Eilyps is a milk recording company from Brittany in France.
• 6 years ago, we developed an application on PDA - called SOCLE - to replace paper use in farms

• Today, EILYPS has created a new application for smartphones. It includes several collection modules: milking sample, health, specific order for analysis, and so on …
Business objectives

Data gathering on farms

- **Avoid duplicate entries** (paper and electronic entries)
  - **Profit (EILYPS)**: 15 min. /milking /advisor

- **Secure** data gathering

- **Reduce operations** during milk recording

- Reduce **corrections within the chain** of data processing.
  - **Profit (EILYPS)**: 17 K€

- **Enhance faster data** for dairy farmers
Technical objectives

• Remain **open to technological developments** (OS and SmartPhone)

  ![Apple and Android logos]

• Have a **scalable architecture**:
  • One action, one module (testing, order,…)
  • **Re-use modules** (partner application, farmer application, …)
  • Able to **adapt screens** for each customer requirement
  • Using **BYOD** (Bring Your Own Device) behaviours

• **Localise native** application (easy translation labels)
1. Business approach
2. Modular Architecture
3. Economic Model
4. Planning
1. Business approach
2. Modular Architecture
3. Economic Model
4. Planning
Data flow before

Data gathering on farms
Simplified data flow

Data gathering on farms

1. Entering milk quantities and RFID engraving
2. Sending data to database
3. Analysing samples
4. Matching analyses and weight
5. Controlling data
6. Enhancing data
1. Business approach
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Modular Architecture

Based on ILYCO Platform
Milk Recording Module

- Collecting **all information** concerning milking:
  - Animal identification
  - Farm information
  - Date and time
  - Weight of milk

- Ready for all types of milking parlour

- Using **NFC technology** and RFID chips

- Immediate transfer of data with Symetric DS Technology
Milk Recording Screenshots

Home Screen

Farm parameters
Milk Recording Screenshots

Animal (Liste mode)

Milk quantity
Specific Analyses Module

- Flag written on tag with NFC technology to:
  - Choose analyses (with management rules)
  - Sort sample in laboratory

- Supplementary module suitable for
  - Mechanical milk meters
  - Electronic milk meters
  - Robots
Specific Analyses Screenshots

Module selection for analyses

Writing module

Report
Electronic ID Module

• **Option with LF/HF reader** from **Reyflex**
  • Read anklet
  • Write animal identification on milk meter
  • Recognize sample with milk meter tag
  • Write data collection on sample chips

• Module suitable for
  • Anklet
  • Eartag
Electronic ID Screenshots

Module selection for EID

Automatic Search

Identification
1. Business approach
2. Modular Architecture
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4. Planning
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3. Economic Model
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## 2 possible formulas

<table>
<thead>
<tr>
<th></th>
<th>License</th>
<th>Service</th>
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<tbody>
<tr>
<td><strong>SmartLY licence</strong></td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Common settings(*)</td>
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<td>Software Maintenance</td>
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<tr>
<td>SmartPhone NFC</td>
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<td>Data 250Go/month</td>
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<td>Samples dock</td>
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<td>Hardware maintenance</td>
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<td>RFID sample</td>
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<td>Interface with the existing Information System</td>
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<td>✔️</td>
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(*) Farms, animals, agents
2 possible formulas

- First level: **License**
  - SmartLY concept
  - Common tools with all parameters SmartLY needs to work
  - Support to set up in milk recording companies
  - Software maintenance
2 possible formulas

• Second level: Services
  • Including first level
  • NFC smartphone
  • Sample dock
  • Subscription data
  • Hardware maintenance

• Option: sample and RFID tag
<table>
<thead>
<tr>
<th>Modules</th>
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<tbody>
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<td>April 2014</td>
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<tr>
<td>Health module</td>
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<td>Activity module</td>
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<td>Specific Analyses module</td>
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<td>June 2015</td>
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<tr>
<td>Electronic Identification module</td>
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<td>September 2015</td>
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</table>

*Available for 2015
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Planning 2014 2015

SRM Eilyps
SRM ACE
SRM ECLA
SRM CLASEL

2014

2015

Heath Module
Specific Analyses Module
Electronic Identification Module
Activity Module

R&D
Milk Recording Companies

SRM : Software Release Management
Thank you for your attention