


" Invest in Experience "



WebElmer

a Web-based

Notification Tool for Cattle Farmers

31.5.2006 1

Notifications to the Cattle Identification Register

- **Electronic channels** **76 %**
 - PC softwares; Ammu & Elmer & Pihvi
 - Web application; WebElmer
 - Interactive Voice Response system; automated telephone service
- **Customer service** **13 %**
- **Forms** **11 %**

www.mloy.fi. 8.6.2006 2 Agricultural Data Processing Centre Ltd

WebElmer - a convenient way

- To access, maintain and update information on livestock in the Cattle Identification Register
- The service is accessible to all farmers with a computer and Internet access on 24/7 usage

www.mloy.fi. 8.6.2006 3 Agricultural Data Processing Centre Ltd

The target users of WebElmer

- Farms of all sizes can benefit from the ease of use of WebElmer.
- The HTML code of the program has been optimised to be as lightweight as possible, so that it works rapidly even with a slower Internet connection.

www.mloy.fi. 8.6.2006 4 Agricultural Data Processing Centre Ltd

The developing of WebElmer

- **Usability** is the keyword
 - The design, implication and assessment took the end users into account; *their needs & skills* were fully considered during the development process
 - User surveys, task analysis and information-gatherings such as interviews, log information collection and user feedback
 - First introduced to a small pilot group of users

www.mloy.fi. 8.6.2006 5 Agricultural Data Processing Centre Ltd

How do you make a Service useable ?

- take the target group in account in every aspect of developing and designing
 - main page structure
 - simple and clear to use
- continuous service, open 24/7
- let the service be of simple nature to work rapidly even over a simple modem connection
- let the user receive clear feedback concerning the state of saving of information
- don't spoil it with a high price

www.mloy.fi. 8.6.2006 6 Agricultural Data Processing Centre Ltd

The farmer needs a user code and password



WebElmer

Send your animal event notification to the Cattle Identification Register

(Esim. 43201234)
 User code:
 Password:

webElmer-palvelu toimii parhaiten Internet Explorer -selaimella (versio 5.5 ja sitä uudemmat)
 Tarvitessa ota yhteyttä Neudamukstien asiakaspalveluun
 puhelin 020 747 2360, avoinna ma-pe klo 9.15-16.00.
 Sähköposti: tu@mlj.fi
 Copyright 2004 Maatalouden Laskentakeskus Oy

www.mlj.fi 8.6.2006 7 Agricultural Data Processing Centre Ltd

WebElmer – Main page

[Sign out!](#)

WebElmer - Main Page

A place for important update information

Information about the user

User code: #1234567 Name: FARMER Joe
 Farm number: 987654321 Name: FARMER Joe

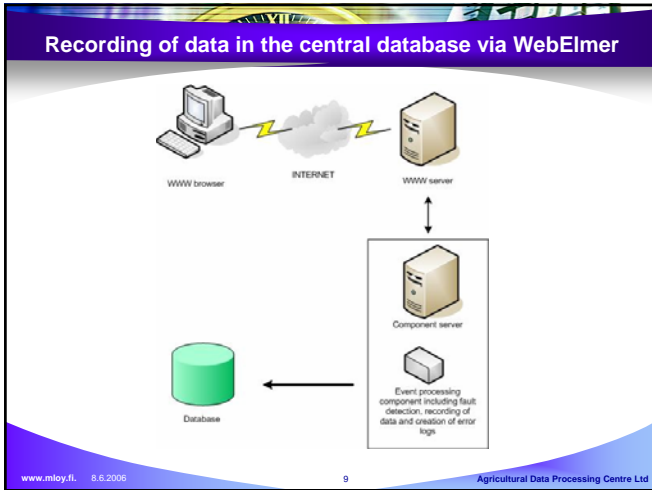
Animal Lists

- * Animals alive
- * Removals
- * Transfers
- * Replacement tags' order
- * Temporary tag implementation
- * New ear tags
- * Birth registering
- * New tags' order
- * Removed animals

Notifications of animal events


Other functions

www.mlj.fi 8.6.2006 8 Agricultural Data Processing Centre Ltd



- Techniques used in the implementation of WebElmer
- Web pages based on Active Server Pages (ASP)
 - the Visual Basic 6.0 programming language
 - Microsoft IIS Web server
 - a COM+ server for the components (a Microsoft Distributed Component Object Model (DCOM) architecture built on Windows 2000 Server)
 - Microsoft SQL Server as the database solution
- www.mlj.fi 8.6.2006 10 Agricultural Data Processing Centre Ltd

Why use WebElmer ?



WebElmer

Send your animal event notification to the Cattle Identification Register

(Esim. 43201234)
 User code:
 Password:

webElmer-palvelu toimii parhaiten Internet Explorer -selaimella (versio 5.5 ja sitä uudemmat)
 Tarvitessa ota yhteyttä Neudamukstien asiakaspalveluun
 puhelin 020 747 2360, avoinna ma-pe klo 9.15-16.00.
 Sähköposti: tu@mlj.fi
 Copyright 2004 Maatalouden Laskentakeskus Oy

The Farmers see the WebElmer as;

- Great and cool
- Simple to use
- Reliable & fast
- Always available
- Not expensive

www.mlj.fi 8.6.2006 11 Agricultural Data Processing Centre Ltd

Customer references

- MKL - ProAgria Association of Rural Advisory Centres and regional rural advisory centres – including 1000 advisers
- Faba Breeding
- FABA - The Artificial Insemination Co-operatives in Finland
- Ministry of Agriculture and Forestry
- Farmers – more than 23 000 farms
- Dairies & Analysis laboratories
- Slaughterhouses and animal dealers
- Veterinaries

Microsoft CERTIFIED Partner

www.mlj.fi 8.6.2006 12 Agricultural Data Processing Centre Ltd

Interested to know more ?

Please contact us at

Agricultural Data Processing Centre Ltd

to learn more about different possibilities

- Visit our Stand on the 2nd floor
- Call us +358 20 747 2309
- Fax us +358 20 747 2201
- Logon to our website www.mloy.fi/ICAR2006
- Send us email contact@mloy.fi
- Write us ML , ICAR2006, PL 25, FIN-01301 VANTAA

*Thank you for
your time
Have a great day
in Kuopio!*