



A central database for the Australian Dairy Industry

S. Jenkins, T. Francis

Speaker: Simon Jenkins



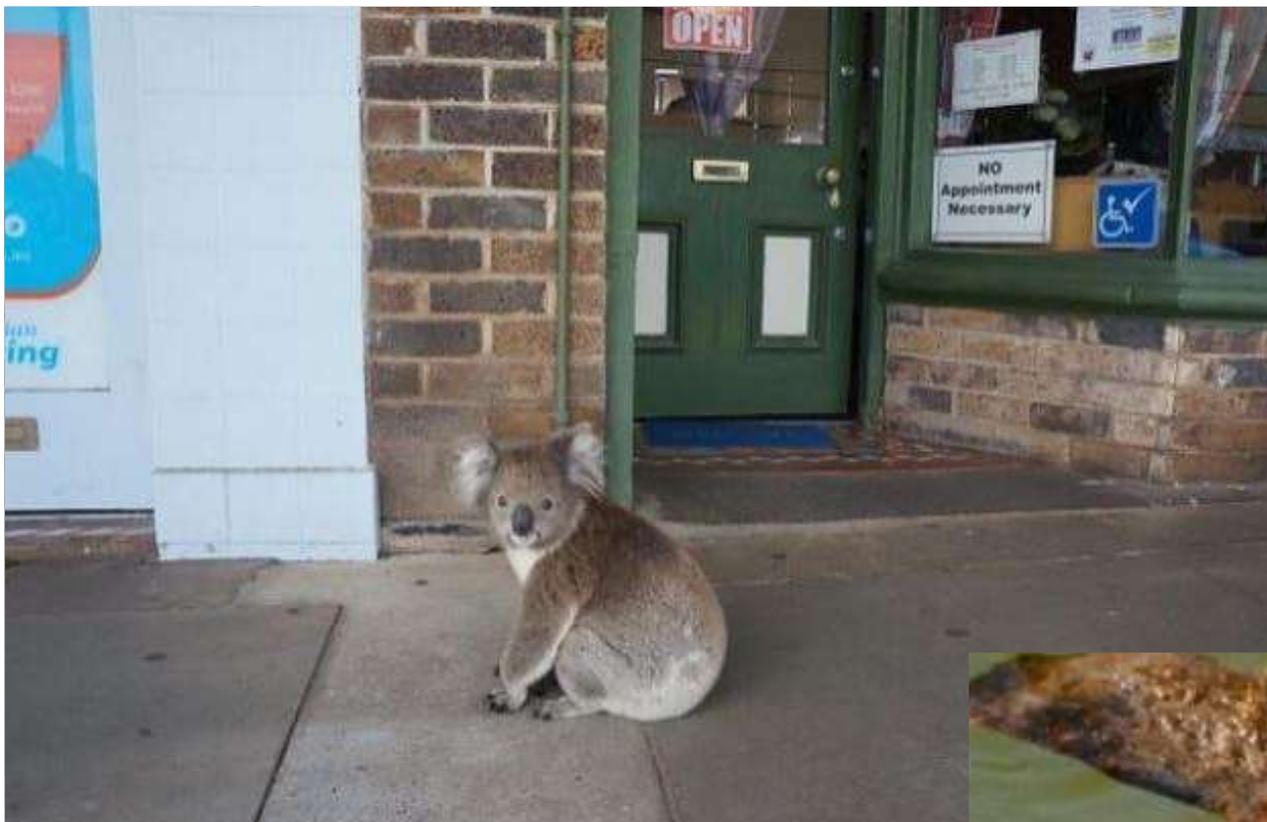


A Central Database for the Australian Dairy Industry

Simon Jenkins

(Contributing authors)







