



# Zero upfront costs. One powerful dairy monitoring system.



Farm with more freedom.

Allflex® dairy monitoring systems are now branded SenseHub® Dairy, backed by dedicated research and development by MSD Animal Health.





# Powered by over 20 years of cow behaviour insights.



## Unparalleled heat detection for precise insemination

SenseHub® Dairy's reproduction algorithms give you more freedom during joining. With actionable reproduction insights, you can make precise insemination decisions, reduce calving intervals, improve productivity and reduce labour requirements.



## Timely alerts to help identify at-risk cows

Your SenseHub® Dairy system can alert you to heifers and cows that may need further attention due to the risk of developing potential health issues or distress. With these alerts you can work with your veterinarian to help reduce treatment costs, and improve the overall productivity of your herd.



## Whole-herd nutrition and well-being insights

SenseHub® Dairy's group monitoring applications help you understand health, transition, nutrition, heat stress and other essential information. Group activity and rumination data helps you determine how to respond to immediate issues and guides longer-term planning to improve transition cow performance, herd-wide nutrition, well-being, and ongoing productivity.



## Australian based technical support and training team

With SenseHub® Dairy, you will never be left in the dairy shed on your own. We have a dedicated Australian-based technical support and training team that's only a phone call away or can visit you on-farm whenever you need extra support. Tailored training sessions are built into the cost of your monitoring system to ensure you get the best out of SenseHub® Dairy.







**SUBSCRIPTION  
NOW AVAILABLE**

# SenseHub® Dairy monitoring systems are now available by subscription.



**Zero upfront costs.  
One simple and affordable  
payment per cow per month.**

With a SenseHub® Dairy subscription you don't have to pay for anything up front. All SenseHub® Dairy related equipment, collars or ear tags, installation, application plans and training are included in one simple monthly fee\*. Without a significant upfront capital cost, you don't have to wait years to get a return on your investment.



**Warranty on hardware.  
If something fails,  
we'll replace it. ^**

When you pay by the month for your SenseHub® Dairy monitoring system, you don't have to worry about any of our equipment failing. All hardware, collars or ear tags, and infrastructure of your monitoring system is covered by your warranty for the duration of your subscription. ^ We take care of your monitoring system so you can focus on getting the most out of your dairy cow insights.



**The flexibility to grow when  
you grow.**

Your SenseHub® Dairy monitoring system is designed to help you improve the overall productivity of your dairy. With a SenseHub® subscription plan, you have the flexibility to add more cows when your farm expands, have different groups of cows on different application plans, and have some cows on ear tags and some on collars.

\*Does not include non SenseHub® monitoring system related hardware and equipment. Additional costs may be incurred due to electrical work, power supply or other third-party equipment and infrastructure. ^Warranty only applies to SenseHub® hardware and equipment. Does not include cabling, wiring, electrical supply and other non SenseHub® monitoring system related hardware and equipment.



