DeLaval Plus

YOUR PERFORMANCE PORTAL

+ DISEASE RISK
ACTIVATED

▼ MASTITIS AND
KETOSIS

▲ TOTAL MILK
PER VMS™

ANALYSES
ACTIVATED +

DeLaval

DeLaval **Plus** - your performance portal

DeLaval **Plus** is all about how far data can advance your performance.

It is about aiding you in taking your performance to the highest levels, regardless of your farming approach, location, or herd size. The common goal shared by all dairy farmers is to ensure the health, well-being, proper feeding, and efficient, safe, and sustainable milking of their cows.

This is what DeLaval Plus is all about.

It is about providing you with tools that turn all data collected on your farm into actionable, easily understandable information, helping you make fast, accurate decisions that benefit your animals, your workforce, and your profitability.
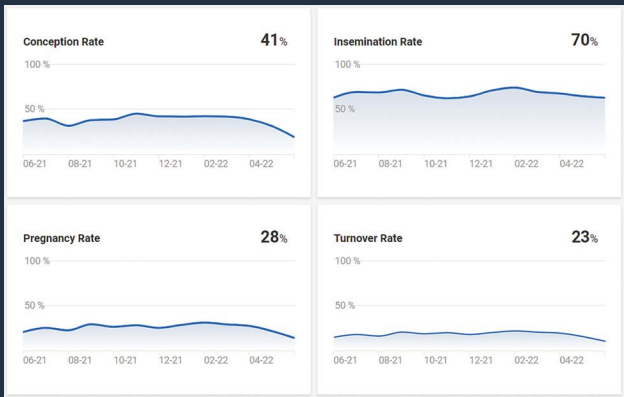
All these tools are part of an easy-to-access online portal to use the information that is analysed and reported back to you.

Do more with your data

On your farm, you're already collecting huge amounts of raw data, a lot of which currently goes unused or is overlooked. DeLaval Plus is the key to making the most of your current data while also enabling future data streams, helping you to maintain control over every aspect of your animal management.

With DeLaval Plus, there's no need to invest in extra sensors. However, the more data you gather, the more comprehensive analysis and information we can provide.

| Conception Rate | 41% | Insemination Rate | 70% |
| Pregnancy Rate | 28% | Turnover Rate | 23% |

At DeLaval, we understand that dairy farming is an ongoing, relentless process that requires fast access to accurate information for making the best decisions regarding your farm's performance.

How does DeLaval **Plus** work?

DeLaval Plus comprises an expanding suite of applications that represent the highest level of farm management analysis and reporting ever offered by us.

What sets these applications apart is their usage of the latest data processing and artificial intelligence technologies to analyse not only your farm's data but also data from tens of millions of milkings.
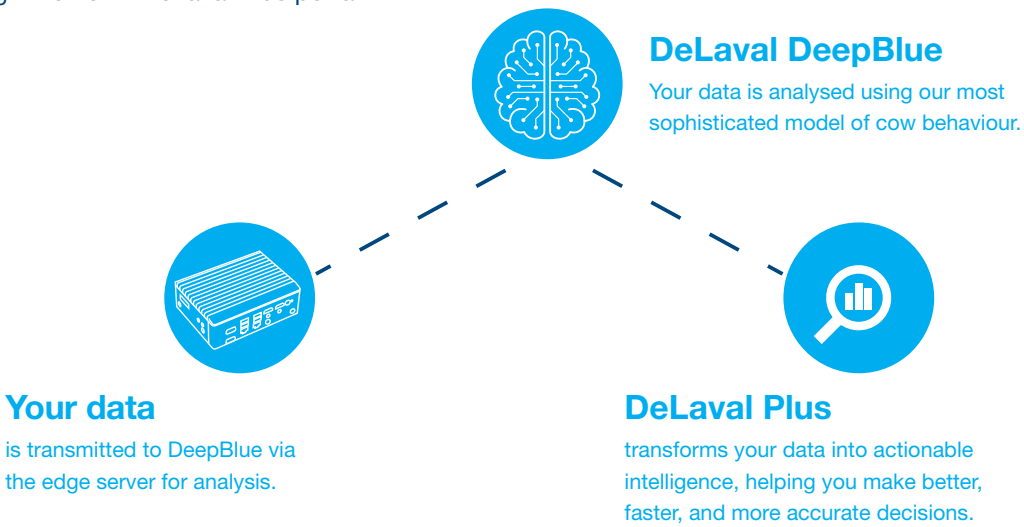
It is the sheer volume of data what makes DeLaval Plus so unique and valuable. This volume also makes it impossible for human brains to identify the hidden trends within the data. This is why we developed DeepBlue.