How Data has been viewed in our Industry

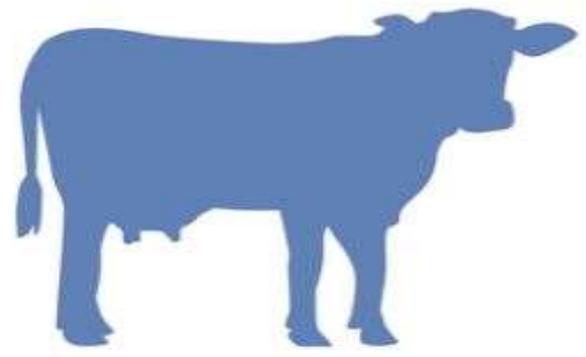


The Australian Dairy Industry

- Land Mass Roughly the same size as the continental U.S. Population 24M

\$13.7b
The value of the farm, manufacturing and export industry

Dairy
is Australia's 3rd largest rural industry



Milk production
9,539 m litres

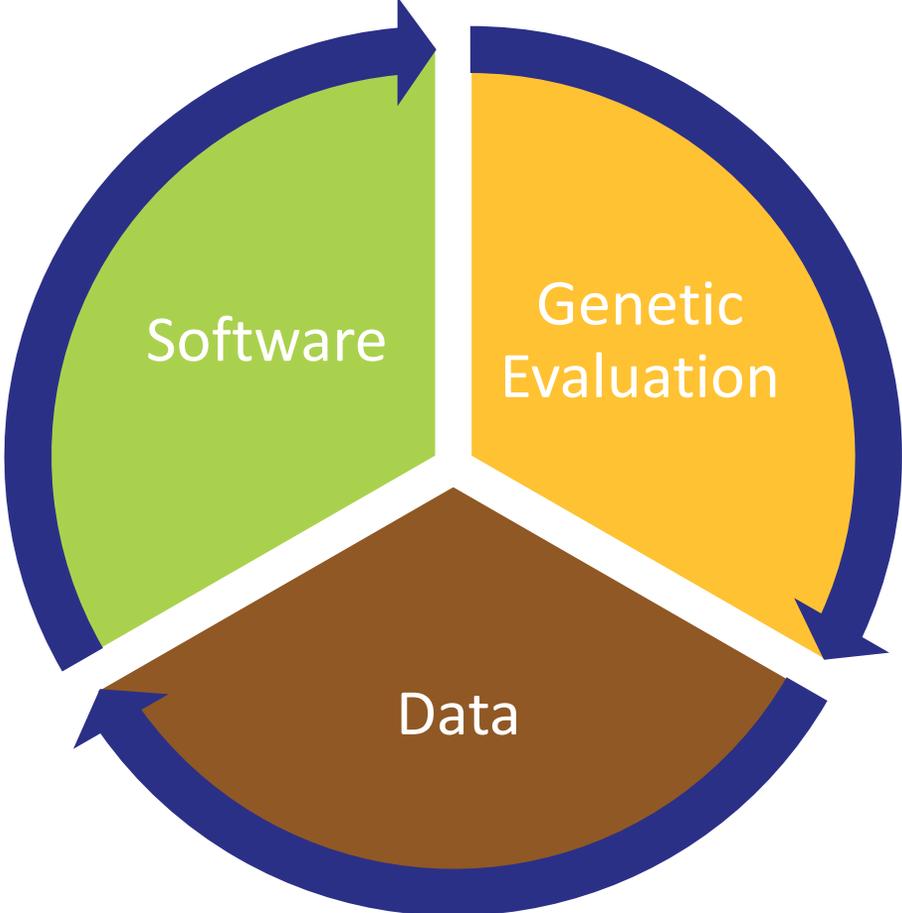
Average annual milk production per cow
5,669 litres

