



# A central database for the Australian Dairy Industry

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# A Central Database for the Australian Dairy Industry

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(Contributing authors)













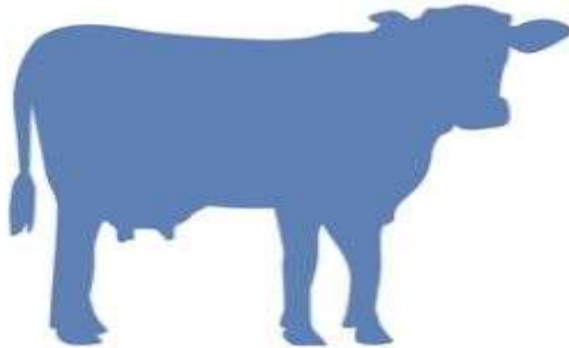
# How Data has been viewed in our Industry





# The Australian Dairy Industry

- Land Mass Roughly the same size as the continental U.S. Population 24M



**Milk production**  
9,539 m litres

**Average annual milk production per cow**  
5,669 litres

**Average herd size**  
273 cows

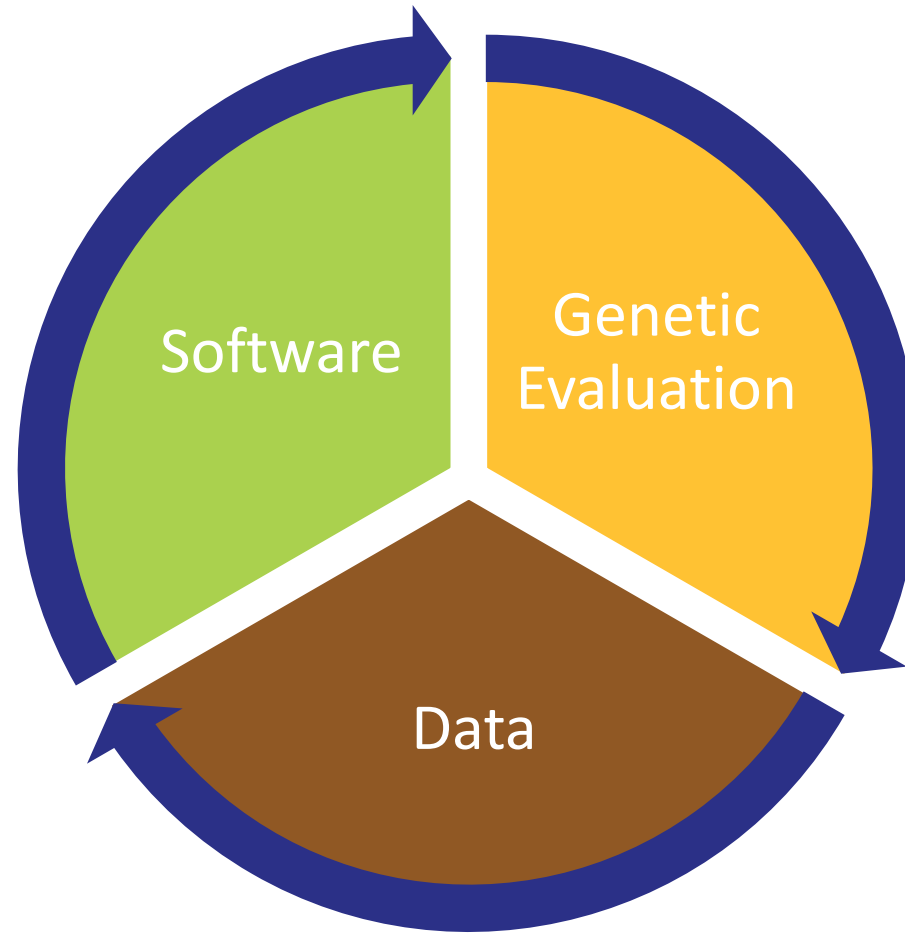
**National dairy herd**  
1.66 m cows





# DataGene Origins

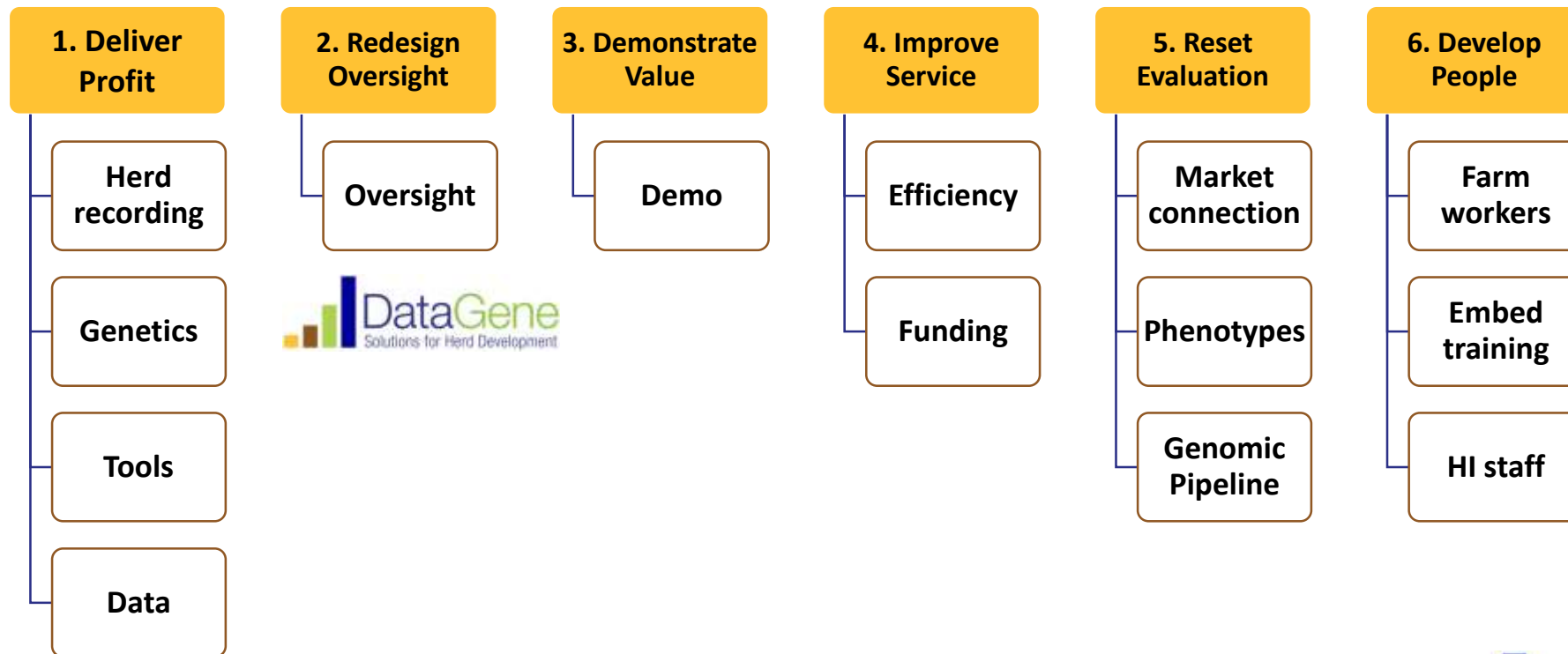
Herd Improvement  
Industry Software from  
HICO (MISTRO)



GES Replacement and Central  
Data Repository Programs

# Herd Improvement Strategy 2020

Dairy farmers maximise their profit through a vibrant herd improvement industry offering effective and highly valued services

