



Allflex Livestock Intelligence

## Heatime<sup>®</sup> Pro+

Flexible, centralized, high-performance cow monitoring for large and fast-growing dairy farms



Livestock Intelligence™

Merck Animal Health Intelligence



## POWERFUL AND ADVANCED MONITORING SOLUTION

Heatime® Pro+ is a powerful, yet easy-to-use, PC-based system for advanced monitoring of dairy cow herds. With its sophisticated monitoring capabilities, lifetime cow history tracking, and rich data analysis capabilities, Heatime Pro+ eliminates the guesswork and inconsistency of evaluating the reproductive, health, nutrition, and wellbeing status of each and every cow. It allows early and proactive action to alleviate the effects of incidents that prevent cows from achieving their genetic yield potential. Featuring an intuitive interface, superb user experience, and mobile access support, it makes all main day-to-day tasks, as well as advanced functions, easily accessible from anywhere, at any time.

### Boost herd-wide productivity with powerful, real-time animal status monitoring

- Unmatched heat detection accuracy, with precise insemination timing guidance
- Early detection of health issues for proactive, individualized health management
- Insight into ration and nutrition issues
- Detection and analysis of environmental factors for optimal decision-making

### Gain advanced cow monitoring capabilities for data-driven management

- Enhanced herd-wide monitoring
- Rich, customizable reporting and cow card management
- Integrates with Allflex's Sorting Gate
- Integration with third-party herd management software<sup>1</sup>
- Seamless integration to a complete parlor management system<sup>1,2</sup>

### Get a versatile solution that adjusts as your needs change

- Choice of neck or ear tags
- Flexible application plan levels
- Two payment options
- Grows with your farm
- Connectivity and control anytime, from anywhere
- Easy-to-use, customizable interface

<sup>1</sup> Contact your local Allflex representative for more information and an updated list of integrated software programs.

<sup>2</sup> Only for Allflex parlor management systems. Available in selected regions only. Check with your Allflex representative for availability in your area.



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## WHAT MAKES SENSE FOR YOU?

Heatime Pro+ offers a choice of neck or ear tags, application plan levels, and payment options. Simple to install, use and maintain, and easily upgradable, Heatime Pro+ delivers value from the start, with long-term investment protection.

## CHOICE OF EAR TAGS OR NECK TAGS

### eSense™ Flex Ear Tag



### cSense™ Flex Neck Tag



FLEXIBLE APPLICATION PLAN LEVELS	 Starter	 Advanced	 Premium
Heat Report	✓	✓	✓
Anestrous Cows Report	✓	✓	✓
Irregular Heat Report	✓	✓	✓
Pregnancy Probability Report	✓	✓	✓
Health Report		✓	✓
Distress Report		✓	✓
Distress Alerts		✓	✓
Fresh and Pre-Fresh Cows Reports		✓	✓
Report Generator		✓	✓
Heat Stress Graph			✓
Daily Group Consistency Graph			✓
Group Routine Graph			✓

## CHOOSE YOUR PAYMENT PLAN



### GO (subscription)

- Tags and controller are purchased upfront
- Monthly subscription for application plan, based on number of tags
- Upgradable anytime



### UP (upfront)

- Tags and controller are purchased upfront
- Application plan for each tag are paid for upfront for the shorter of: 3 years (eSense Flex) / 7 years (cSense Flex) or the remaining battery life of the tag
- Additional tags and application plans are purchased as above

