

# Transforming Dairy Management with App Modernization

We helped the most important dairy management company in the US to succeed in this digital area by modernizing their current applications. Improvements in the User Experience led to increases in productivity.

15 M

Animals Managed

+100

Countries

60%

US Market

## How we Made App Modernization Gains in Diaries Management

With more than 40 years in the market Valley Agricultural Software (VAS) is the global market leader in connected farm management systems. VAS specializes in providing a suite of products for helping dairy farmers keep track of their cattle, their feeding, their performance and even the economics of their dairies.

Founded in 1981, it is one of the most important companies offering software for dairy farms worldwide managing over 10 million cows every day in the US alone.

They had a suite of dairy management products with more than 30 years of development behind them.

They were facing problems like:

- Difficulties to synchronize the work
- Compliance-based operational problems
- Difficulties finding customers' localizations
- Limitations to expand the business

In order to retain the prestige they had gained as pioneers and true leaders in the field, VAS needed to modernize and converge into one single platform that could easily scale when new products would be added in the future.

The goal was to move their legacy applications onto a modern infrastructure with an enhanced User Experience (UX), thereby providing better opportunities for growth and scaling in business, gaining access to new markets in new countries, new segments and customers.

The plan called for mimicking their existing systems while adding new features that were not available on the original, on-premise applications. We decided to boost their current team and leverage their existing skills using an Agile approach. We did this by integrating more than 40 experts with their current staff to create a new, blended team of professionals.

## The plan begins!

To successfully adopt change in order to drive organizational success and outcomes, we started working with their management, creating a customized plan for ensuring that their team receives the knowledge and training they need in order to change successfully and achieve the goals we were pursuing.

We knew we had quite a challenge in front of us: Modernizing apps that thousands of dairies use managing millions of cows every day.

We had to make a commitment to making the application: SECURE- FAST- PROFESSIONAL

With an extended experience in the industry, 10 million cows, and more than 3 thousand dairies, VAS opted for migrating to a cloud environment, and so, they implemented our recommendations and suggestions to turn around the current situation they were facing.

With these changes, we were pushing to improve the current condition of the industry and continue making VAS a leader in dairy management.

As experts in transforming business we developed a strategic technology roadmap and uncovered many compliance-based, operational problems, especially in terms of the ability to reconcile and keep track of where customers were.