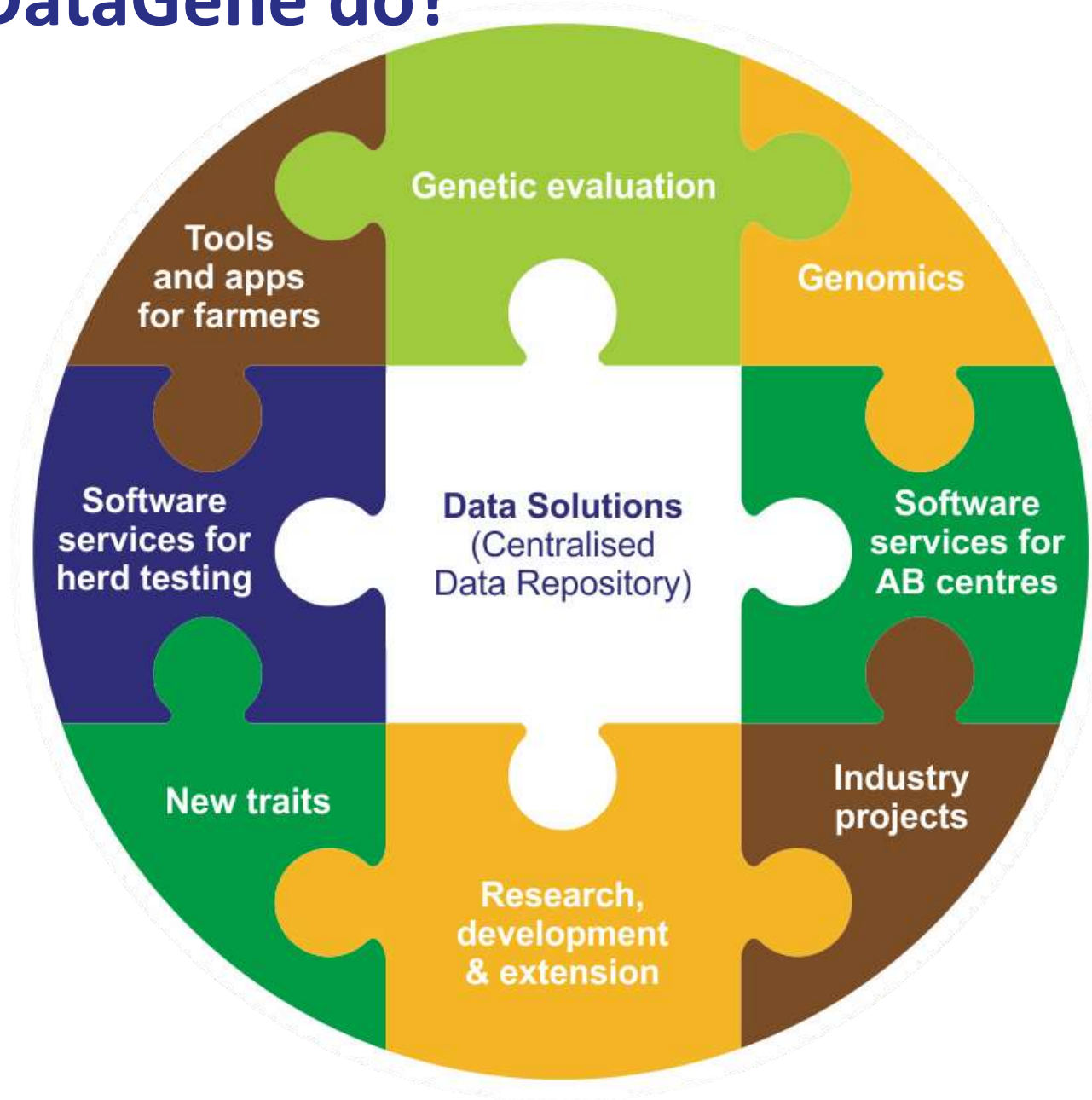


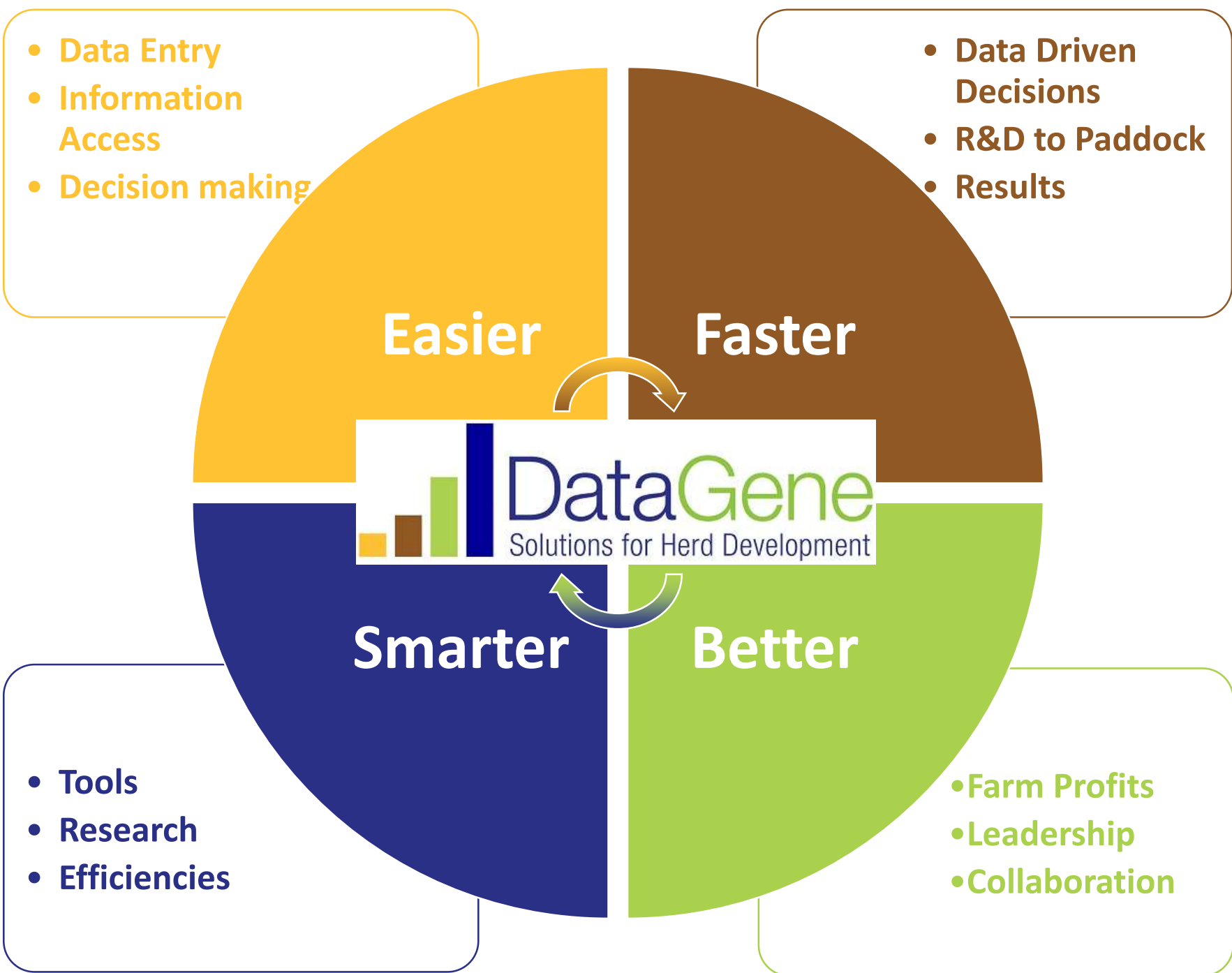
# The Herd Improvement Industry Vision



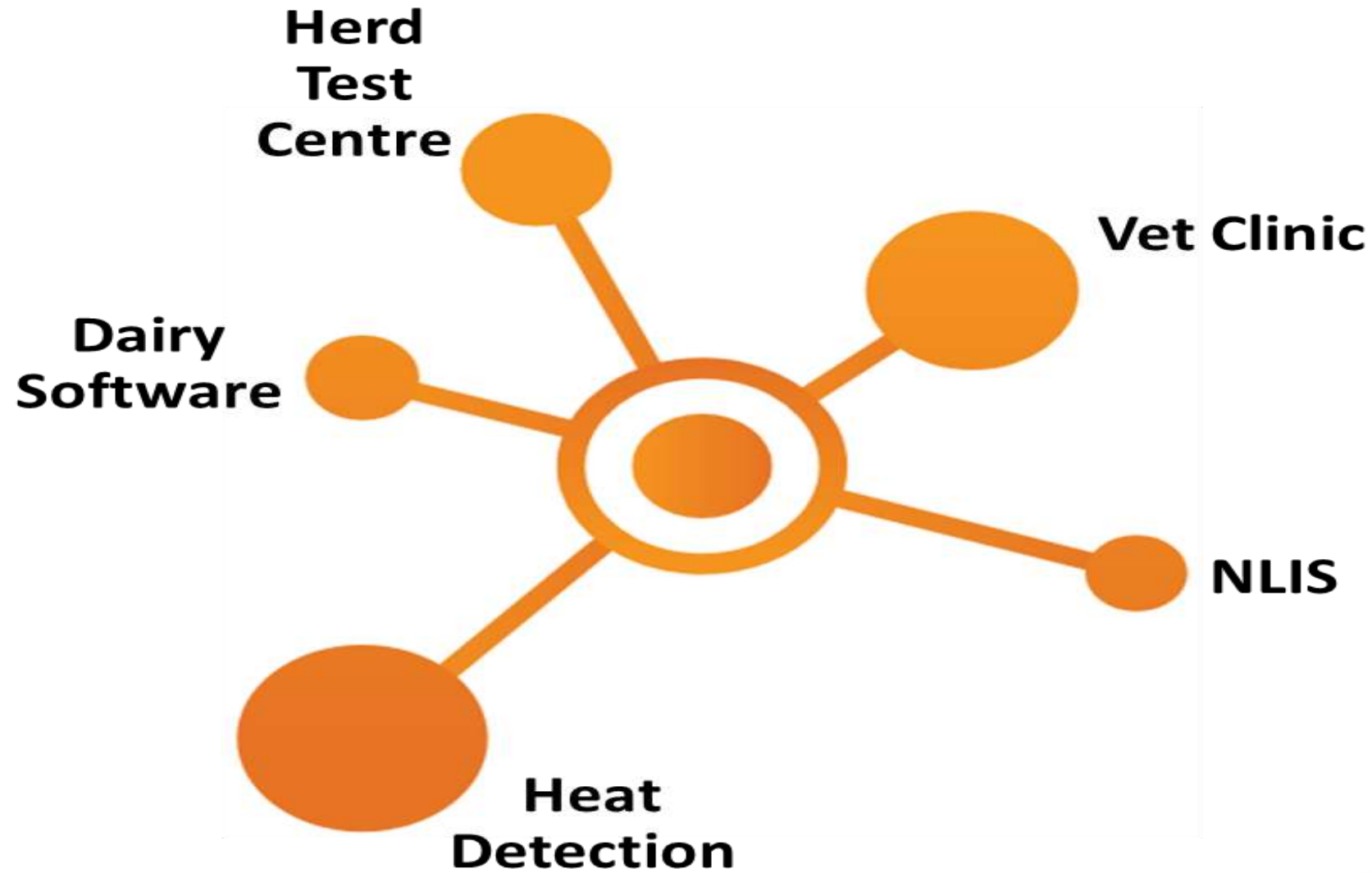


# What does DataGene do?





# Single Entry – Multi Use





# Creating the Connected Farm

## Understanding the Farmers 'Business Ecosystem'

One of the key deliverables of DataGene is to provide a mechanism for farmers to spend less time managing their data flow and have more time for analysis and other activities that add value in the farmers life.



### Machine Data

Automatic data that is generated by Meters, IoT Devices and any other connected technology.



### Test Data and Scientific Research

Herb Test Data, Information from external research and analysis groups, value added data services



### Social Media Data

Whether you tweet, Facebook or just read automatic news feeds the data within these streams can add value



### Animal Data

Trait and Observation Data, Health Data, Monitoring Data.