Average herd size
273 cows

National dairy herd
1.66 m cows

DataGene Origins

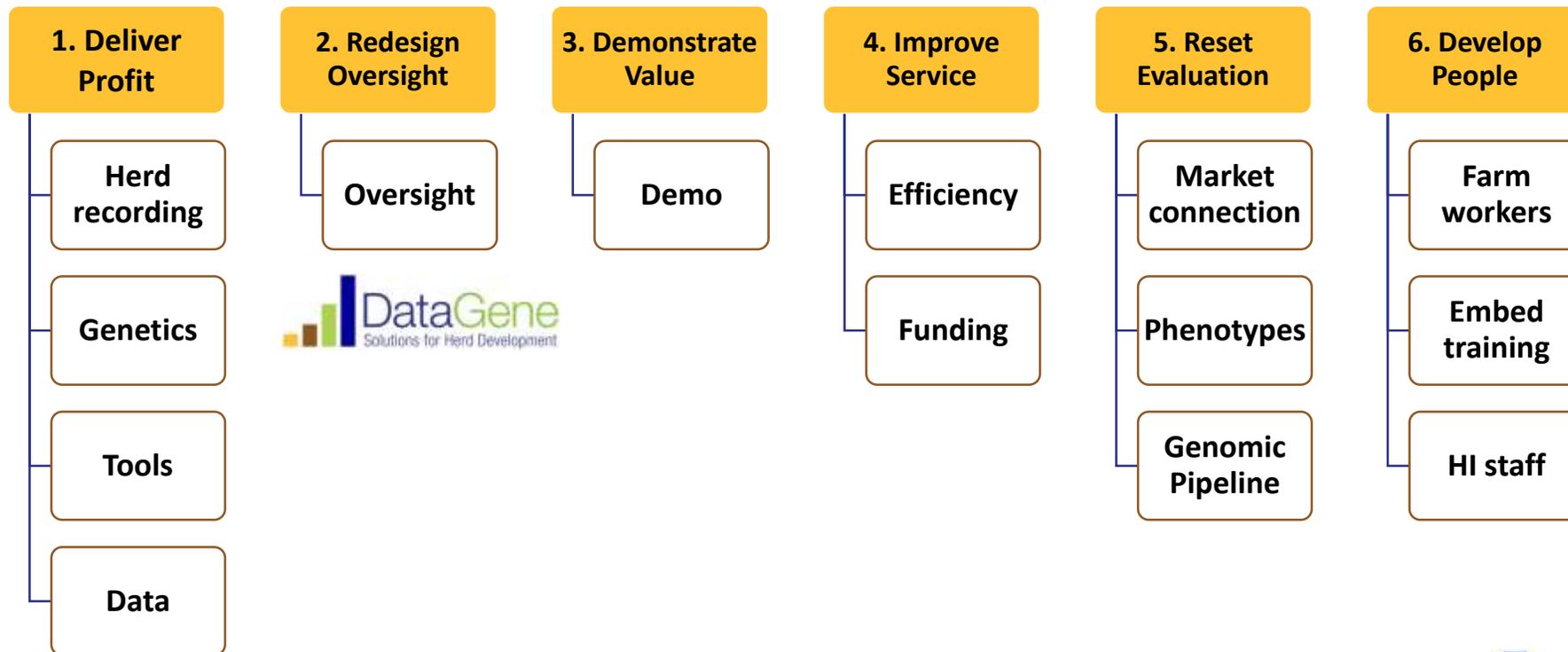
Herd Improvement
Industry Software from
HICO (MISTRO)