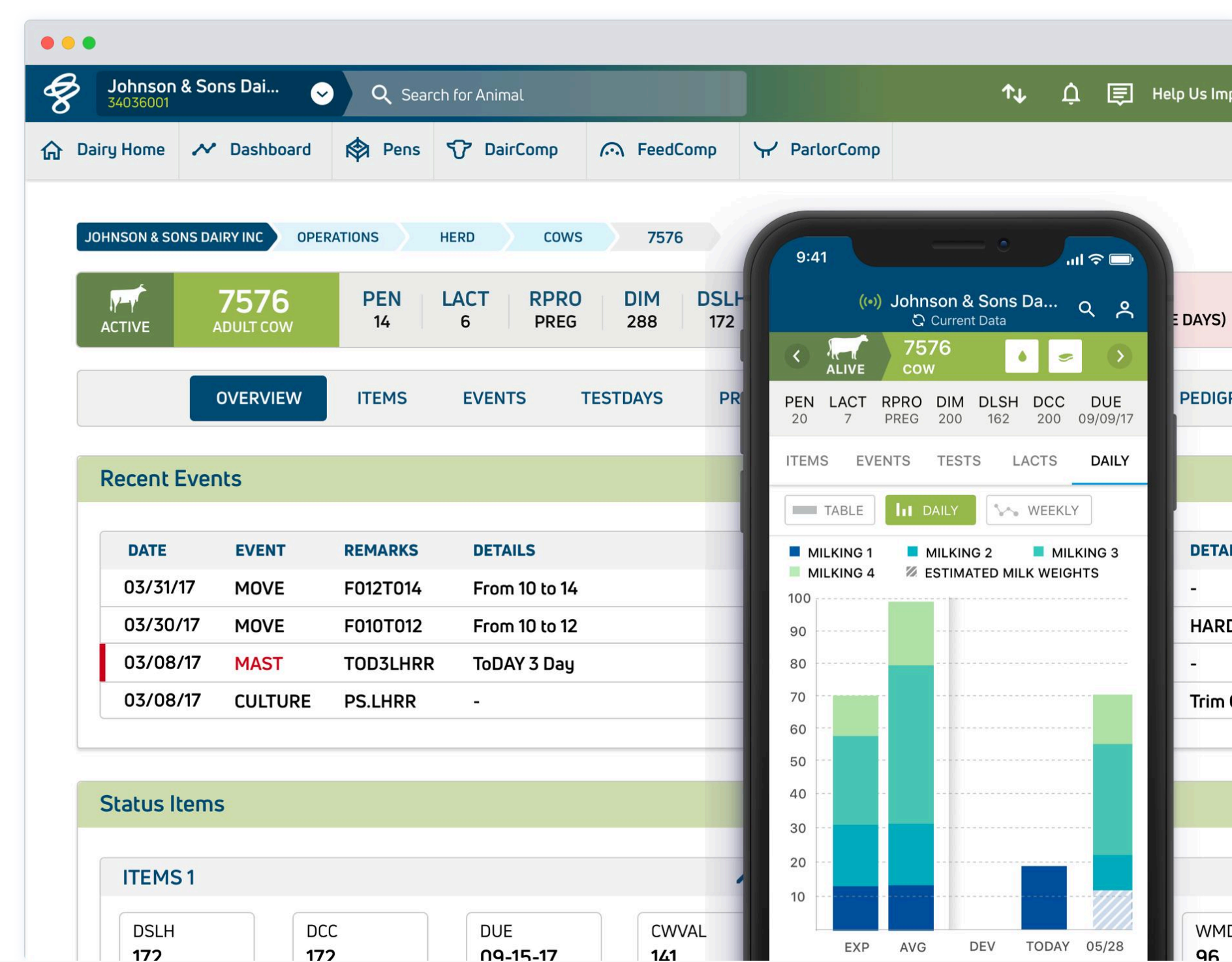
We brought more to the table than software expertise. We delivered insight, perspective, true vision and leadership that enabled VAS to stay ahead of the competition.

With a new product migrated into the cloud and a mobile app that help users in the field to synchronize their work, VAS became a true winner in their field.

They have a distinguishable product to offer, and this key differentiator allows them to stay competitive in the market and be way ahead than their competitors.

