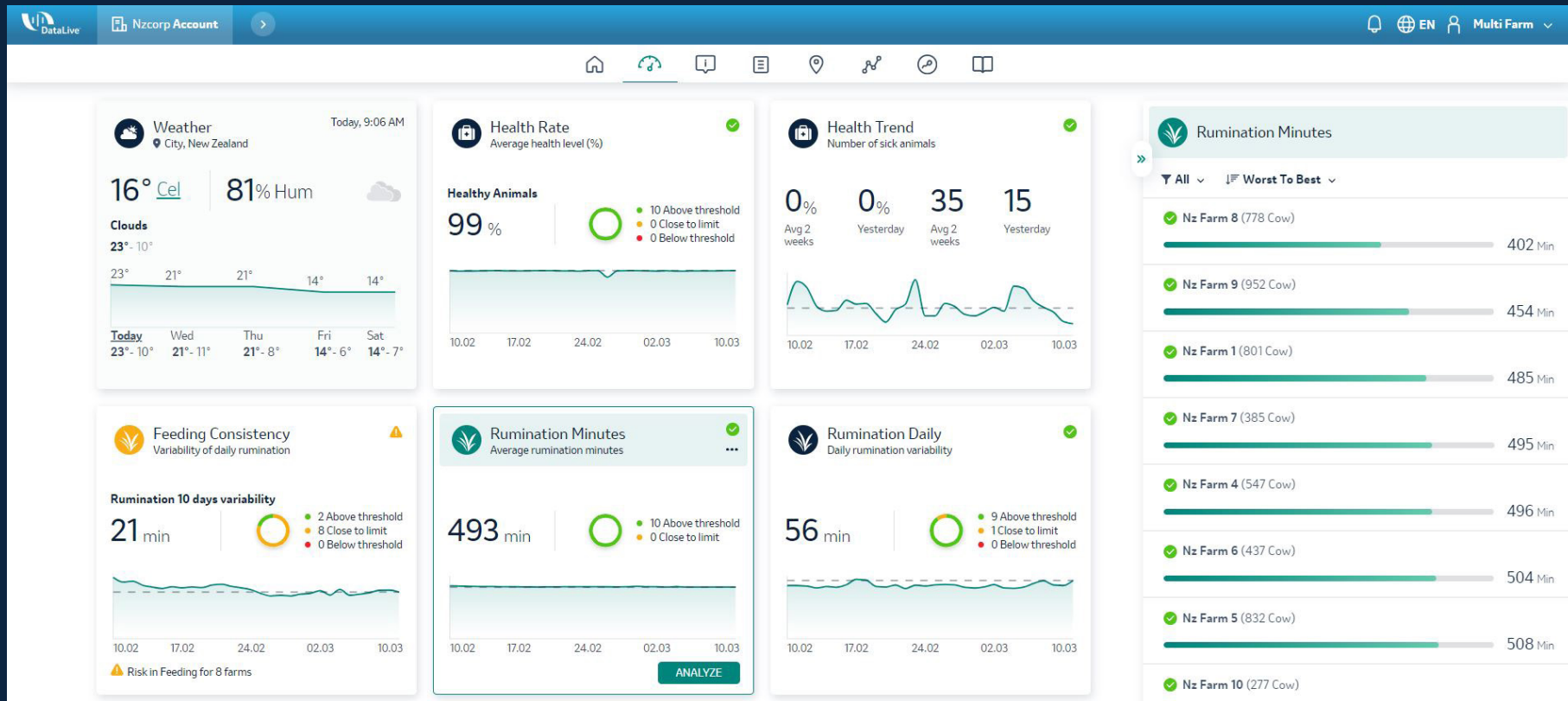
This is closely aligned with the Home page showing all farms in a table form with their sick, before and after calving, and followup animals.

The screenshot displays the 'NzcCorp Account' dashboard. At the top, there are navigation icons and user information (EN, Multi Farm). Below the account name, a summary row shows key metrics: 10 Farms, 7.1K Cows, 6.7K Tags, 6.5K Milking Cows, 27 Sick, 254 Pre-Calving, 31 Post-Calving, and 0 To Follow Up. The 'Attention Groups' section contains four cards: 'Sick Cows' (27 Sick, 0 Follow Up), 'Pre Calving' (254 Pre-Calving, 0 Follow Up), 'Post Calving' (31 Post-Calving, 0 Follow Up), and 'To Follow Up' (0 Other, 0 Sick, 0 Pre-Calving, 0 Post-Calving). The 'Farms' section features a search bar and a table with columns for Farm Name, Sick, Pre Calving, Post Calving, To Follow Up, and System.