GES Replacement and Central
Data Repository Programs

Herd Improvement Strategy 2020

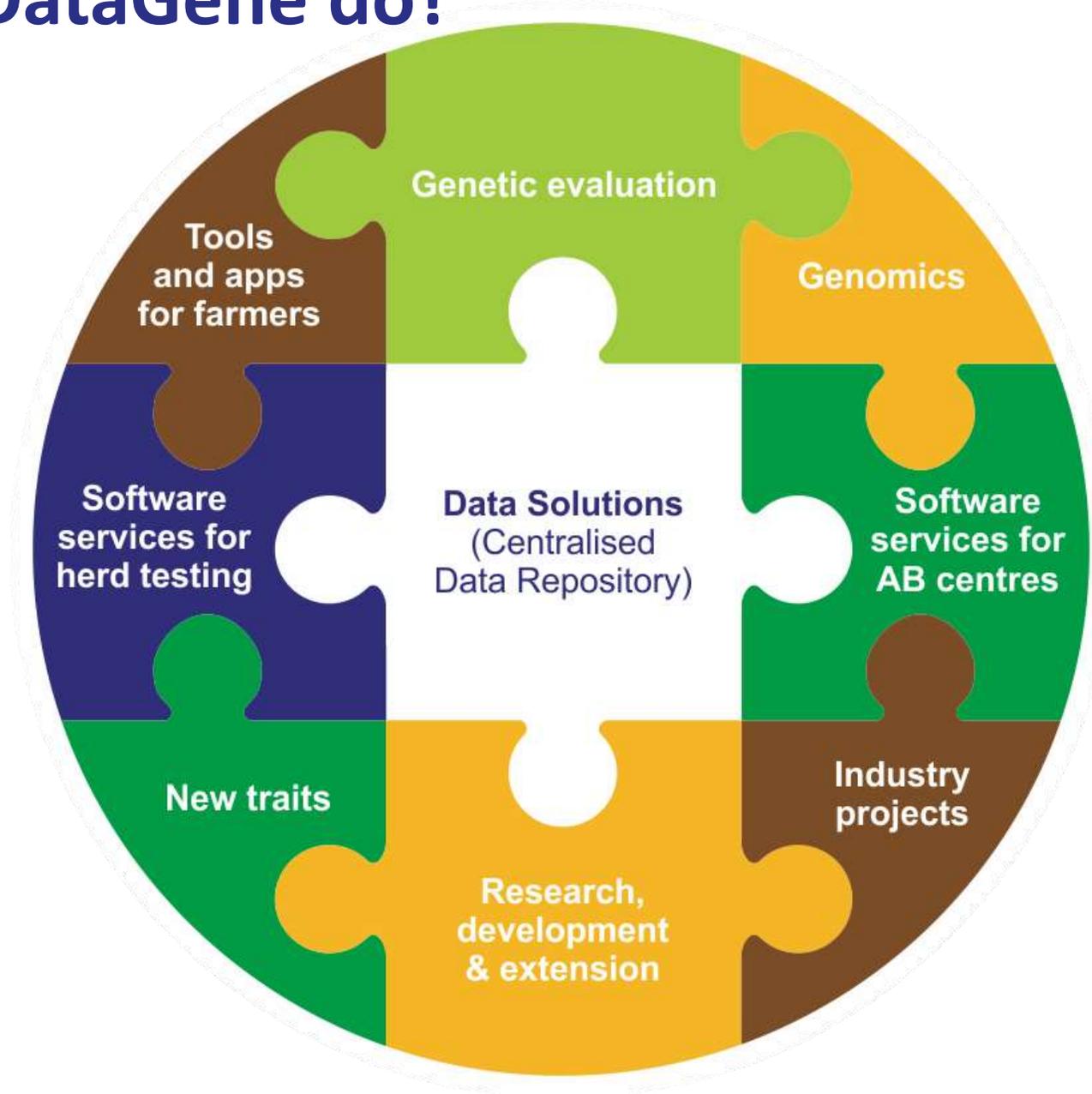
Dairy farmers maximise their profit through a vibrant herd improvement industry offering effective and highly valued services



The Herd Improvement Industry Vision



What does DataGene do?