**Training and technical  
support from a local  
Australian team.**

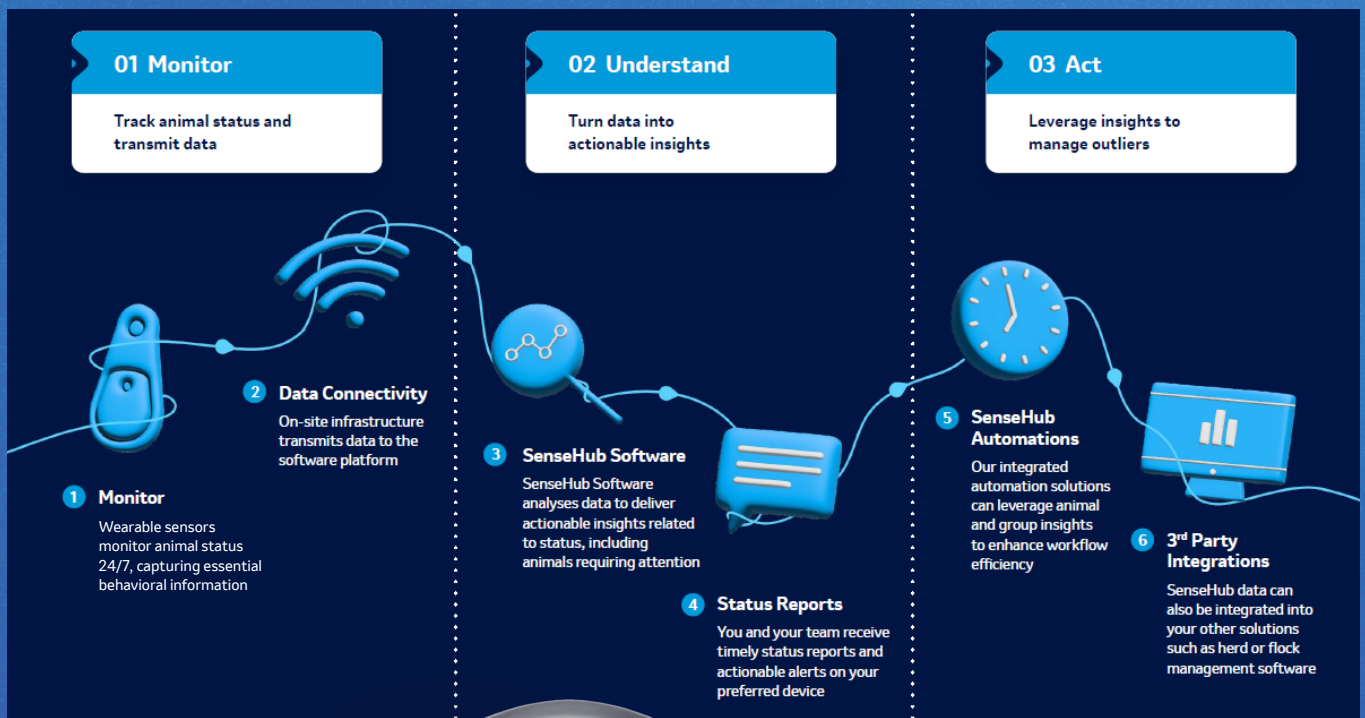
With SenseHub® Dairy, you have access to tailored training and technical support. Training consists of both on-farm personalised learning sessions as well as remote training, plus you have access to our in-app and desktop education platform called SenseHub® Discover. When it comes to technical support, our Australian-based team is only a phone call away if you have any concerns.







# How SenseHub<sup>®</sup> Dairy works.



## SenseHub<sup>®</sup> Dairy Collars

- Collects dairy cow behavioural data and sends the data to the SenseHub<sup>®</sup> Controller or Server
- 7 years expected battery life
- 98 grams in weight



## SenseHub<sup>®</sup> Dairy Ear Tags

- Collects dairy cow behavioural data and sends the data to the SenseHub<sup>®</sup> Controller or Server
- 3 years expected battery life
- 25 grams in weight
- LED flashing light can visually alert you to cows that need attention in conjunction with your Sensehub<sup>®</sup> Dairy application data

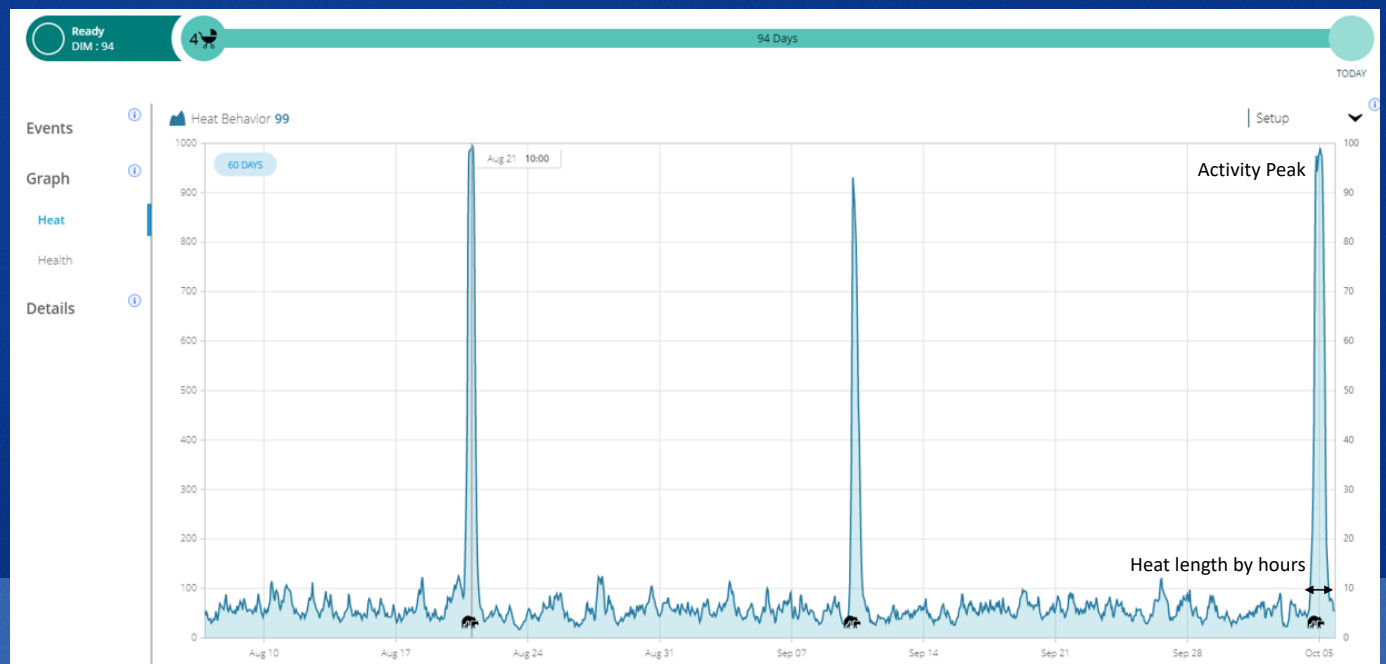
Farm with more freedom.