FARM NAME	SICK	PRE CALVING	POST CALVING	TO FOLLOW UP	SYSTEM
Nz Farm 1 (801)	3	128	269	4	HTProPlus
Nz Farm 10 (277)	13	347	365	12	HTProPlus
Nz Farm 2 (950)	5	467	690	8	HTProPlus
Nz Farm 3 (1149)	6	147	39	0	HTProPlus
Nz Farm 4 (547)	2	321	213	12	HTProPlus

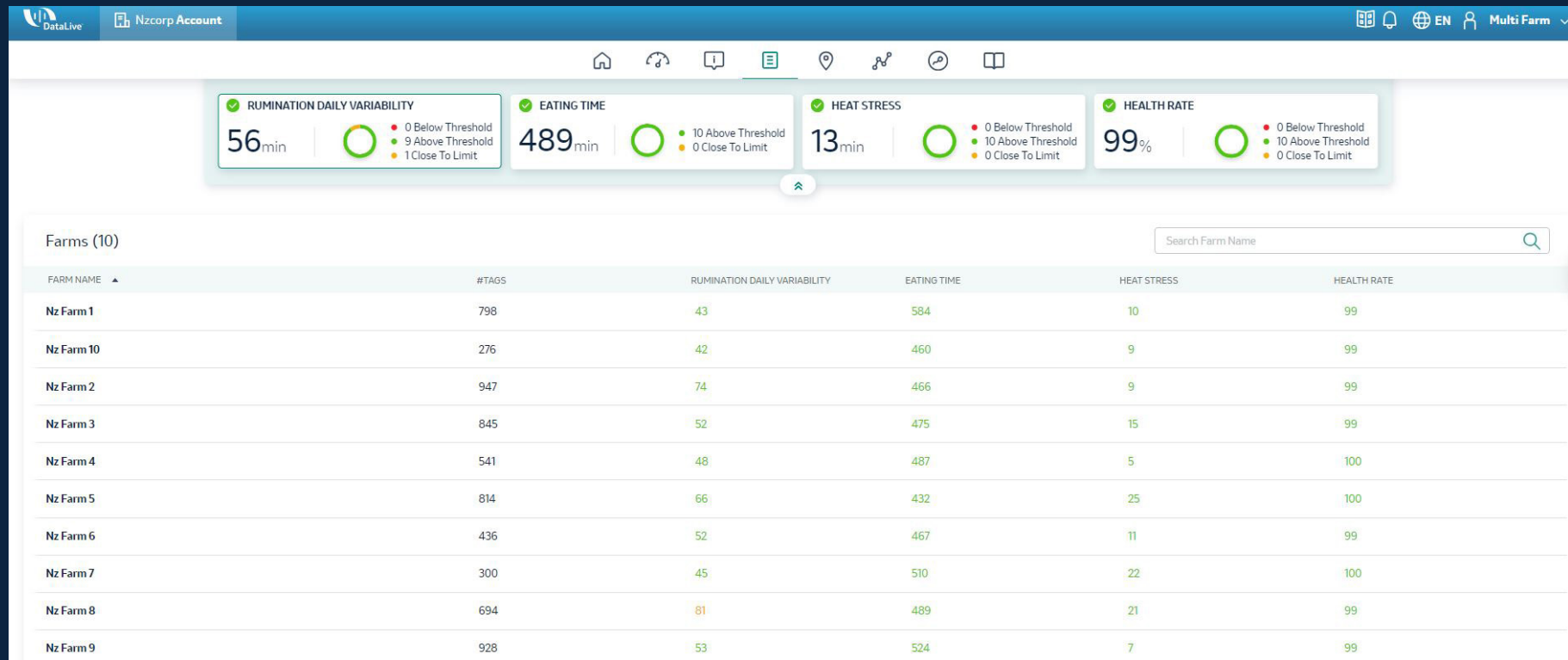
KPI farms/ KPI Groups

- Allows identification of underperforming or marginal farms for early intervention.
- Can look within a farm to see if a particular group of cows is the reason for poor performance.



