S01.O-02

PRACTICAL LESSONS FROM DATA HUB IMPLEMENTATION

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The International Dairy Data Exchange Network (iDDEN) was developed to optimise data exchange between dairy herds, dairy data organisations, farm service providers, dairy equipment manufacturers and on-farm software organisations. The implementation of iDDEN's data exchange hub by dairy data organisations and equipment manufacturers provides practical lessons on solving the drivers, barriers and challenges of innovation uptake and change in this area.
The drivers of more streamlined data exchange are from organisations seeking operational efficiencies and lower operating costs (including reduced manual data entry and transfer), standardisation of interfaces and animal data, access to data that is currently inaccessible or difficult to retrieve, and a consistent data transfer mechanism for the increasing number of devices and sensors on-farm.
Barriers and challenges to optimising data exchange and uptake that iDDEN has addressed are a combination of technical, regulatory, and organisational elements.
A standardised approach and the use of open standards means that technical difficulties and obstacles to implementation are relatively minor compared to these other factors.
Regulatory barriers are usually due to confusion about data use regulations and oversight and having to translate and understand legal jargon, especially across different countries. These hurdles can be overcome via good communication and the use of standardised, simple data use agreements.
Organisational barriers include a desire to 'control' data, a lack of a data management strategy, or an unclear business case on the value of data sharing. iDDEN has worked with both technical teams and senior management to ensure there is not a disconnect in the organisation about the importance of data exchange and it is seen as a business imperative.