# SenseHub<sup>®</sup> Dairy in action.

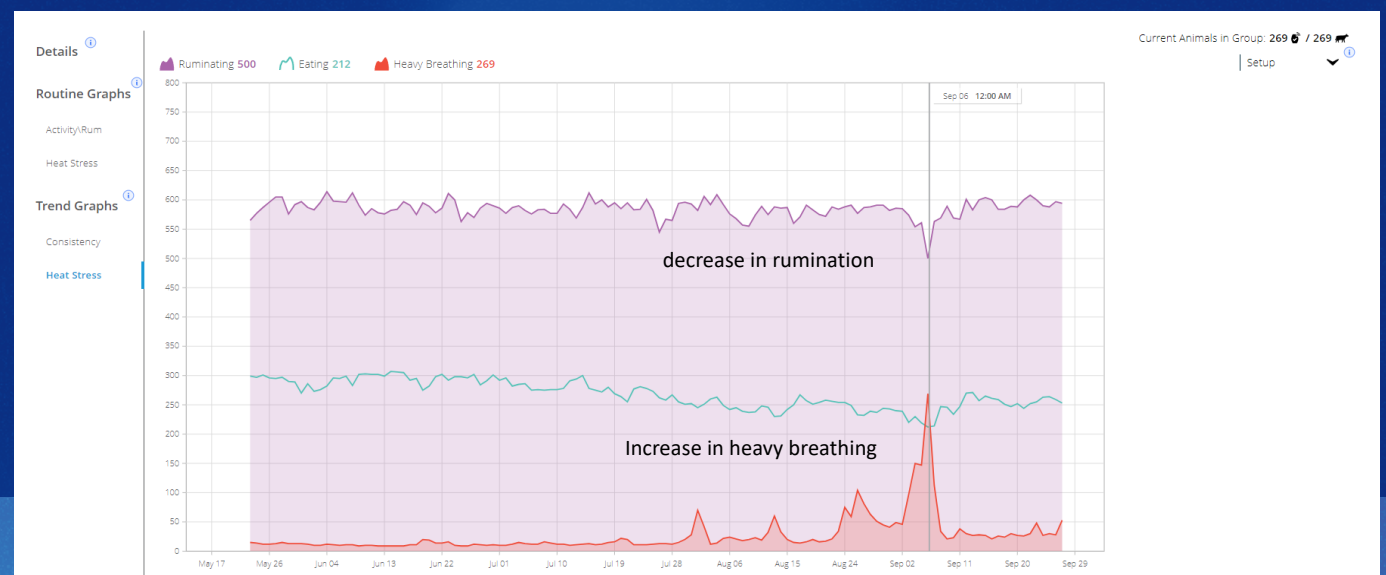
## Heat Detection

The below graph shows how SenseHub<sup>®</sup> Dairy can pinpoint the optimal time to join via spikes in heat activity. These spikes can be measured in hours.