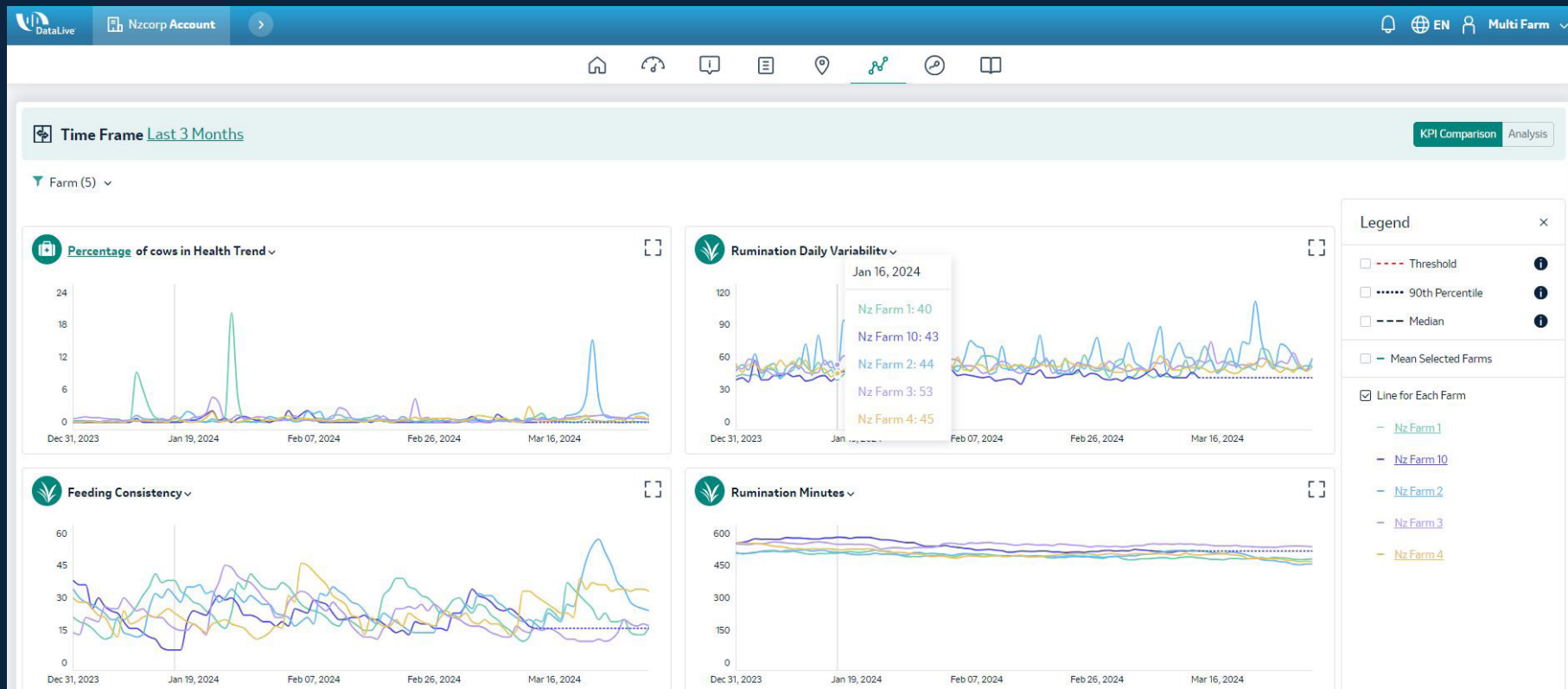
Farm List

- Choose 4 KPIs to compare in table form across all your farms.
- This allows a snap shot of current performance across key KPIs for that time of year.
- Select farms for comparative analysis in graph.



KPI Comparison

- Analyse multiple farms over 4 KPIs simultaneously.
- Select a specific time period for analysis.
- Add lines for account average and 90% percent for benchmarking.



Breeding

Assess heat and insemination data across all farms simultaneously.

