Abstract
Exchange of data between on farm equipment and farmer owned Dairy Data organization (DDO) databases has been a subject for years. With the updated ADE standard and the iDDEN integration we see the following advances to be ready to be harvested for the different stakeholders

- MRO (milk recording organization) / DDO (Dairy Data organization)
  - Data for milk recording
  - Data for breeding evaluation
  - Data for decision support
  - Only one integration (there will be some minor extra work pr OEM)
- OEM (management system in connection to on farm equipment)
  - Only one integration (there will be some minor extra work pr MRO/DDO)
  - Maybe even better market position
  - Data back up
- Farmers
  - Data only have to be recorded once
  - Better data - Les bugs in data
  - Better decision support on more data from management systems
  - Easier daily routines – les trouble