## VAS can now have:

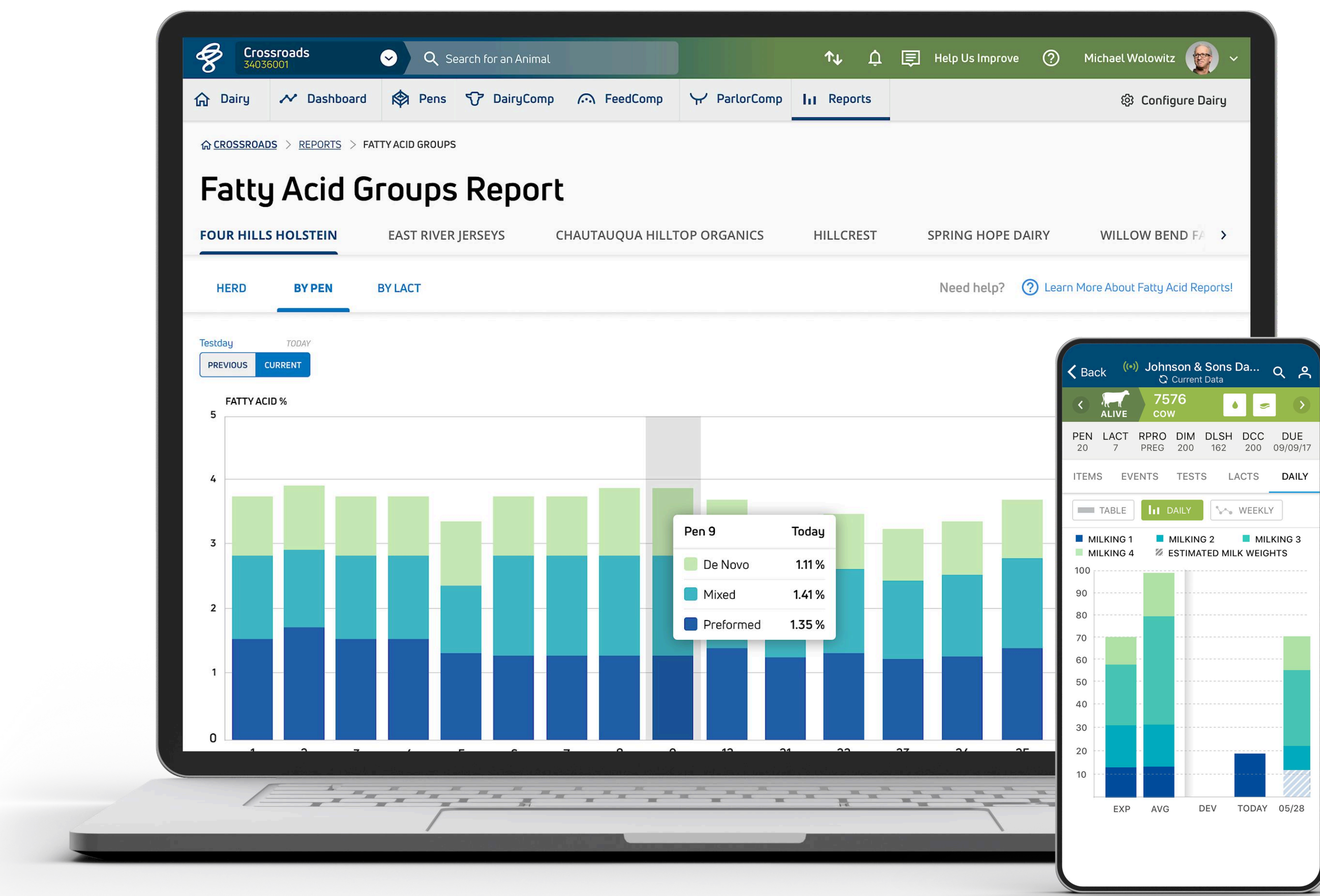
- Faster information deployment.
- +30% cost reduction (less management and less supervision).
- Integrate their system with other tools.
- Reduce operational costs while increasing the effectiveness of the IT processes.
- Expand their business geographically.



They are now able to focus on growing the market, boosting profitability and viability while providing superior value to their customers.

After more than 5 years of partnership and more than two new projects per year with different and innovative scopes and objectives, we keep on working collaboratively as a unique team.

## Key Features



### Disaster Recovery

VAS was managing so detailed and important information about the dairies, that it was necessary to have a backup plan in case of an emergency, since losing important business data could cause huge losses to their business. Cloud storage was the perfect backup plan for businesses.

### Collaboration & Easy Sharing

Data stored can now be easily shared with clients in an easy and secure way. The new cloud environment enables multiple users to access, edit and collaborate any information. Dairy owners, dairy managers, consultants veterinarians, nutritionists, dairy workers, etc, can access the cloud environment from anywhere in the world and collaborate in real time.

### Cost Savings

Businesses and organizations can reduce annual operating costs by utilizing cloud storage. Affordability can be ensured if data is stored online in the cloud. Users can ensure additional cost savings because internal power and resources are not required separately for storing the data.

### Usability and Accessibility

By leveraging cloud technology, VAS enhanced not only data security but also operational efficiency. The transition allowed for automated backups, reducing the risk of data loss while ensuring continuous access to critical information. Additionally, this move laid the foundation for future scalability, enabling seamless integration with other digital tools in the dairy industry.

"Making Sense is very easy to work with, the culture they bring to the table, always willing to consider ideas, and suggest ideas, they speak up when it is needed with the intent to provide the most value to the Company and in our industry"



Miguel Duran  
Vice President Software Engineering at VAS

Watch this testimonial

Got a big idea?

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