



wt wishtree

## CASE STUDY

### Dairy Farming App Support

## A Case Study

### Introduction

Our client's need was to enter the mobile space and develop a mobile app to help the Canadian dairy farmers to obtain information.

### The Client

Wishtree partnered with two of Canada's largest Dairy Related Service Providers. Their main goal is to improve dairy farm profitability and sustainability by providing technological support, herd analytics, and

dairy production techniques to dairy farmers across the Canadian provinces.

In 2004, the two dairy service providers formed a partnership in a combined effort to help Canadian dairy farmers. This partnership focused on providing herd owners and managers with analytics for a growing number of milk related health and disease diagnostics as well as overall herd management techniques.

### Business Challenge

As farmers increasingly move towards mobile, the dairy service providers looked to adapt their service offerings to meet those needs. Recognizing the growing demand and potential for farmers, field staff, and other field teams, the dairy service providers looked to extend a partnership formed over a decade ago by providing these

on-the-go employees, technicians, and farmers with the information and tools to do their jobs faster and more effectively through mobile applications.

## Wishtree Solution

Wishtree worked with the technology team at the dairy service providers to build a cross platform solution deployed on Android and iOS that allows online and offline access to herd and cow analytics as well as dairy specific data points allowing staff to better manage on-site decisions. Together with the current technology stack, the new apps have helped round out and enrich the partnership's offerings. The results for dairy provider's customers have been streamlined processes, increased on-the-go farmer awareness, and higher information usages – all letting the partnership have a bigger & more positive impact on their clients

Using the Analytics and Performance Management Modules offered by the Appcelerator Platform, 'Wishtree's Customer Success Management Team is working closely with both the dairy service providers to understand how their apps are being used. Based on the analytics our team has successfully deployed three updates to the app that have helped deliver features that delight users.

Furthermore, the performance management modules have helped us track and address bugs and issues far quicker than we would have otherwise hoped.

## TECHNOLOGY STACK

- Appcelerator Platform
- Apple iOS SDK
- Google Android SDK
- Beacon Integration
- RESTful web services with MuleSoft
- Oracle Back End
- Active Directory

## Solution Features Delivered

- Ability to view or create account on any Digital Device
- Offline access to Herd and Animal Information
- Herd Level Statistical Analysis Graphs
- Specific Trends and Data for overall Herds
- Data specific to individual animals within a herd
- Assess, Filter, Sort on specific Herd Information
- Multi Herd Management
- Multilingual (English and French)

