



Farm with more **freedom**

SenseHub® monitoring helps bring more certainty
and efficiency to your farm operations



Presenting **SenseHub®** monitoring



**Find more freedom
and flexibility
through a deeper
connection to
your animals**

Find more freedom in a flexible monitoring solution that will reveal new insights and new opportunities to help advance the efficiency and productivity of your farm.

SenseHub® tracks a range of critical markers to deliver a source of accessible insight into your herd. State-of-the-art capabilities can be customized to create a comprehensive picture of animal status across the production cycle, enabling more targeted and timely interventions to help improve reproduction, health, nutrition and welfare.

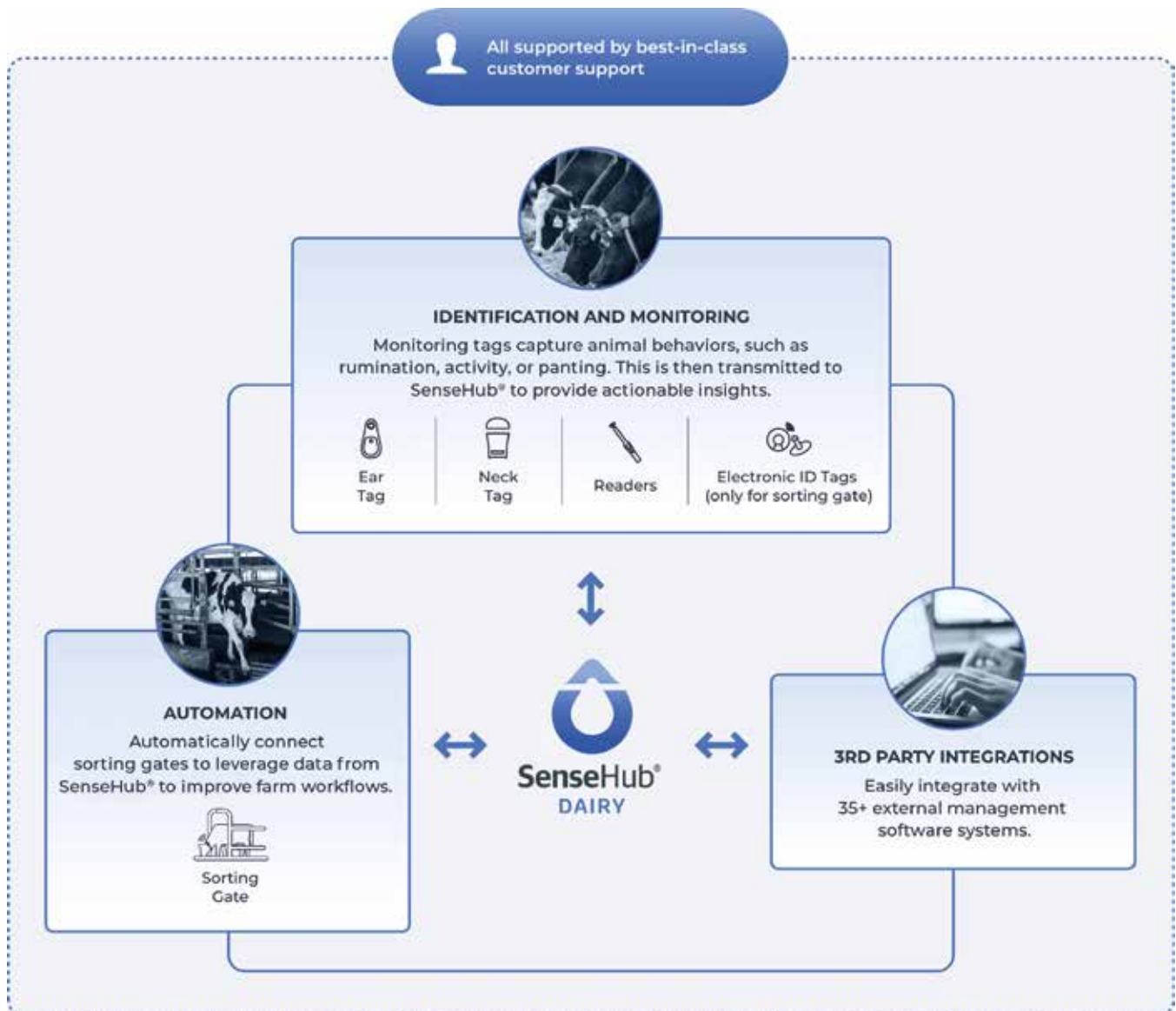
- **Easily customize reporting to pinpoint intervention opportunities**
- **Help improve productivity through accurate heat detection**
- **Actionable insights that help improve health and productivity**
- **Help advance herd-wide nutrition and wellbeing with group-level insights**
- **Streamline workflows and enhance wellbeing through automated sorting**



***“I reduced services per conception
from 2.3 to 1.7 since installing my
Allflex monitoring system.”****

**Javin Martin, Owner
Alma, ON**

The SenseHub® Monitoring Ecosystem



A connected solution that adapts to your farm

SenseHub® incorporates reproduction, health, group wellbeing and nutrition livestock monitoring capabilities, as well as smart automation technologies, into a modular ecosystem. It provides tools and the flexibility you need to effectively monitor your different animal populations across the production cycle.