- Data Entry
- Information Access
- Decision making

- Data Driven Decisions
- R&D to Paddock
- Results

Easier

Faster



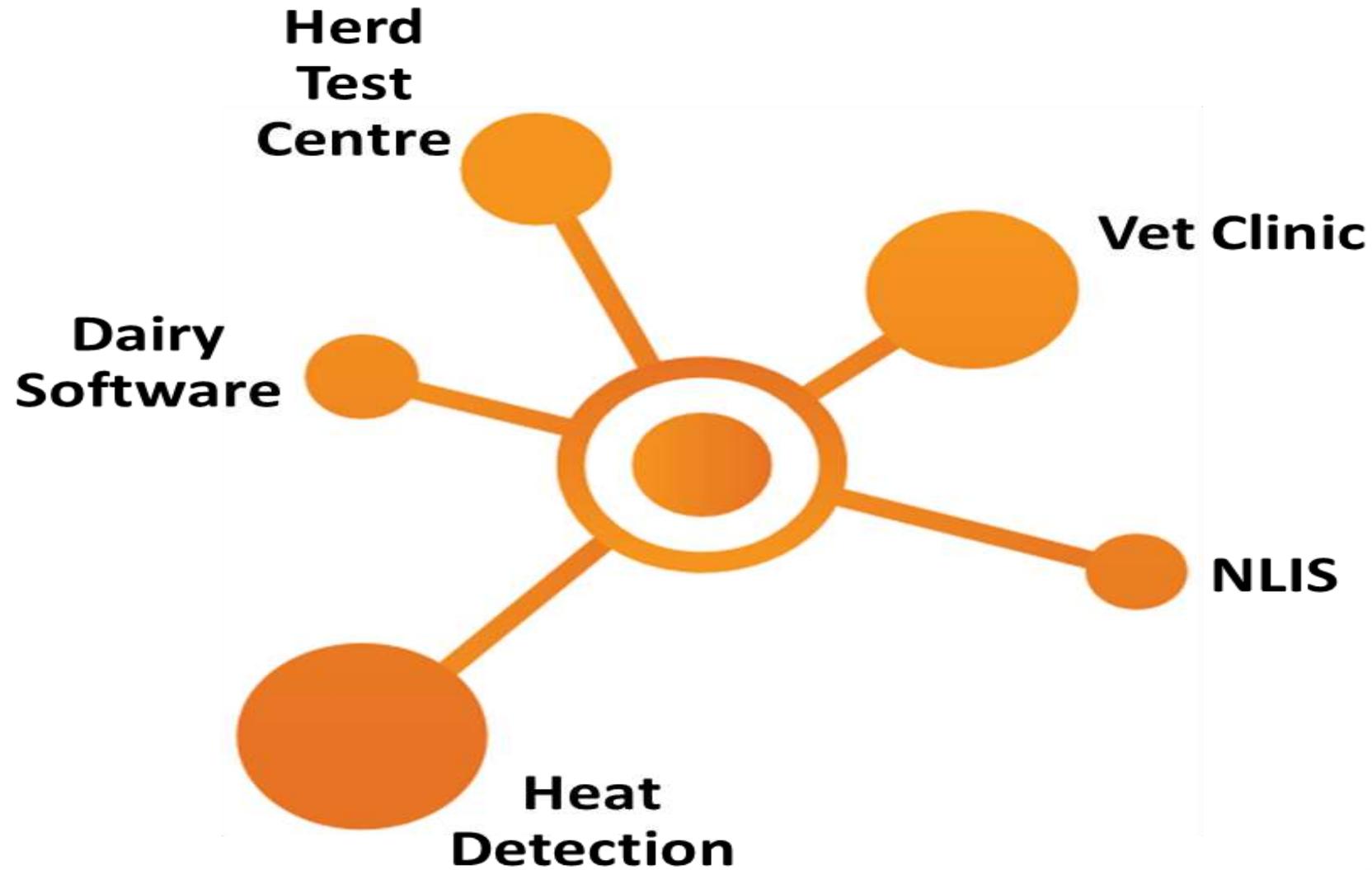
Smarter

Better

- Tools
- Research
- Efficiencies

- Farm Profits
- Leadership
- Collaboration

Single Entry – Multi Use



Creating the Connected Farm

Understanding the Farmers 'Business Ecosystem'

One of the key deliverables of DataGene is to provide a mechanism for farmers to spend less time managing their data flow and have more time for analysis and other activities that add value in the farmers life.



Machine Data

Automatic data that is generated by Meters, IoT Devices and any other connected technology.



Test Data and Scientific Research

Herb Test Data, Information from external research and analysis groups, value added data services



Social Media Data

Whether you tweet, Facebook or just read automatic news feeds the data within these streams can add value



Animal Data

Trait and Observation Data, Health Data, Monitoring Data.



Supply Chain Data

AI and Bull Companies, On farm Tanks, Feed Supplies, Upstream and Downstream business partners



Purchase History and Inventory

Linking the Data to your finances to provide better decision making



B2B and B2C Data

Managing a greater breadth and depth of data by breaching the B2B and B2C Data



Performance Data

Comparative reports, exception reports, measuring against KPI's. A personalized view of what to do next.

The DataGene IT Team

Delivering 'Information Systems'

Our team is made up of experts in the fields of Application Development, Database design, Business Intelligence, Infrastructure and Architecture, Mobile solutions as well as Business and Systems analysis.



