



SenseHub[®]

Dairy Monitoring Technology

Farm with **more freedom**



What is SenseHub Dairy Monitoring Technology?

SenseHub Dairy monitoring technology can assist farmers; helping them to gain real-time insights into the health and reproductive status of their herd 24 hours a day, 7 days a week.

This technology enables remote monitoring of key behaviours, such as activity and rumination levels, allowing farmers to detect heats, identify cows not cycling, and make informed breeding decisions.



Reproduction

Eliminate guesswork and inconsistency during the labour-intensive breeding season. Evaluate the reproductive status of your heifers and cows to improve insemination accuracy and save costs.



Health

Detect illness early to improve cow recovery and performance. Receive distress alerts for problems such as ketosis, acidosis and displaced abomasum.



Nutrition

Understand how your cows react to feed changes. Early warning and intervention helps avoid long-term damage and supports peak performance.





Waterproof (IP68) and unique plastic composition create a strong, airtight casing

Adjustable strap

7 year battery life

5 year warranty

Heat & Health Monitoring

Safety feature:
Break weight of 400kg



Peace of Mind

Peace of mind knowing your herd is being monitored 24/7. Improve labour efficiency at the busy times of the year.



Calving

Receive distress alerts for cows in distress during calving. Monitor cow rumination to manage when each cow transitions out of colostrum herd based on rumination targets.

Fully integrated with the SenseHub Drafting Gate and easily integrated with other drafting gate brands

Critical Battery Alert, LED light alert

Lightweight, 25g

5 year battery life

4 year warranty



Weight



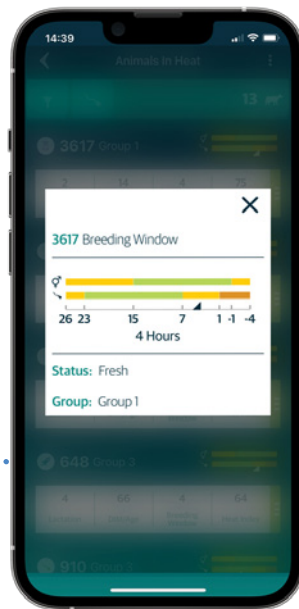


How it works

SenseHub uses algorithms to analyse the activity, rumination, eating and key behaviours to provide actionable information on the reproduction, health, and wellbeing status of individual cows and groups, in real time. All this information is displayed on the user-friendly SenseHub App.



Animals in Heat



Breeding Window

Optimise conception rates with the SenseHub Dairy Breeding Window

- The SenseHub Dairy breeding window guides the user to the optimal time for conventional semen and sexed semen
- Precise insemination timing
- Improve fertility performance

Animals in Heat List

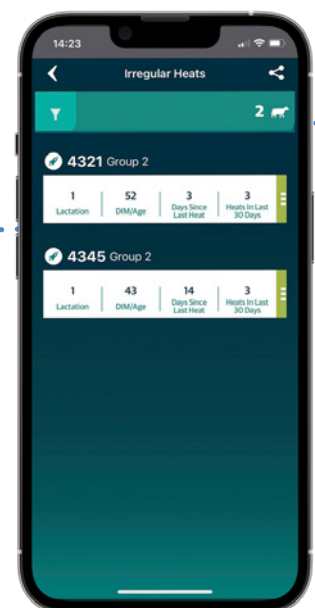
- The farmer receives an alert to the SenseHub App when an animal is in heat
- These animals are then presented in the animals in heat list

Anestrus Report and Irregular Heat Report

- Promptly detect animals that are not cycling or having irregular heats
- Identify animals in user-friendly reports
- Present these animals to your veterinary practitioner for analysis to help diagnose issues and for prompt treatment