## Group Heat Stress

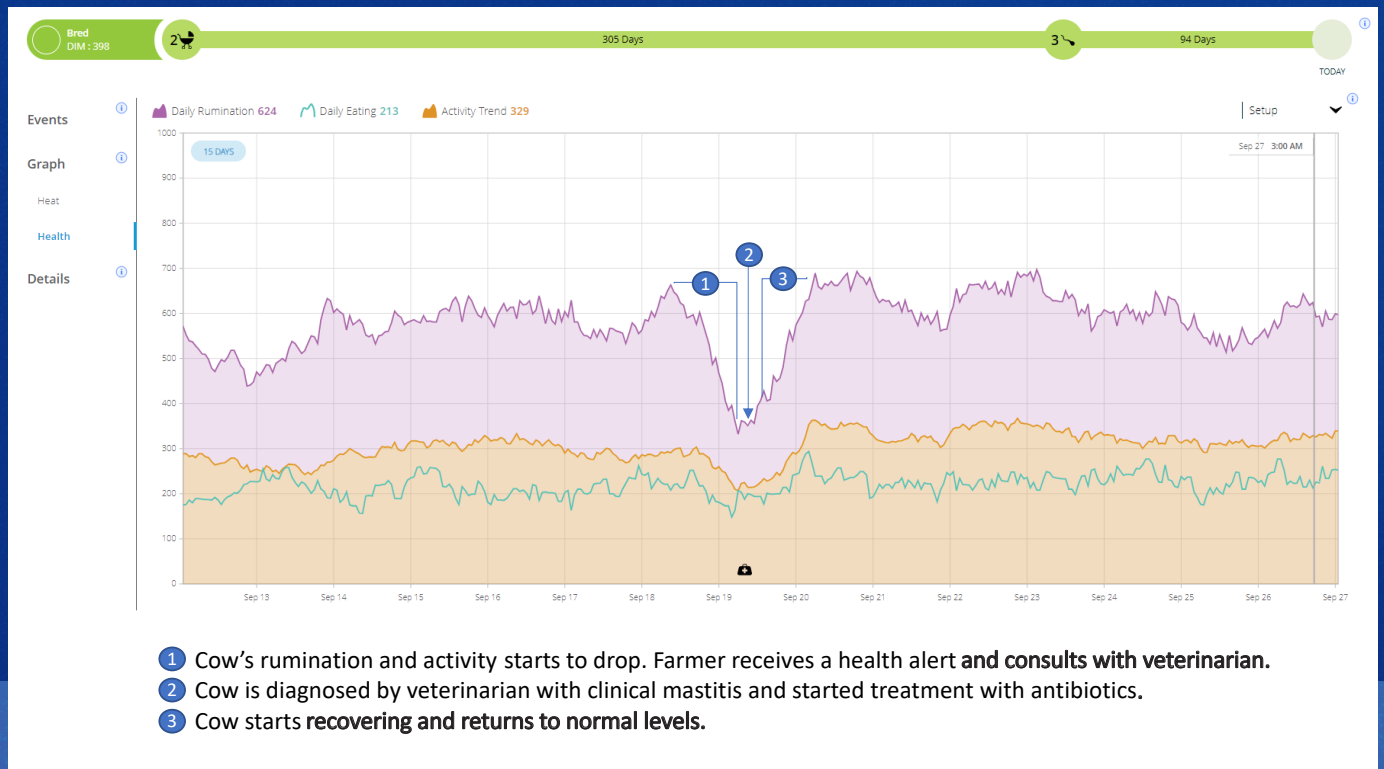
The below graph shows heat stress in group monitoring. Heat stress within the group is calculated via a heavy breathing index. Note the increase in heavy breathing and the drop in rumination.





