



# HERDLY

## YOUR RANCH IN HAND

### Press Kit

#### **Title**

Herdly

#### **Platform**

iOS (iPhone, iPad, iPod Touch), Macintosh, and Windows

#### **Available for Download**

Apple iOS App Store  
Herdly Website

#### **Demo Ranch**

Demo ranch with four years of demo animals can be used for unlimited time.  
Limited to 10 animal creations/edits and no syncing. Can restart demo as often as desired.

#### **Free Trial Period for Your Own Ranch**

30 day free trial for new ranches. No limits.

#### **Pricing**

\$5.00/month + 0.15¢ (\$0.0015)/head/day.  
Only current animals are charged for. Dead and sold animals are free.

#### **Launch Dates**

Public Beta: February 9, 2018.  
Official Release: October 12, 2018.

# Introducing Herdly

## Overview

Herdly is a serious app which ranchers can use to manage their cattle herd. Herdly works on iPhones, iPads, Macintosh computers, and Windows computers. A ranch may install Herdly on as many devices as they desire. Herdly keeps track of all information at the individual animal level, although it provides mechanisms to enter data for multiple animals at the same time. A simple user interface has been key in designing Herdly.

## Works Without Internet Connection

Herdly is a cloud based app, but it isn't web based. There is an important distinction. Web based apps require a web browser and an internet connection to work. In contrast, Herdly is a native app running on your device and all the data for your ranch is always on your device. This means that if you go somewhere without an internet connection, you can still use Herdly to do anything you could do before. Look up an animal's full history, add events to animals, etc. In Herdly, being able to work offline doesn't require a special mode change or knowing ahead of time that you'll be without internet.

Herdly is also a cloud based app which means that all of a ranch's data is also stored in the cloud. Because of this, when you make changes to an animal on one device those changes are immediately synced to all your other devices. If you don't have an internet connection, the sync will simply be delayed until the next time you have a connection. All this happens in the background without you having to be aware of it. Another advantage of cloud based apps is that you always have a backup of your data in the cloud. Even if you lost all your devices, all you would have to do when you buy a new device is log in with Herdly and your entire ranch's history is downloaded to the device.

## Easy to Work with Animals

At the heart of Herdly is your list of animals. Powerful, easy to use filters and search fields make it easy to quickly select one or more animals to work with. Over 20 actions are then available to use on the selected animals, including preg checking, weaning, drug events, weighing, and more. Each action is designed so you can quickly enter the amount of information you want and save it for one or many animals in one fell swoop. Each animal's full history is always just one tap away.

## Dashboards

Herdly goes beyond showing you raw data. You will gain deep insight into how your ranch is doing with over 100 beautifully designed dashboards which are updated on the fly whenever any change is made. If this information isn't enough, you can always export the raw data into a spreadsheet for further analysis.



## RFID/CCIA

While Herdly is designed to work world-wide, it had its beginnings in Canada. So it was designed from the ground up to be deeply integrated with the Canadian Cattle Identification Agency (CCIA) and to work well with RFID tags and readers. Herdly supports most of the RFID readers on the market, integrating with them in a way that makes them useful immediately while working with animals

instead of just importing a bunch of RFID tag numbers later on. For example, when preg checking cows, scanning the cow's RFID tag will immediately bring that cow up in Herdly so you can view its history, record the preg check result, or anything else you need to do right then. No need to write things down and enter them later on—an error prone process.

Herdly's deep CCIA integration is unique, automatically creating the necessary CCIA events in the background as you go about your normal activities. There is no need to think about the CCIA events. With one click they are submitted to CCIA. Herdly then goes a step further and checks for errors, reporting them to you if there are any. CCIA events are linked to actual animals instead of just RFID numbers, making it easier to correct errors.

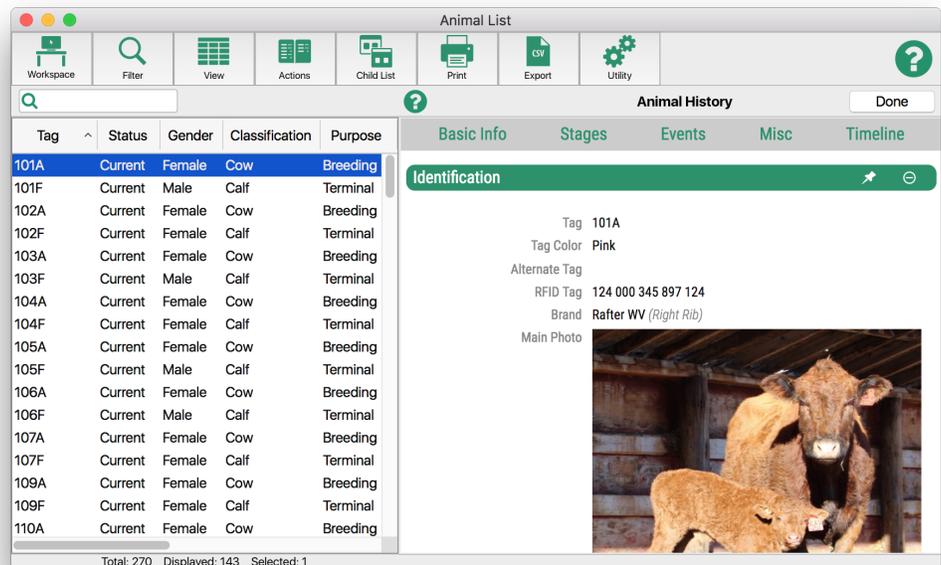
## A Serious App For Ranchers

Herdly is uniquely designed so ranchers can choose how much information they want to keep track of. We've carefully crafted the dashboards so that even entering just a few fields for each animal has enormous dividends in being able to get a good overview of the direction your ranch is headed. For those who want to be more detailed, over 100 fields can be used to store all kinds of details about each cow. And that doesn't include child information such as tracking weights, body condition score, and hip height over time.

Nothing is a secret in Herdly. Each aspect of it is extensively documented. Our documentation explains how each field can be used and what calculations are used behind the scenes. All of this is publicly available on our website.

## So Much More

Automatic exposure detection, photos of your animals, gestation calculator, breeding pool, treatment records, the ability to work with multiple ranches on a device, sharing your data with your vet, and so much more. We are continually improving Herdly, adding new features every year. Herdly already has a great foundation and will only become more valuable to ranchers each year.



## About Synergy Farm Solutions Inc.

Synergy Farm Solutions was formed in Alberta in 2001 by Cannon Smith. Cannon grew up in southern Alberta on a large hog farm and cattle ranch and has always enjoyed working with animals. His combination of on-the-ground working with cattle experience and computer development background is a unique asset to the company. In 2005, Synergy Farm Solutions started developing a feedlot management package for SSG Fusion Ltd. Fusion has become a very popular package used throughout North America and Australia.

Seeing a similar need for good software in the ranching world, Cannon teamed up with Aurélien Hugelé to begin working on Herdly in 2016. They worked closely with ranchers and other stake holders in the industry to design Herdly. By February 2018 a public beta was offered to the industry and further changes were made to Herdly as a result. Then, in October 2018 Herdly was released to the world. The company continues to work on Herdly, making it better every year.

## Links

### Web

<https://herdly.ca>

### Twitter

[@herdlyteam](https://twitter.com/herdlyteam)

### iOS App Store

<https://itunes.apple.com/us/app/herdly/id1199536702>

### Support

<https://herdly.ca/support/>

### Info Email

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**HERDLY.CA**