### Supply Chain Data

AI and Bull Companies, On farm Tanks, Feed Supplies, Upstream and Downstream business partners



### Purchase History and Inventory

Linking the Data to your finances to provide better decision making



### B2B and B2C Data

Managing a greater breadth and depth of data by breaching the B2B and B2C Data



### Performance Data

Comparative reports, exception reports, measuring against KPI's. A personalized view of what to do next.

# The DataGene IT Team

Delivering 'Information Systems'

Our team is made up of experts in the fields of Application Development, Database design, Business Intelligence, Infrastructure and Architecture, Mobile solutions as well as Business and Systems analysis.



Simon Jenkins  
**CIO**



Mohammed Abdelkader

**Solution Architect**

Responsible for the Design and Delivery of GESNP and CDR



Sundeep Shetty

**Business Systems Architect**

Responsible for the Design and Delivery of GESNP and CDR



Tim

**Customer Systems Architect**

Responsible for the Design and Delivery of Customer and On Farm Solutions



Duncan Robertson

**Systems Administrator**

Responsible for DataGene Cloud and on premise solutions

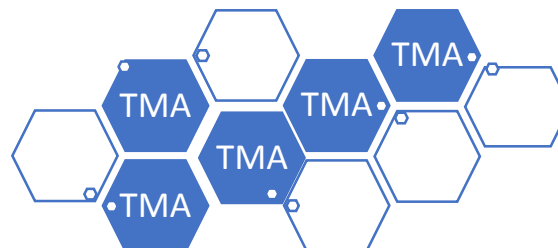


David Gorst

**Mobility Lead**

Responsible for the Design and Delivery of mobile Solutions

**TMA Solutions**  
Development  
Partner  
(30+ Software Engineers)



# Data Management Simplified

Enhancing the 'Customer Experience'

The 'Customer Experience' has been called out as a pillar for future needs in technology delivery. It has and always will be the central pillar for DataGene. We understand who our customers are. We want to work with you and for you. We want to build services and functionality that you want. The Customer experience portal and our mobility solutions will be tested with user groups to ensure we continue to meet the needs of farmers.