## SCALABLE SOLUTION

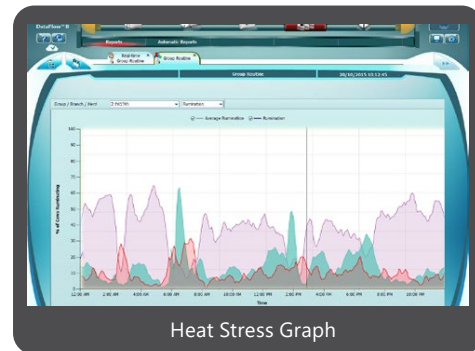
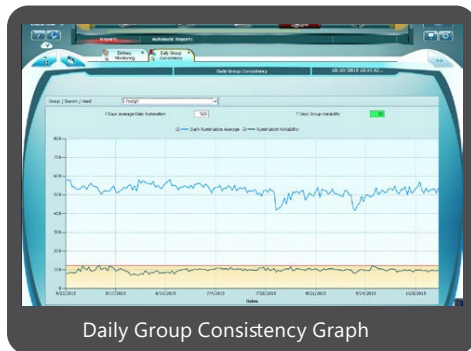
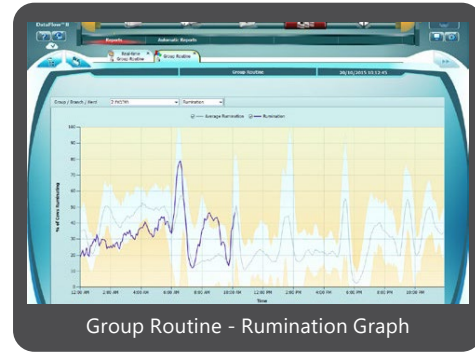
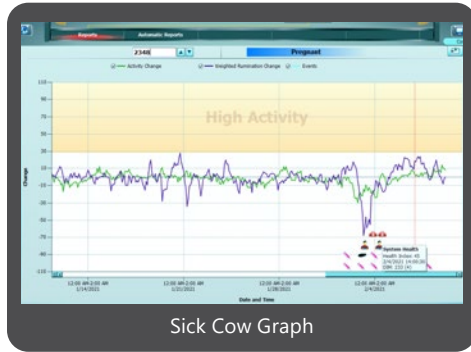
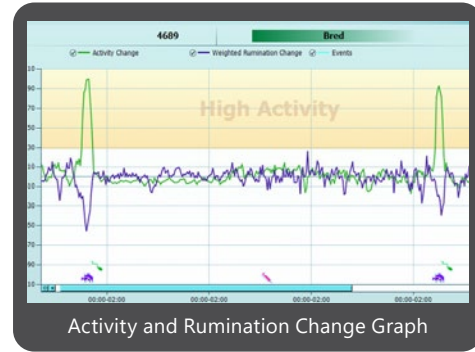
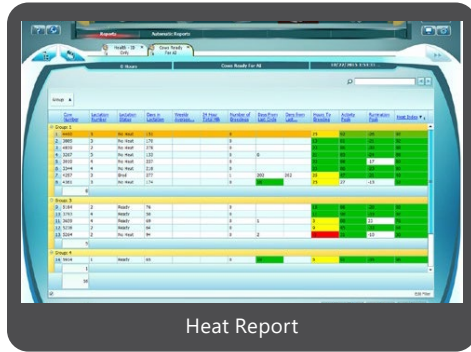


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# THE MOST ADVANCED HEAT, HEALTH, NUTRITION, AND GROUP MONITORING SOLUTION



## USE THE RIGHT APPLICATION FOR THE RIGHT POPULATION

**Mix application plans on the same farm, to address the different needs of each animal population, such as heifers or cows.**

To optimize conception rates across your farm, you can now cost-effectively monitor heifers' reproduction, with the Starter application plan, while using the Advanced or Premium plans for the rest of your dairy herd.

Since there is a natural movement of animals between populations, tags can be kept on the same animal for its entire lifecycle.

The system automatically enables the application features for all tagged animals based on their population, permitting extensive flexibility.



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## About Allflex Livestock Intelligence

Allflex Livestock Intelligence is the world leader in the design, development, manufacturing and delivery of solutions for animal identification, monitoring and traceability. Our data-driven solutions are used by farmers, companies and countries to manage hundreds of millions of animals worldwide. By putting intelligent, actionable management information into farmers' hands, our solutions empower them to act in a timely manner to safeguard their animals health and wellbeing, while achieving optimal production outcomes for a healthy food supply. Allflex Livestock Intelligence is a livestock portfolio of digital products within Merck Animal Health.

Through its commitment to the Science of Healthier Animals®, Merck Animal Health offers veterinarians, farmers, pet owners and governments one of the widest ranges of veterinary pharmaceuticals, vaccines and health management solutions and services as well as an extensive suite of digitally connected identification, traceability and monitoring products. Merck Animal Health is dedicated to preserving and improving the health, wellbeing and performance of animals and the people who care for them.

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