

Which hardworking plan is right for you?



No upfront cost, subscription-only plans mean you are calculating the cost of cow monitoring in operational cash flow rather than capital expenses. We think this makes a lot of sense as the collars work hard for you on-farm, much like staff, delivering savings in day-to-day operations.

Our subscription plans include:

Hardware

Collar

Monthly price locked in for the lifetime of contract.

Shed set up

Collar reader. SenseHub® Hub. SenseHub® Computer.

Stick Reader

RS420 NFC Stick Reader valued at over \$2,000.

*Additional hardware like remote reader stations can be purchased on 24 month payment option, 0% up front, 0% interest.

Software

SenseHub® Dairy

Access to the latest cloud-based SenseHub® Dairy system. No upgrade costs.

*Data inclusions depend on your plan.

Support

Training is included in your subscription.

Access to an experienced, knowledgeable, and extensive Aftersales support team, including dedicated Service Desk, Training and Technical teams located throughout New Zealand*.

*Warranty only refers to SenseHub® hardware and equipment. Exclusions apply. Visit www.allflex.co.nz/t&C for details and exclusions on our warranty, training, install and Authorised Dealer Network.

We have two full subscription monitoring plan options: Starter and Premium

Heat only Collar Starter Plan

Only
\$2.55*
per month
per cow

Starter Application Plan Includes:

- ▶ Heat Reports
- ▶ Anoestrus Cows Report
- ▶ Irregular Heat Report
- ▶ Probability Report

*based 500-999 herd size

Price is reduced for larger herd sizes, and increases for smaller herd sizes.

Monthly price locked in for the lifetime of the contract.

Put through your Farm Source Account and receive an additional 2% discount and earn Farm Source rewards.

A limited number of Starter plans available.

Heat, Health and Ruminations Collar Premium Plan

Only
\$4.41*
per month
per cow

Premium Application Plan Includes:

- ▶ Heat Reports
- ▶ Anoestrus Cows Report
- ▶ Irregular Heat report
- ▶ Probability Report
- ▶ Health Report
- ▶ Distress Report & Distress Alerts
- ▶ Fresh Cow Report
- ▶ Report Generator (for custom reporting)
- ▶ Heat Stress Graph
- ▶ Daily Group Consistency Graph
- ▶ Group Routine Graph

*based 500-999 herd size

Price is reduced for larger herd sizes, and increases for smaller herd sizes.

Monthly price locked in for the lifetime of the contract.

Put through your Farm Source Account and receive an additional 2% discount and earn Farm Source rewards.

So where can you save in your operating costs?

Things to consider as you crunch your numbers are shown below. Your local SenseHub® Sales Specialist can support you with information you require to conduct your return on investment analysis, specific to your farm.

Value of Heat Detection

- ▶ Labour and consumables for heat detection
- ▶ Labour for manual drafting (if going for automatic)
- ▶ AI value, insemination window allowing for more confident use of selected AI ensuring that straws only go into cows that are actually on heat
- ▶ Picking up non-cyclers and silent heats
- ▶ Opportunity to increase in-calf rate, particularly 3-week
- ▶ Opportunity to reduce calving spread
- ▶ Opportunity to go all AI, eliminating the need to lease bulls and manage them on farm

Additional Value from Health and Ruminations

- ▶ Health alerts for early intervention
- ▶ Distress alerts can indicate issues or calving in real-time
- ▶ Many of our customers tell us they typically achieve a 1-2% reduction in death rates in the first 12 months
- ▶ Assistance with transition management from OAD to TAD following calving
- ▶ Customers report strong benefits in production through effective transition and recovery management
- ▶ Daily ruminations data to inform feed efficiency in real time
- ▶ Behavioural data improves understanding of stress, feed efficiency and milking intensity

Frequently Asked Questions

Q. How can I use my Farm Source account?

Gain an additional 2% discount when you charge your Collar subscription via your Farm Source account. You can also benefit from Farm Source Reward Dollars. You just need to inform your local SenseHub® Sales Specialist you would like to do this and sign an authority form. No deferred payment terms.

Q. Will a standard reader set up work on my farm?

Our collars store data for 24 hours. So long as the cows come within range of a reader once every 24 hours your data will be up to date in the system. We usually set up the main reader system at the dairy shed and this is all you need for Heat detection. If you are going with a Premium Application Plan, you may benefit from additional readers around your farm, to get immediate health alerts and rumination data. Remote readers are also available for off-farm grazing. These are available on 24-month payment option, 0% deposit, 0% interest, just ask your SenseHub® Sales Specialist.

Q. Are there any other installation costs?

Installation of your monitoring system is included in your Plan. This includes your SenseHub® Hub, computer, Dairy shed readers and your local SenseHub® Sales Specialist will show your team how to collar your herd.

