



Software & App



Mobile App - Data at Your Fingertips

4:09 LTE 84

Session - Dam/Bills Pdk
5 Aug 2025 - 11 Aug 2025

List Graph

Average Weight **1018 LB**

ADG **1.52** lb

DGI: **1.52**

Individuals Weighed **34**

Out of 55 (61...)

14 Days: -

21 Days: -

Sort EID VID

- 951_000308503567 -0.9 lb/d
1003 lb Visits 1 Aug 10
- 951_000327034024 +0.6 lb/d
1026 lb Visits 2 Aug 09
- 951_000327065412 +0.8 lb/d
1078 lb Visits 9 Aug 11

Sessions Devices Notifications Settings

4:10 LTE 83

Session - Dam/Bills Pdk
5 Aug 2025 - 11 Aug 2025

List Graph

Latest Weight Distribution

427 434 441 448 455 462 469 476 483 490

Target Weight **250**

Weighed above 250 lb **25**

Projection of Mob/ Herd above 250 lb **55** (100%)

Average Weight

Sessions Devices Notifications Settings

4:10 LTE 83

Average Weight

Aug 8 Aug 10 Aug 12

ADG

Aug 9 Aug 10 Aug 11 Aug 12

Visits

Sessions Devices Notifications Settings

4:10 LTE 83

ADG

Aug 9 Aug 10 Aug 11 Aug 12

Visits

5 7 9 11

Sessions Devices Notifications Settings

4:12 LTE 83

Sessions + Create Session

e00fce684b44...

- Test 08 SEP 2025
- Dam Pdk Steers 21 AUG 2025 - 08 SEP 2025
- Bills Pdk 11 AUG 2025 - 21 AUG 2025
- Dam/Bills Pdk 05 AUG 2025 - 11 AUG 2025

Sessions Devices Notifications Settings



Web App – Detailed View



- Home
- Sessions**
- Mobs/groups
- Vitals
- Device Config
- Uploads

Sessions -

(May 23, 2025 - Jun 22, 2025) ✕

Average Weight

739 lb

Last recorded 25 days ago

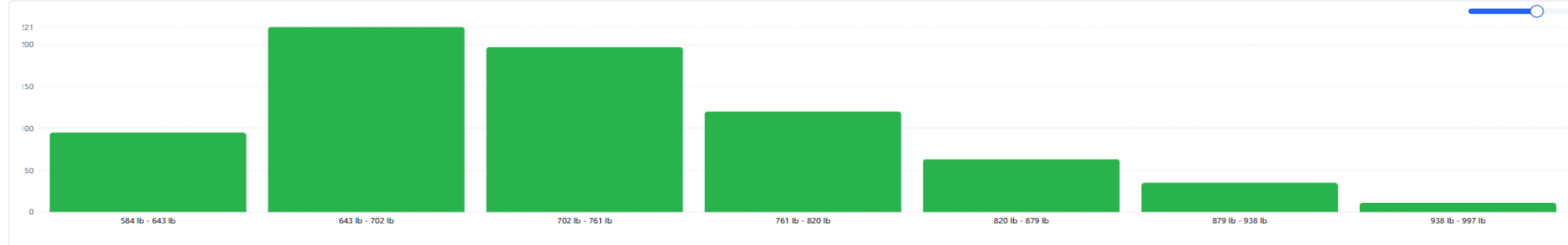
ADG ⓘ

DGI: 0.948 lb
14 Days: 1.014 lb
21 Days: 1.014 lb

Individuals Weighed ⓘ

777
out of 1359 (57%)

Weight Distribution



Individuals Info

EID	VID	Last Visited	Weight ⓘ	ADG ⓘ	Visits ⓘ
840_003302385053	n/a	June 22nd 2025	902.9 ● ⓘ	0	2
840_003226082317	n/a	June 22nd 2025	806.7 ●	0	1
840_003280608622	n/a	June 22nd 2025	913.2 ●	0	1
840_003292671138	n/a	June 22nd 2025	950.4 ●	0	2
840_003226082294	n/a	June 22nd 2025	811.9 ●	0.4	4
840_003292671126	n/a	June 22nd 2025	785.9 ●	0.1	2
840_003280608605	n/a	June 22nd 2025	870.6 ●	0	2



Session Trends

Easily track group and individual data using VID or EID. Visually confirm weight trends, daily, 14 day, and 21 day gains. Track daily visits and total visits.