## Mobility



DataGene and our partners will provide the Apps and on farm software to support farmers when ever and where ever they are. We will provide tools for greater productivity and efficiencies and continuously monitor and improve our product offerings.

### Mobile Devices and IoT

Enter and retrieve the data and insights you need whenever and wherever you do business



## Customer Experience Portal

With the creation of the Customer Experience Portal Farmers will have access to data and be able to analyze using tools often reserved for the Statisticians and researchers. Access to insights and guided analyses will be a simplified option but will provide accurate and trusted decision support



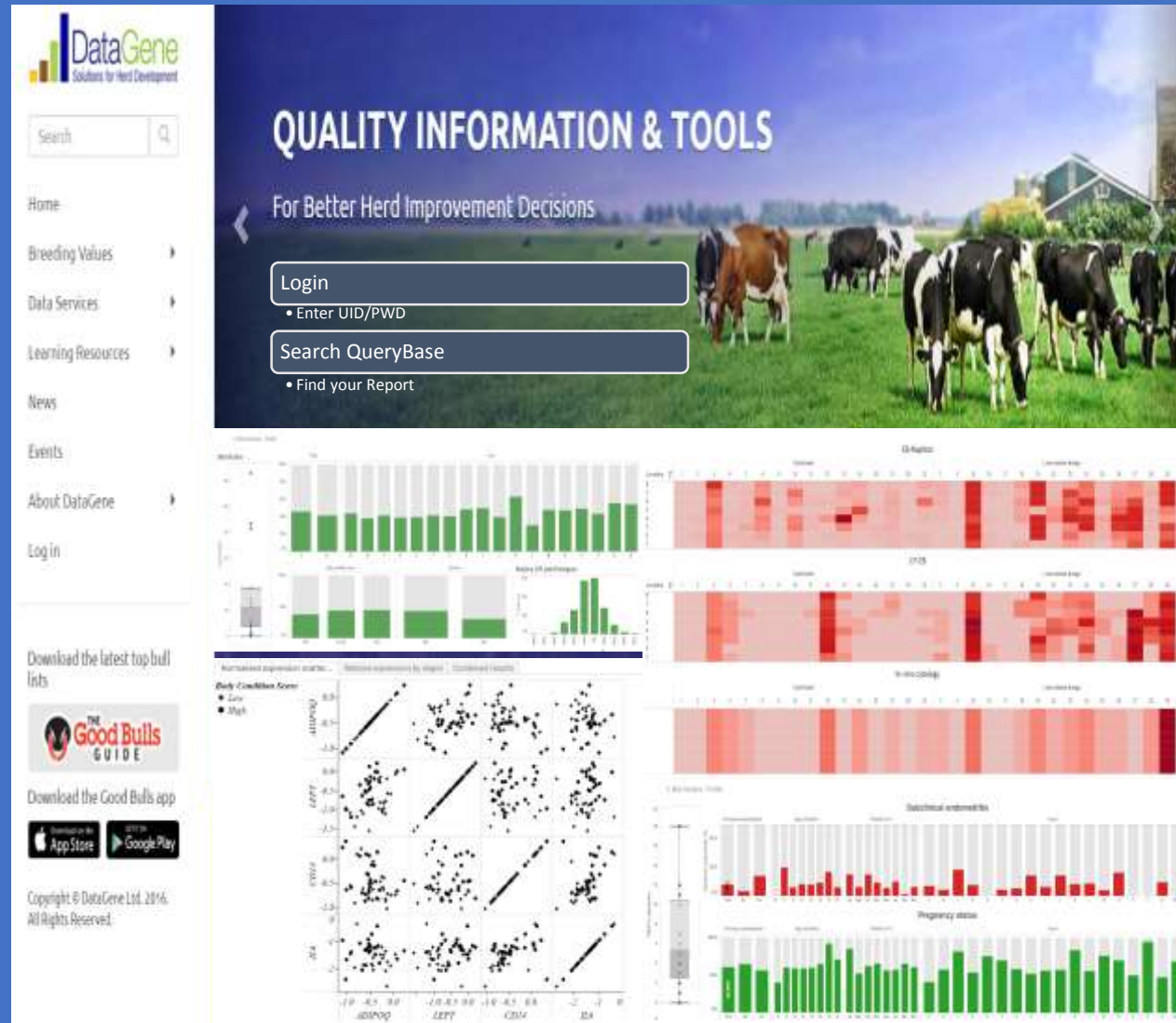
### Search and Analyses

Simple but powerful tools that will guide, inform and help you to run a more successful business