Simon Jenkins
CIO



Mohammed Abdelkader

Solution Architect

Responsible for the Design and Delivery of GESNP and CDR



Sundeeep Shetty

Business Systems Architect

Responsible for the Design and Delivery of GESNP and CDR



Tim

Customer Systems Architect

Responsible for the Design and Delivery of Customer and On Farm Solutions



Duncan Robertson

Systems Administrator

Responsible for DataGene Cloud and on premise solutions

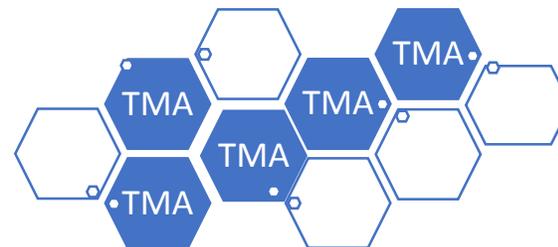


David Gorst

Mobility Lead

Responsible for the Design and Delivery of mobile Solutions

TMA Solutions
Development
Partner
(30+ Software Engineers)



Data Management Simplified

Enhancing the 'Customer Experience'

The 'Customer Experience' has been called out as a pillar for future needs in technology delivery. It has and always will be the central pillar for DataGene. We understand who our customers are. We want to work with you and for you. We want to build services and functionality that you want. The Customer experience portal and out mobility solutions will be tested with user groups to ensure we continue to meet the needs of farmers.

Mobility



DataGene and our partners will provide the Apps and on farm software to support farmers when ever and where ever they are. We will provide tools for greater productivity and efficiencies and continuously monitor and improve our product offerings.

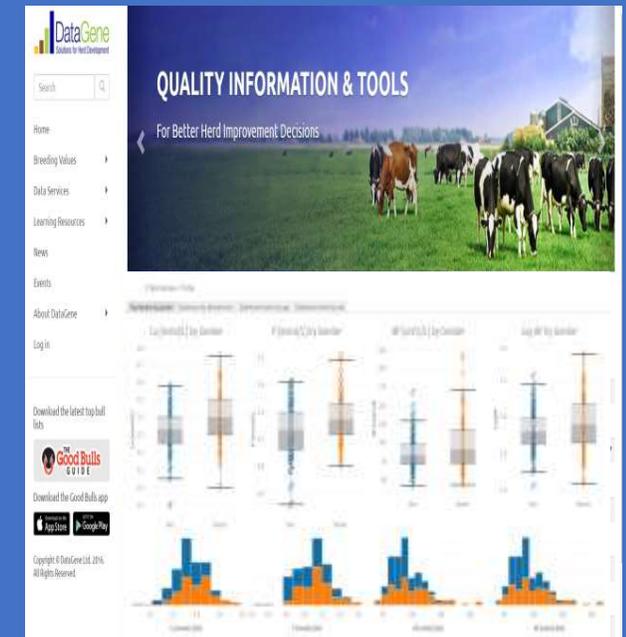
Mobile Devices and IoT

Enter and retrieve the data and insights you need whenever and wherever you do business



Customer Experience Portal

With the creation of the Customer Experience Portal Farmers will have access to data and be able to analyze using tools often reserved for the Statisticians and researchers. Access to insights and guided analyses will be a simplified option but will provide accurate and trusted decision support



Search and Analyses

Simple but powerful tools that will guide, inform and help you to run a more successful business



