Introducing the new version of the SenseHub™ livestock monitoring system

Farm with **more freedom**

SenseHub™

MSD
Animal Health

Transform animal health management and labor efficiency

Observing your animals has historically been the primary means by which you keep them healthy and productive. But early identification of behavior changes and key events, which could potentially indicate health issues, is difficult through visual observation alone, especially given the scale and complexity of modern farms.
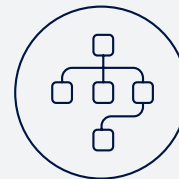
SenseHub offers you a new way to easily monitor your animals from anywhere, with easy-to-use, actionable data that gives you a more comprehensive understanding of each animal's status across the production cycle. It helps you maintain a 24/7 connection to every animal, constantly monitoring and alerting you to any issues or events.

Gain actionable insights that contribute to a more productive, sustainable farm

Improve animal wellbeing with targeted reporting and faster intervention

Streamline workflows and facilitate improvements in key animal management tasks

A connected ecosystem that adapts to your farm business

The innovative SenseHub ecosystem provides all the tools and flexibility you need to stay connected to your different animal populations.

- Choose from different hardware and plan options according to farm size and production goals

- Assemble different combinations on the same farm to get the right mix for your needs

- Adjust your solution in time with changing animal populations and monitoring requirements

SenseHub™

SenseHub™ DAIRY

SenseHub™ COW CALF

SenseHub™ FEEDLOT

SenseHub™ POULTRY

How SenseHub Works

01 Monitor
Track animal status and transmit data

02 Understand
Turn data into actionable insights

03 Act
Leverage insights to manage outliers

1 Monitor
Wearable sensors monitor animal status 24/7, capturing essential physiological and behavioral information

2 Data Connectivity
On-site infrastructure transmits data to the software platform

3 SenseHub Software
SenseHub Software analyses data to deliver actionable insights related to status, including animals requiring attention

4 Status Reports
You and your team receive timely status reports and actionable alerts on your preferred device

5 SenseHub Automations
Our integrated automation solutions can leverage animal and group insights to enhance workflow efficiency

6 3rd Party Integrations
SenseHub data can also be integrated into your other solutions such as herd or flock management software

Leave uncertainty and inefficiency behind with customized insights

SenseHub transforms operational control through more precise herd and flock intelligence. Customize your data analysis to deliver actionable insights that are highly relevant and meaningful to your operation.

- Easily segment specific animal populations for detail analysis

- Quickly modify reporting criteria and perform custom calculations

- View actionable, real-time insights in easy-to-understand formats

- Identify the animals and tasks that matter most to your productivity

- Reveal new ways to streamline daily activities for maximum efficiency

Manage your farm more effectively

Enhance productivity through heat detection

Real-time, actionable insights into every animal improve production, reduce skilled labor requirements and save valuable time.

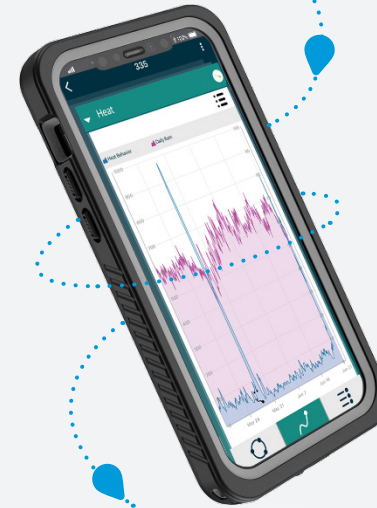## Improve health outcomes with earlier intervention

With early insight into your animals' behaviors — often before any clinical signs of potential illness are visible — you can make swift, decisive decisions in conjunction with your veterinarian that reduce treatment costs, and minimize re-pulls and re-treats, all while optimizing animal performance.

Enhance group nutrition, health and welfare

SenseHub group monitoring applications help you better understand how decision-making impacts animal well-being so you can act in the best interest of your herd or flock as a whole. Group data helps you visualize trends or understand the effects of external factors, informing an immediate response as well as guiding longer-term planning.

Advance the efficiency and productivity of your farm

SenseHub keeps teams connected to timely, actionable insights into animal status, enabling faster, more informed decisions and improving outcomes. With critical information more accessible, you can focus more easily on the animals and activities that are most important, and work more deliberately and efficiently. Our integrated automation solutions leverage SenseHub insights to even further streamline workflow.

Get more from SenseHub with dedicated teams and tools

SenseHub gives you multiple points of support, from self-guided tools to dedicated technical assistance, to resolve issues fast and ensure you get the maximum value from your investment.

We know there's no substitute for a friendly face who's invested in your success. Our global network of local teams works with you to ensure the success of your monitoring system, from seamless installation to ongoing technical support.

For everyday queries on how to use your monitoring software, SenseHub Discover provides timely, practical in-platform information. Integrated tooltips and walkthroughs explain key features and help you uncover the insights that matter most to you.

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SenseHub Feedlot is evaluating animals 24 hours a day, seven days a week. Think of it as an employee that works all day every day, whereas your other pen riders are only evaluating those animals five to 10 minutes per day.

"

SenseHub Feedlot saves our team an average of an hour and a half to two hours per day. It allows pen riders to pull animals at an earlier time frame, so our first treatment is more effective.

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With mortality savings and decreased rate of re-pulls and re-treats, you can easily pay for this system. The start-up costs are slightly less to slightly more than the salary of one employee.

Get started with SenseHub

- Seamless installation

- Integrates with existing processes and can integrate with major software providers

- Simple-to-use daily pull list and mobile-friendly interface

- Customizable alerts and on-demand reports

- Scalable as operation needs expand

- Accessible from anywhere by any team member

- Technical support and training for best results

Contact your MSD Animal Health representative to learn how revolutionary SenseHub technology can bring efficient animal monitoring to your operation.

Visit sensehub.global for more information.