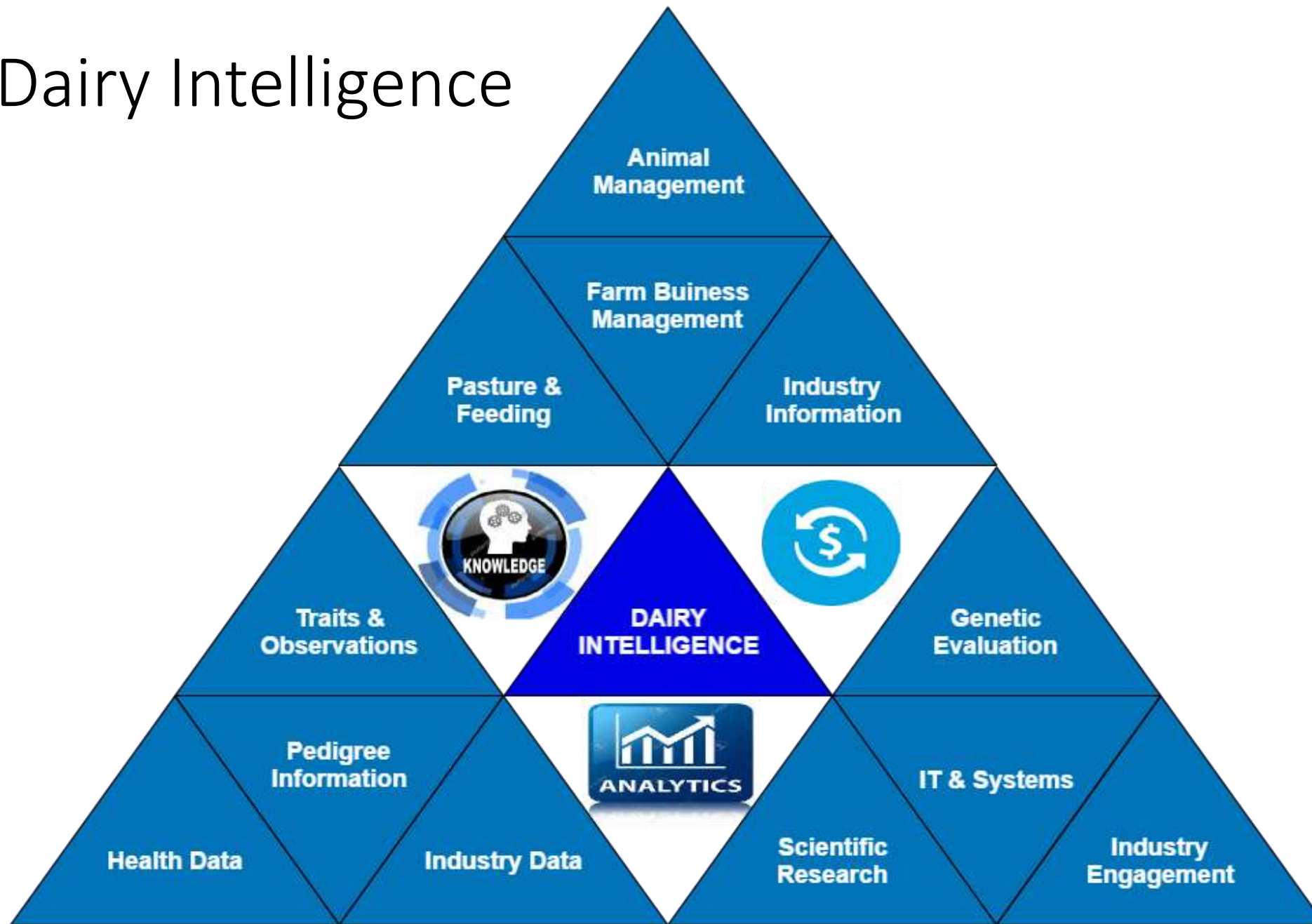


# Enhancing Decision Making

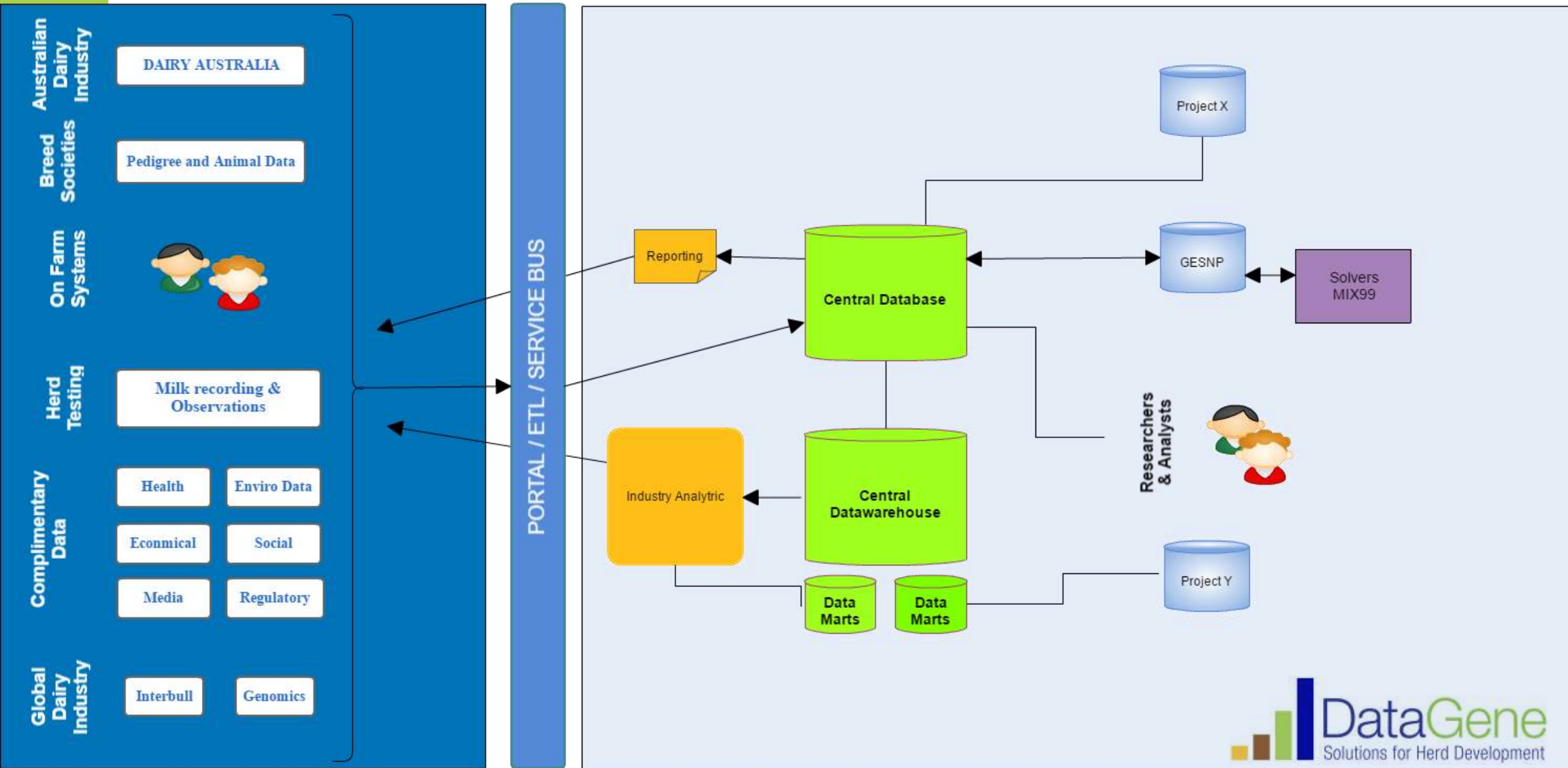
Better On Farm Decisions, with 'Analytics & Intelligence'



# Dairy Intelligence



# Dairy Intelligence





## Get in Touch

I am based in the AgriBio building at La Trobe University, Melbourne, Victoria, Australia. Please reach out through email or Skype if you have questions or wish to catch up...I look forward to hearing from you....Thanks




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# Thank You...Any Questions?