You are responsible for ensuring there is a reliable internet connection at the Dairy Shed*.

Q. Are there any other training costs?

Training is included in your Plan. This includes onboarding sessions and ongoing support from your local Trainer, the Service Desk and the Tech support team. We have an experienced, knowledgeable, and extensive Aftersales support team, including dedicated Service Desk, Training and Technical teams located throughout NZ*.

Q. Will the price change suddenly?

No. When you sign up for a 5-year contract we are agreeing to the price with you for the term of the contract. You would only pay more if you choose to add additional features and hardware, such as extra cows, more readers or an upgrade from Starter Plan to Premium Plan.

Q. Would I have to pay if MSD Animal Health makes changes to the system?

No. Just like when your phone requires a software update, the same happens for SenseHub®. Software updates to roll out feature enhancements will happen throughout the year, but they are automatic and free. If it involves any changes to what you see or do your trainer will reach out to ensure everyone knows what to expect.

Q. If I sign up for the Starter Plan, can I change to the Premium Plan?

Yes. Just reach out to your local SenseHub® Sales Specialist to arrange this. After one season of heat monitoring, we encourage Starter Plan customers to consider the Premium Plan. Many of our customers report immediate and significant value in the rumination and health data to farm decision-making.

Q. What is the battery life and how often do they need to be replaced?

Collar batteries last approximately 7 years. This is not something you need to worry about as Plan pricing includes a warranty for the collar and shed hardware for the length of your contract, and an easy renewal process then follows. Warranty only refers to SenseHub® hardware and equipment*. Exclusions apply.

Q. What happens if the system breaks/malfunctions?

We have a full Service Desk, including Technical and Trainer support which operates normal business hours and an aftersales support desk for urgent assistance operating weekends and public holidays 365 days a year between 4 am – 7 pm. Your system is also covered with warranty on all hardware*. Exclusions apply.

Q. How does SenseHub® Dairy compare to other options?

Recent research confirmed that we are the most popular monitoring system in NZ, we have 750+ farms wearing our collars. We think that's probably because we've been doing this a long time, the first edition was market-ready over 20 years ago, and our product does what we say it will. Being owned by a large global animal health company means we benefit from R+D and a passion for healthy cows, while our Allflex roots and NZ-based technology team means we have functions and features fit for purpose in NZ. We use rumination and behaviour tracking which we find to be more accurate and insightful than temperature data.

* Refer to allflex.co.nz/t&c for details and exclusions of our warranty, training, install and Authorised Dealer Network.

Your Local SenseHub® Sales Specialist

With a dedicated team of training and tech support specialists located across New Zealand, and with over 65 years' experience, we are the market leaders in behaviour monitoring.

Backed by MSD Animal Health and supported by MSD Animal Health's global Research & Development, we are committed to delivering the best in monitoring and automation solutions for New Zealand Farmers. So, if you'd like more information on SenseHub® monitoring and automation solutions, give your local specialists a call today.

North Island



North Waikato / Northland

Craig Midgley

North Island Sales Lead

M 027 222 86 22

E craig.midgley@merck.com



Waikato

Shaun Killalea

M 027 430 3413

E shaun.killalea@merck.com



South Waikato / BOP

Fleur Dickie

M 027 347 3344

E fleur.dickie@merck.com



King Country / Taranaki

Mark Ward

M 027 252 7373

E mark.ward2@merck.com



Wairarapa / Manawatu / Hawke's Bay

Trevor Ward

M 027 556 7779

E trevor.ward@merck.com

South Island



West Coast / Ashburton

Laura Christensen

South Island Sales Lead

M 027 536 7967

E laura.christensen@merck.com



Upper South Island /
North Canterbury / Buller

Trevor Green

M 027 244 6144

E trevor.green@merck.com



Southland / Otago

Annalize Du Plessis

M 027 229 7989

E annalize.plessis@merck.com



South Canterbury / Otago

Gordon Keown

M 027 306 8201

E gordon.keown@merck.com

Service Desk

Our friendly team are here to help, so call our service desk:

▶ **0800 255 353**

▶ Monitoring &
Automation Sales
Option 4

For more information visit
www.sensehub.co.nz



Hamilton
MSD Animal Health
Technology Labs

Palmerston North
Allflex
Identification Factory

Upper Hutt
MSD Animal Health Global
Vaccine Manufacture



Trainer
location



Authorised Dealer
Network locations



Office
locations



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.

Copyright © 2024 Merck & Co., Inc., Rahway, NJ USA, and its affiliates. All rights reserved. The information contained herein is subject to change without notice. The only warranties for MSD Animal Health products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty.

MSD Animal Health shall not be liable for technical or editorial errors or omissions contained herein.

