

A leading Animal health firm creates Mobile App to help Dairy Producers Track Prefresh Trends & Maximize Performance

The customer is a diversified global developer, manufacturer and marketer of a broad range of animal health and mineral nutrition products for use in the production of poultry, swine, cattle, dairy and aquaculture.

The Customer Challenge

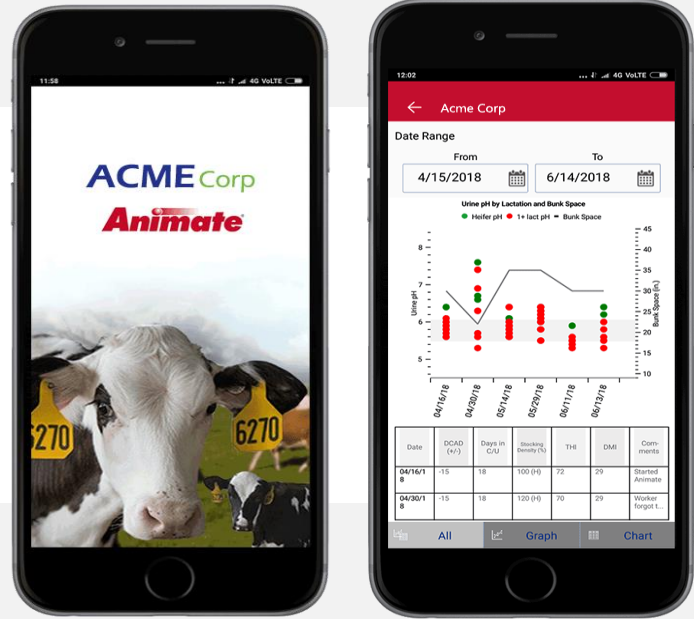
The customer was planning more investment in technology to help their customer be profitable and was aiming to be a leader in *Nutritional Specialty Products*.

The customers of Animate anionic mineral product used to enter dairy cow data including urine pH, bunk space, dry matter intake and other factors in excel sheets. The excel sheet-based approach was time-consuming and lacked a unified way to tap into that data to glean useful herd productivity. The data was scattered, and there was no single point of herd information, which was leading to inconsistencies in data.

Also, the gathered data did not allow dairy producers to track critical PREFRESH metrics over time and identify trends due to scattered information. This was significantly impacting the customer experience and Animate anionic mineral product sales revenue. The major challenges included:

- No single point of herd information
- Data consistency due to scattered information
- Inability to view trends in herd productivity
- Inability to gauge mineral nutrition performance

Consequently, the company wanted to build a mobile app which captures all the relevant data and provide producers with historical graphs, helping them to track trends over time



WinWire Solution

WinWire built a new **Animate mobile app**, utilizing a design-thinking approach to provide the seamless mobile user experience. The mobile app is used by anionic mineral supplement customers that allow dairy producers to track critical PREFRESH metrics and identify trends by prompting them to enter data including urine pH, bunk space, stocking density, dietary cation-anion difference (DCAD) levels, temperature humidity index (THI), dry matter intake and other factors.

The app then aggregates this data to project trends in herd productivity and gauges the performance of their prepartum feeding and management program.

The app was designed and built to supply nutritionists and dairy producers with the critical information to help enhance these health benefits across the herd and from the convenience of a app.

The app also provides producers with historical graphs, enabling them to track trends providing a holistic view of long-term feeding and management trends and their effect on cow health and performance.

The Business Value

- Improved herd productivity by tracking critical trends
- Enhanced customer experience
- Improved revenue