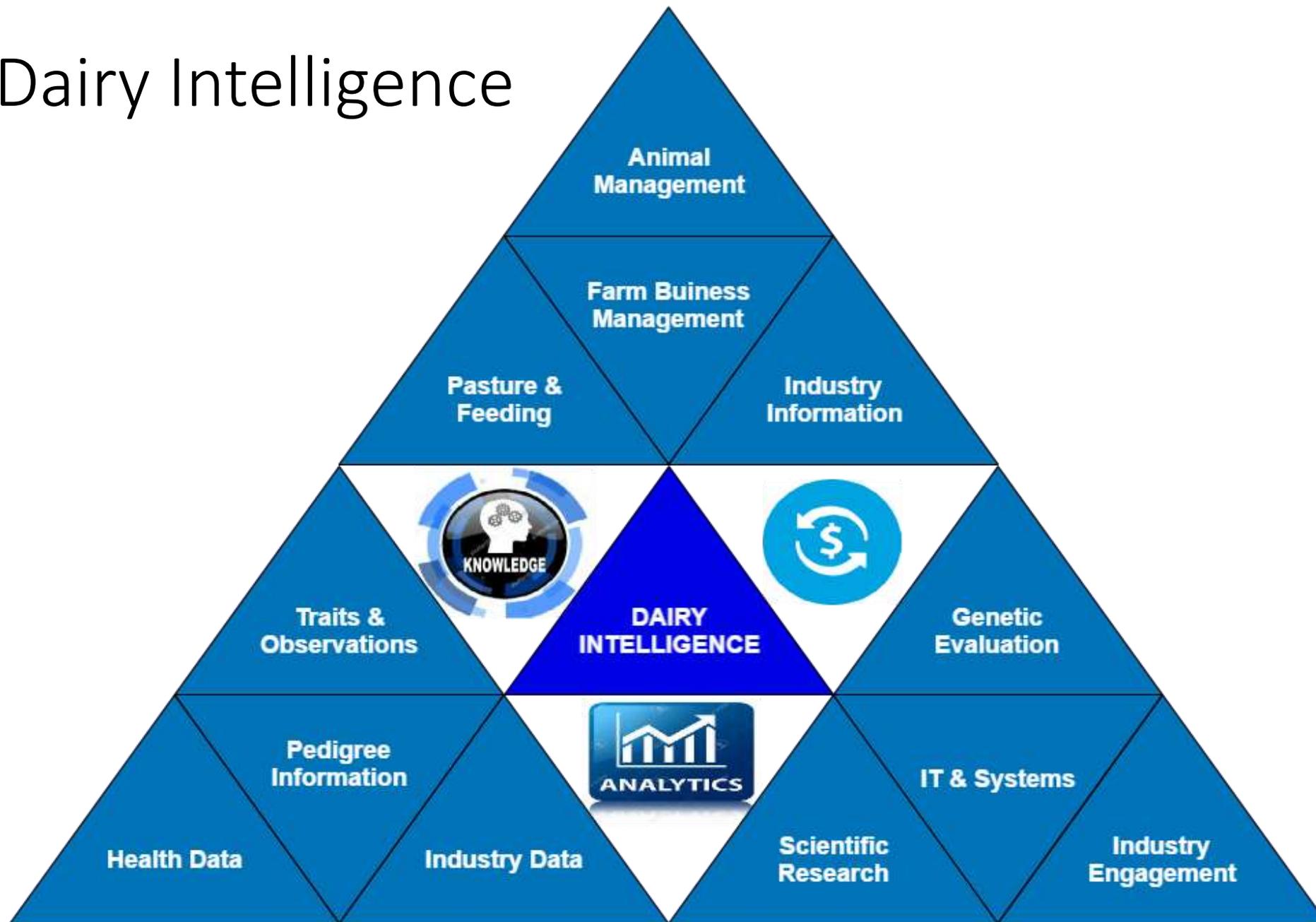
Enhancing Decision Making

Better On Farm Decisions, with 'Analytics & Intelligence'