Breeding Dashboard

10 Farms | 6.7K Tags | 28 Cows in heat | 30 Health report

Attention Groups

- Cows In Heat: 28
- Cows In Peak Breeding: 8
- Insemination Report: 24
- Health Report: 30

Farms

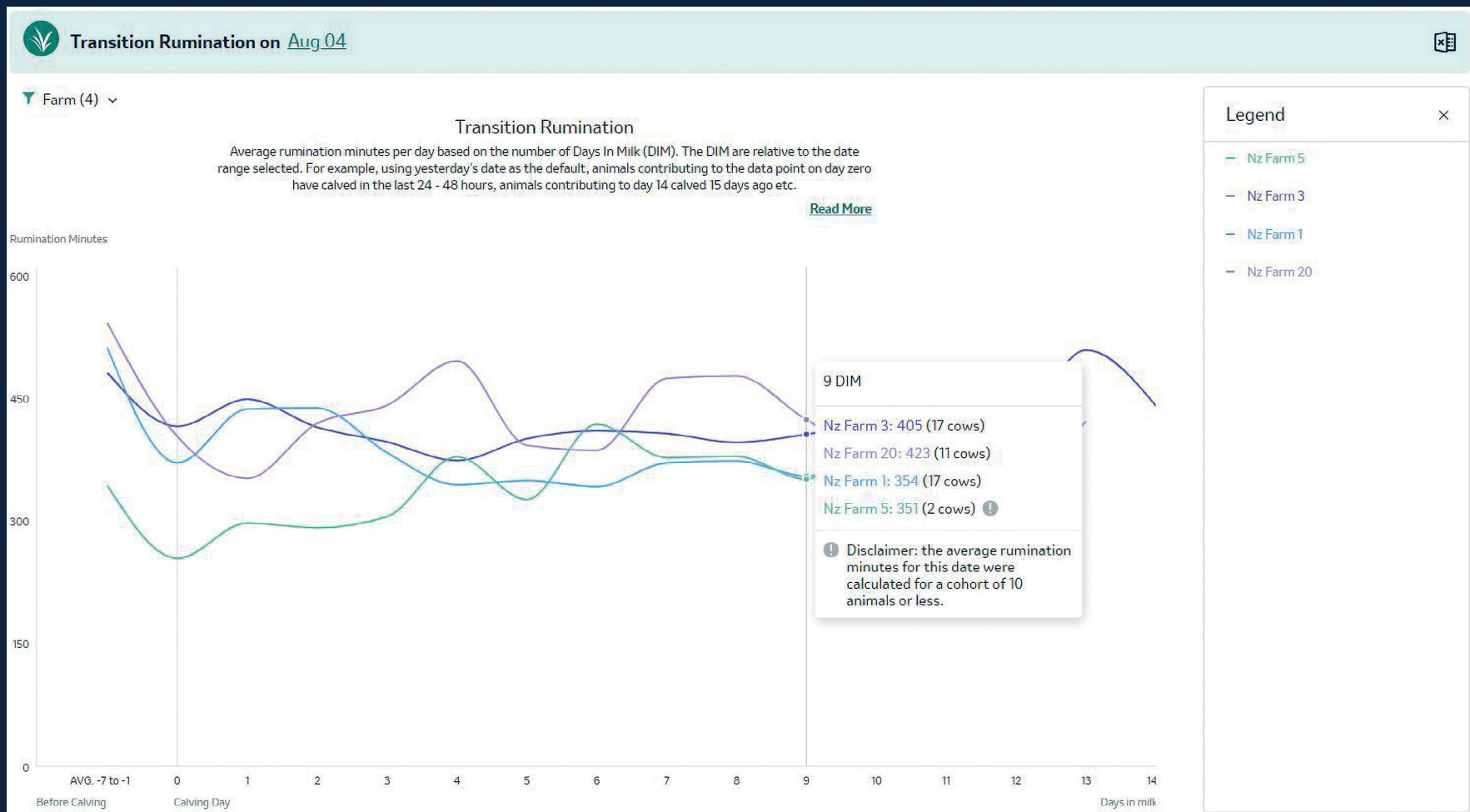
FARM NAME	FARM CODE	COWS IN HEAT	COWS IN PEAK BREEDING	INSEMINATED YESTERDAY	% INSEMINATED YESTERDAY	COWS IN HEALTH REPORT	FARM ADDRESS	LAST UPDATE
nz farm 1 (798)	-	12	3	21	4%	4	Street	Mar 13, 03:59 am
nz farm 10 (276)	-	12	2	8	3%	8	Street	-
nz farm 2 (947)	-	25	15	30	2%	4	Street	-
nz farm 3 (1016)	-	45	30	40	3%	13	Street	-
nz farm 4 (541)	-	14	7	12	2%	4	Street	-

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.