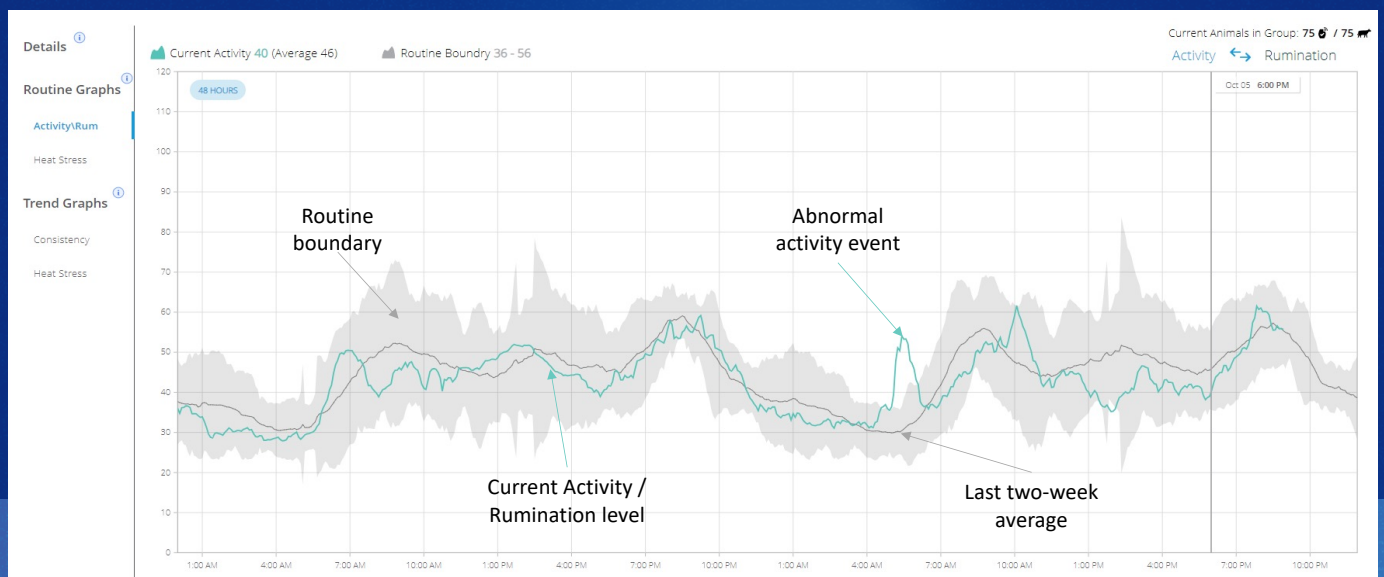
## Health Monitoring

The below graph below shows how SenseHub® Dairy can alert farmers to potential at-risk cows for earlier intervention in consultation with your veterinarian.



## Daily Activity/Rumination Routine

The below graph displays the average activity/rumination from the past two weeks compared to current activity. This graph clearly identifies when the current activity/rumination level ventures outside of the routine boundary.





# SenseHub® Dairy Report Generator.

The SenseHub® Report Generator is a customization tool that gives you the control you need to manage livestock with more freedom. User-friendly functionality lets you create your own custom SenseHub® Dairy reports according to your specific production goals, and display actionable insights. With game-changing precision at your fingertips, you can confidently pinpoint the most important animals and tasks sooner and focus resources to help improve health outcomes, productivity and performance.



**Understand animals and farm operations with more precision**



**Fine tune daily tasks to achieve specific production goals**



**Get relevant insights when and where they are needed**



**Custom reports give you insights to improve farm management**



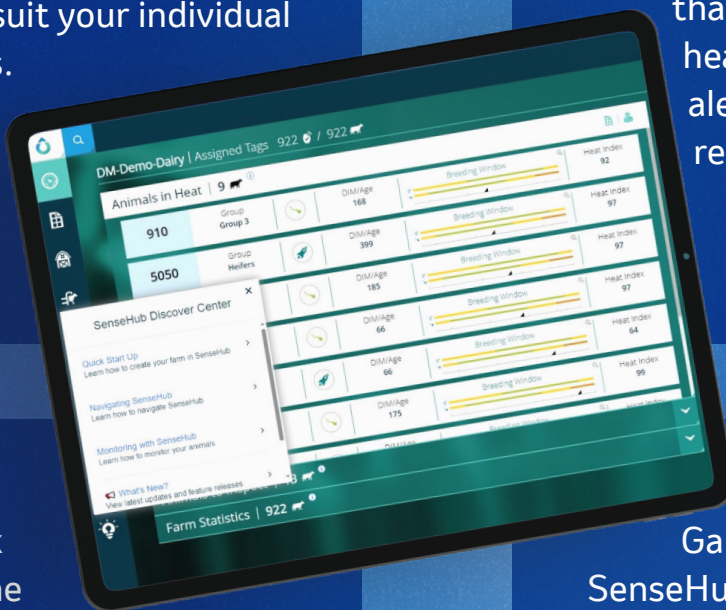


# SenseHub® Discover.

Learn, grow and get the most out of your SenseHub® Dairy monitoring system with the SenseHub® Discover in-app and desktop education platform.

Learn how to set up your SenseHub® Dairy monitoring system to suit your individual farm needs.

Understand how to enter a cow correctly, monitor cows that are in heat, manage health and distress alerts, create custom reports, and much more.



Simply click or tap on the 'lightbulb icon' on your SenseHub® Dairy app or desktop application to launch SenseHub® Discover.

Gain access to the SenseHub® Academy for more in-depth insights and learning modules.





If you want to **hear from other farmers just like you**, scan this QR code.



To get in contact with a local **Allflex® SenseHub® Dairy expert**, scan this QR code and fill out a simple form.

 **SenseHub®**  
Dairy

[www.allflex.com.au](http://www.allflex.com.au) | 1300 138 247

This product is not intended to diagnose, treat, cure, or prevent any disease in animals. For the diagnosis, treatment, cure, or prevention of disease in animals, you should consult your veterinarian. The accuracy of the data collected and presented through this product is not intended to match that of medical devices or scientific measurement devices.

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