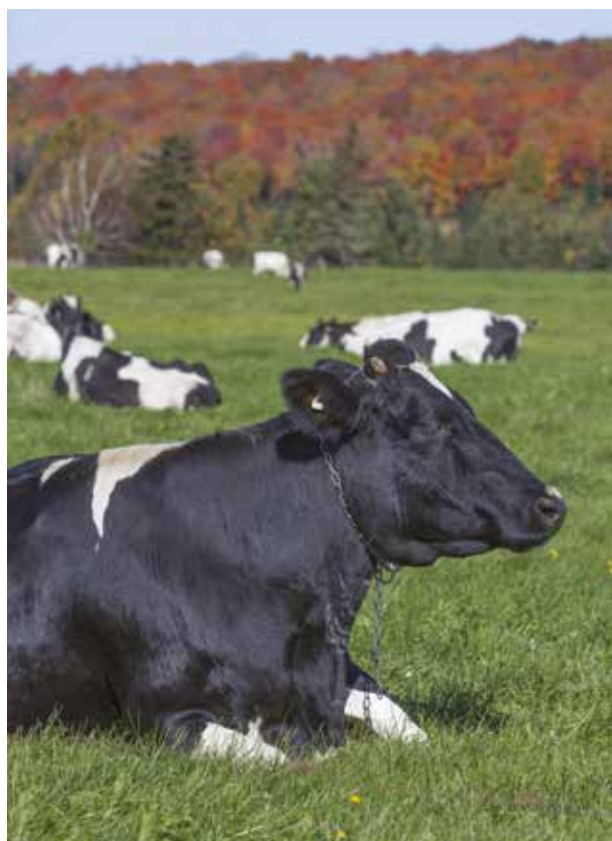
- **Choose from different hardware and plan options according to farm size and production goals**
- **Assemble different combinations on the same farm to get the right mix for your needs**

Freedom is **creating custom insights** to help fine-tune daily operations

Focus tasks and resources at the touch of a button

From the connected ecosystem of intelligent monitoring capabilities straight into your preferred device, the SenseHub® **Report Generator** feature transforms operational control through more precise herd intelligence. Fast, intuitive functionality lets you easily customize your monitoring reports in real time to target the animals and tasks that matter most to your efficiency and productivity.

- **Easily segment specific animal populations for detailed analysis**
- **Quickly modify reporting criteria and perform custom calculations**
- **View actionable, real-time insights in easy-to-understand formats**
- **Pinpoint the most important animals and intervention opportunities**
- **Focus daily tasks and resources to help achieve specific production goals**



Flexible Application Plan Levels	 Starter	 Premium
Reproduction	✓	✓
Health Management		✓
Group Nutrition, Animal Wellbeing and Report Generator		✓



Freedom is **knowing when and how** to improve reproduction, health and nutrition



Help increase productivity through accurate heat detection

Real-time, actionable insights help eliminate guesswork and inconsistency, reduce skilled labour requirements, and save valuable time. Substantiated heat detection accuracy and precise insemination guidance can help you reduce calving intervals and improve animal productivity.



Actionable insights to help improve health and productivity

The SenseHub® monitoring application can alert you to cows that may need further attention due to the risk of developing potential health issues, often before clinical signs become visible or productivity drops. With vital insight, including during high-risk times such as post-calving, you can make informed decisions in consultation with your veterinarian to help avoid physical deterioration and reduce treatment costs.



Help advance herd-wide nutrition and wellbeing with group-level insights

The SenseHub® group monitoring applications help you understand health, comfort, nutrition, heat stress and other essential information. Group data informs the response to immediate issues, and guides longer-term planning to help improve herdwide nutrition wellbeing, and productivity.

- **Quickly see how cows react to ration changes, and visualize long-term trends to make more informed nutrition decisions**
- **Understand the effects of environmental factors such as extreme weather and overpopulation, as well as changes to grouping and staffing**



Freedom is **knowing expert help is always at hand** when you need it

*“My cows had fewer metabolic issues, reducing drug use and herd visits since installing my Allflex monitoring system.”**

Calvin Lichty, Owner
Ariss, ON

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 tool tips and guides explain key features and help you uncover the insights that matter most to you.



Farm with more freedom.
Learn more about
Allflex® Livestock Intelligence®
Solutions @ 1.866.683.7838



*Results may vary.

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.

Allflex® Livestock Intelligence® is a company of Merck Animal Health Intelligence, a division of Merck & Co., Inc.

ALLFLEX® design is a registered trademark of Allflex USA LLC. Used under license.

DATAFLOW™ is a trademark of S.C.R. Engineers Ltd. Used under license.

LIVESTOCK INTELLIGENCE®, and SENSEHUB® are registered trademark of S.C.R. Engineers Ltd. Used under license.

MERCK® is a registered trademark of Merck Sharp & Dohme LLC. Used under license.

©2023 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved.

CA-SHB-230400001