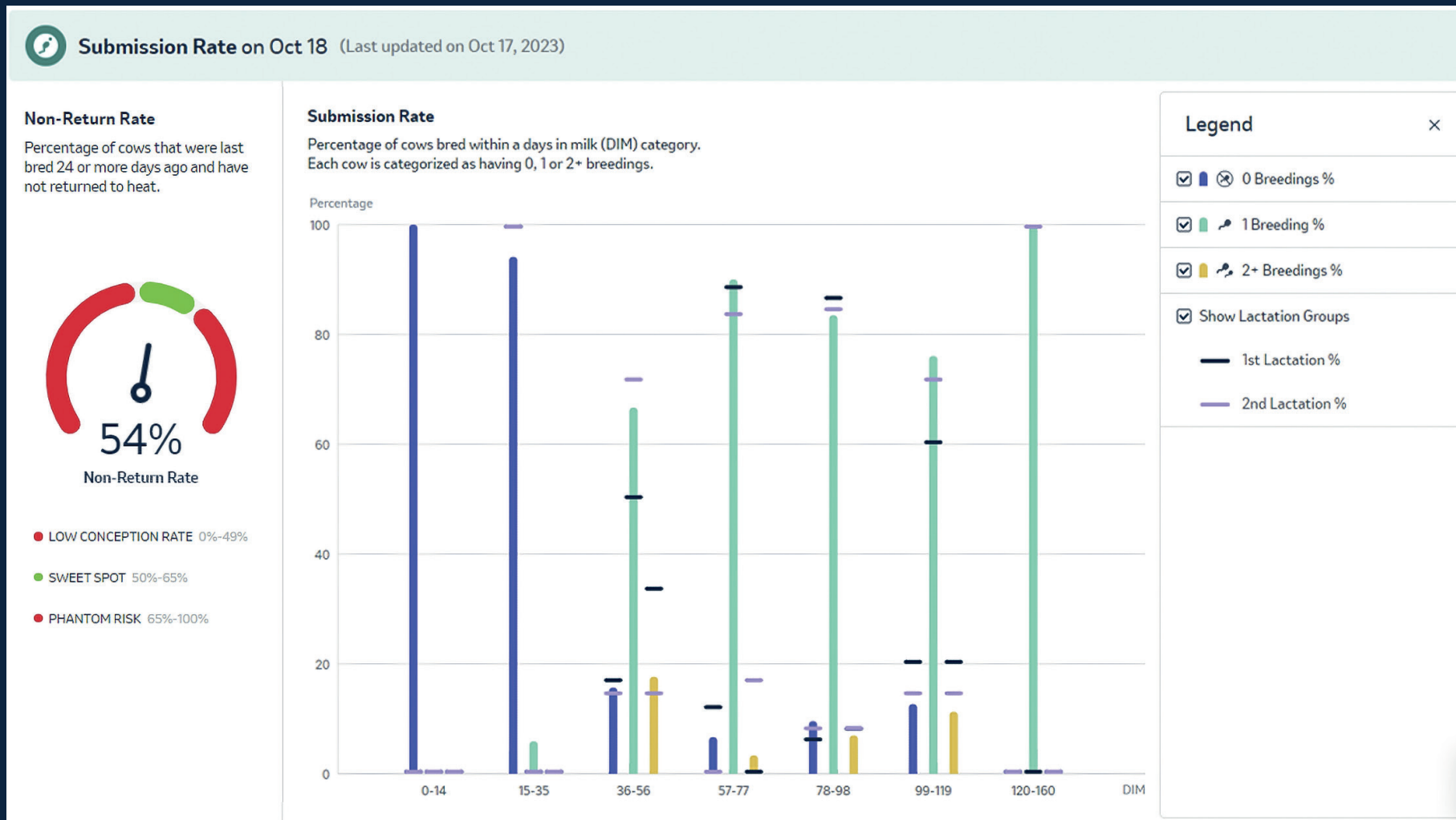
Pre-mating heats graph

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



Submission rate graph

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 with MSD Animal Health



2 Sign agreement with MSD Animal Health



3 Provide confirmation of farms that are part of the group



4 Pay invoice



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



6 Schedule - Training with MSD Monitoring Tech Vet



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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