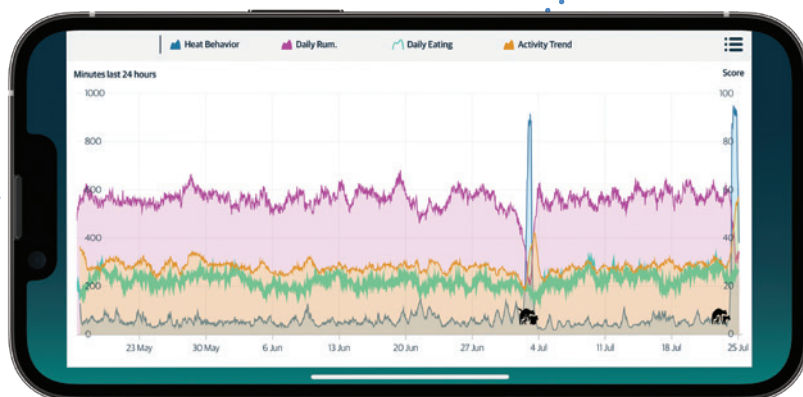
Anestrus Report



Irregular Heats



Sick Cow Graph



Cow in Heat Graph

Optimise health treatments, interventions, and overall animal wellbeing

- Early detection of health issues to allow you to make informed decisions, in consultation with your veterinarian, to avoid physical deterioration and reduce treatment costs
- Fast insight into the effectiveness of veterinary treatment
- Online alerts of urgent health issues, such as DAs, milk fever and *E.coli* mastitis.

Advance your reproduction strategies with accurate heat and pregnancy insights

- Unmatched heat detection accuracy, including silent heats, enables precise insemination timing to maximise conception rates
- Save time on heat detection
- Shorten the calving interval and produce more milk each year
- Detection of cows that aborted

SenseHub® Ecosystem

The SenseHub Ecosystem is designed with the farmer in mind. All of our technologies connect back to the one location - **the SenseHub App**. This enables a more connected farm and empowers farmers with more insights than ever before.



SenseHub® Roadmap



SenseHub® Finance Options

SenseHub® UP

- Single once off upfront payment
- No additional charges thereafter
- Suitable option for those claiming the TAMS grant

SenseHub® GO

- Simple monthly subscription payment
- No additional or hidden costs
- Peace of mind as free warranty included for life



SenseHub® Drafting Gate

- Automatically draft cows via the SenseHub App
- Drafting gate solutions suitable for cows with SenseHub collars or just EID tags
- Eligible for TAMS grant
- Automatically draft cows with reports built in the SenseHub Report Generator



Freedom is knowing help is always on hand when you need it



Local Dedicated On-Farm Sales Representatives and Technical Support

Billy Heffernan
Technology Solutions Sales Manager



John Laughlin
+44 7989 723967
john.laughlin@msd.com

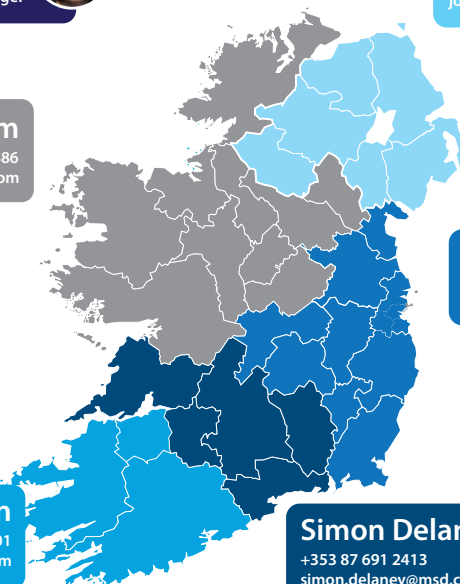


Technical & Customer Success Specialists

Kevin Graham
+353 87 349 7886
kevin.graham@msd.com



Cavan
Donegal
Galway
Leitrim
Longford
Mayo
Monaghan
Roscommon
Sligo
Westmeath



Antrim
Down
Derry
Armagh
Fermanagh
Tyrone

Matt Thompson
+353 87 348 4495
matt.thompson@msd.com



Carlow Offaly
Dublin Wexford
Louth Wicklow
Laois Kildare
Meath

Catherine Heffernan
Technical & Customer Success Manager



John Graham



Christy McGuirk



Kieran Maher



Shane Nolan
Milking Lead



Ciaran O'Sullivan
+353 87 689 9801
ciaran.osullivan1@msd.com



Cork
Kerry
West Limerick

Simon Delaney
+353 87 691 2413
simon.delaney@msd.com



Clare
Kilkenny
East Limerick
Tipperary
Waterford

CONTACT THE TEAM FOR MORE INFORMATION



Learn more on our website
Open the camera on your phone and scan this QR code to visit website.



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.

Copyright © 2024 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved.

IE-SHB-240700002, AUG 2024