WebElmer
a Web-based Notification Tool for Cattle Farmers

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%

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

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.

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

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 modern connection
- let the user receive clear feedback concerning the state of saving of information
- don’t spoil it with a high price
The farmer needs a user code and password

Send your animal event notification to the Cattle Identification Register

User code: Farmer: FARMER Joe
Password: 987654321

WebElmer – Main page

Information about the user
User code: a1234567 Name: FARMER Joe
Farm code: 46213298311 Name: FARMER Joe

Animal Lists
Animals about
- New ear tag
- Removed animals
- Captive animals
- Latest registration
- Birth registration
- Replacement tag order
- Transfers
- New animal order

Notifications of animal events
Temporary ear tag

Other functions
Animals data Farmers data Feedback

Recording of data in the central database via WebElmer

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

Why use WebElmer?
The Farmers see the WebElmer as:
- Great and cool
- Simple to use
- Reliable & fast
- Always available
- Not expensive

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
Please contact us at
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Thank you for your time
Have a great day in Kuopio!