What is DeLaval DeepBlue?

DeLaval DeepBlue is our most advanced model of cow behaviour, leveraging artificial intelligence to uncover patterns that were previously unknown to us. DeepBlue actively searches for trends and patterns, which we then validate and refine to ensure their value for you. We provide access to these insights to our DeLaval Plus customers through their own DeLaval Plus portal.

This process is ongoing, with new applications being released as we discover additional ways to deliver value. As a result, DeLaval Plus will continue to improve, enhancing your ability to optimise performance on your farm.

DeLaval DeepBlue
Your data is analysed using our most sophisticated model of cow behaviour.

Your data
is transmitted to DeepBlue via the edge server for analysis.

DeLaval Plus
transforms your data into actionable intelligence, helping you make better, faster, and more accurate decisions.
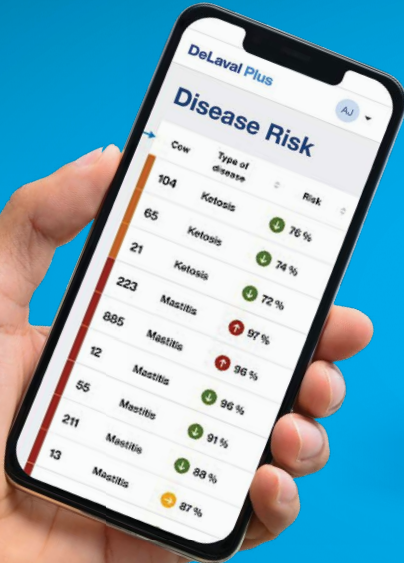
Where you go for performance

DeLaval Plus goes beyond merely using a cow behaviour model based on the insights from tens of millions of milkings. Our interface and management tools incorporate the wealth of knowledge we've gained over the past 130 years working with dairy farmers worldwide.

- Accessed and managed through a secure web portal
- Easy to read
- Easy to understand
- Customisable to fit your goals
- Benchmark your performance
- Capable of integration with DelPro FarmManager
- Works seamlessly with DelPro Companion

COW 104
MASTITIS RISK IDENTIFIED

DeLaval Plus will take you further

There are two ways we use the data collected on your farm:

DeLaval Plus ANALYSES

We analyse the current performance which helps to make recommendations for improvements.

By converting your historical data into goal-oriented opportunities, we support you in understanding past farm activities and identifying areas for improving your farm performance.

- Stay on track of your milking, feeding, reproduction, and health processes
- Stay on track of your goals
- Compare benchmarks
- Insights to guide informed decision-making

DeLaval Plus PREDICTIONS

We anticipate future outcomes, enabling you to plan and act proactively.

We provide forecasts of future states of animal health and inventory, enabling you to intervene earlier to optimise your milking, feeding, reproduction, and health performance.

- Predict cow-level performance and needs
- Support decision-making at the cow level and forecast its impact on future farm performance

Fast and easy implementation

All you need is an internet connection, and we'll handle the rest. Simply add an edge server to your connected farm, which we'll provide at no cost. Once installed, your farm is linked to the cloud and DeepBlue. Plus, because milking never stops, crucial cloud-based services remain operational even without internet access.

DeLaval Plus is part of any Performance Plan

For us, our commitment doesn't end with the installation of milking systems, liners, detergents, teat sprays, feeding systems, or any other DeLaval components on your farm. These "things" are just the beginning—it's how you utilise them, how they work together, and how effectively you can use them that truly matters. This includes ensuring that these components are serviced, monitored, replaced, upgraded, and managed to ensure reliability every day, at every milking.

We wrap all of these services together and create a Performance Plan, outlining what you can expect from us and how we can contribute to the optimal operation of your farm. DeLaval Plus plays a crucial role in every Performance Plan, maximising the value you get from all the data collected on your farm.

Full support

Within your password-protected DeLaval Plus portal, you not only have access to all the services you've purchased, but you can also easily add new applications as they become available. Additionally, you have access to our Help Centre, which includes a library of tutorials and user guides to help you get the most out of DeLaval Plus.

We live milk

DeLaval