Trending Data



Individual Data

Individuals Info ▼



EID --	VID --	Last Visited --	Weight -- ⓘ	ADG -- ⓘ	Visits -- ⓘ
969_000001819827	n/a	June 16th 2025	975 ● ⓘ	1.2	59
969_000001819398	n/a	June 16th 2025	990.7 ●	0.7	54
969_000001820928	n/a	June 16th 2025	832.4 ●	1.6	32
969_000001822342	n/a	June 16th 2025	872.5 ●	1.2	29
969_000001822464	n/a	June 16th 2025	1070.8 ●	0.7	45
969_000001822331	n/a	June 15th 2025	791.7 ●	0.8	67
969_000001820935	n/a	June 15th 2025	858.3 ●	1.2	44
969_000001819389	n/a	June 15th 2025	876.1 ●	1	102
969_000001819979	n/a	June 15th 2025	878.8 ●	1.1	21
969_000001820933	n/a	June 15th 2025	893.1 ●	1.2	38
969_000001819832	n/a	June 15th 2025	760.4 ●	1.7	77
969_000001819839	n/a	June 15th 2025	797.4 ●	1.2	99
969_000001819845	n/a	June 15th 2025	884.8 ●	0.9	70
969_000001822749	n/a	June 14th 2025	844.5 ●	1.3	30
969_000001822449	n/a	June 13th 2025	904.7 ●	1.6	12
969_000001819829	n/a	June 12th 2025	737.2 ●	0.8	55

Use Cases

What are they?

- Purebred Seedstock
- Bull/Heifer Development
- Stocker/Backgrounder
- Small/Medium Feedyard
- Program Cattle
- WHAT ELSE?



Sales by Scenario



Nuts & Bolts vs the Why?

**We focus a lot on
product knowledge.
The nuts and bolts...
But why does the
customer need our
products?**



Customer Profile

Who are they?

- **Purebred Seedstock Producer**
 - **Small Ruminant**
 - **Beef**
- **Commercial Livestock Producer**
 - **Small Ruminant**
 - **Beef**
- **Stocker/ Backgrounder**
- **Feedyard**
- **Program Cattle**
- **WHAT ELSE?**

Why?

“You can’t manage what you can’t measure...”

- **Labor Savings**
- **Performance Records**
- **Growth Trends**
- **Long Term Profitability**
- **Breeding Programs**
- **Heifer Pelvic Scoring**
- **TSU Sampling**
- **Genetic Evaluation**
- **YOY Health Trends**
- **Treatment Tracking**
- **Feeding Programs**
- **WHAT ELSE?**

Once we know the why for a customer we can start focusing on the product fit.



Purebred

30 to 300 hd Operation

- Sells bulls annually at yearling
- Develops the bulls on the ranch
- AI's all the females
- Keeps their own replacements



Purebred

30 to 300 hd Operation

- Arrow Chute 87
- Has to be top notch
- Wants to go under the chute
- Currently using CattleMax



Commercial Cow/Calf 1

300 hd Operation

- Buys bulls annually
- Buys all their replacements
- Sells all their calves through Superior(video auction) with delivery in the fall
- Calves are on several audited programs through IMI Global



Commercial Cow/Calf 1

300 hd Operation

- Arrow Mobile Chute and Tub
- Wants to be able to move at a drop of the hat
- Pen and Paper records but wants more



Stocker/ Backgrounder

1000 hd Operation

- Farmer feeder
- Buys calves from several operations annually
- Fills in with sale barn calves
- Contracts with several feedlots to finish



Stocker/ Backgrounder

1000 hd Operation

- Silencer on load cells
- DigiStar Head
- Wants to use EID for more than just mandated traceability
- Using Excel to manage records



Commercial Cow/Calf 2

50 hd Operation

- Buys bulls
- AI's heifers
- Keeps replacements
- Feeds the steers and market heifers out for freezer beef



Commercial Cow/Calf 2

50 hd Operation

- Priefert S04
- Wants an alleyway system so he doesn't have to pour concrete
- Doesn't have a management software



Custom Development

500 hd Operation

- Develops the bulls and heifers
- Multiple owners
- Purebred and commercial operations
- Gains vs days on feed means money



Custom Development

500 hd Operation

- Arrow Hydraulic Chute 107
- Has to be top notch
- Wants to go under the chute
- Struggling to keep track of who's who and days on feed
- Has tried multiple software options but not married to any yet