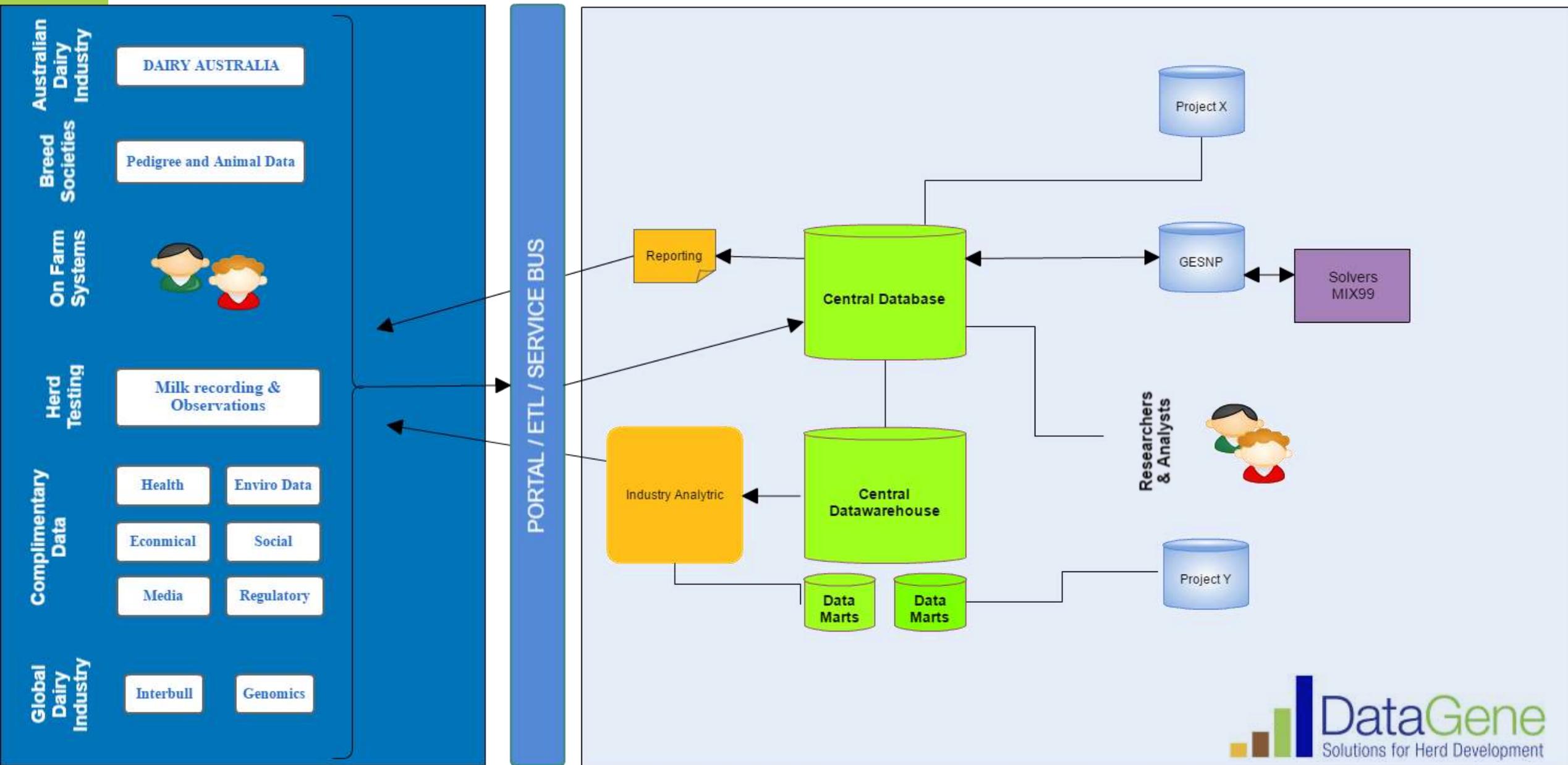
The screenshot displays the DataGene website interface. At the top left is the DataGene logo with the tagline 'Solutions for Herd Development'. Below it is a search bar and a navigation menu with items: Home, Breeding Values, Data Services, Learning Resources, News, Events, About DataGene, and Log in. The main header area features the text 'QUALITY INFORMATION & TOOLS' and 'For Better Herd Improvement Decisions'. Below this are two input fields: 'Login' with a sub-item 'Enter UID/PWD', and 'Search QueryBase' with a sub-item 'Find your Report'. The background of the header shows a herd of cows in a field. The main content area is filled with various data visualizations, including bar charts, heatmaps, and scatter plots, representing different genetic and performance metrics.



Dairy Intelligence



Dairy Intelligence



Get in Touch

I am based in the AgriBio building at La Trobe University, Melbourne, Victoria, Australia. Please reach out through email or Skype if you have questions or wish to catch up...I look forward to hearing from you....Thanks



+61 438 029 644



sjenkins@datagene.com.au



simonjenkins72



Thank
You...Any
Questions?