

# KEENAN® InTouch

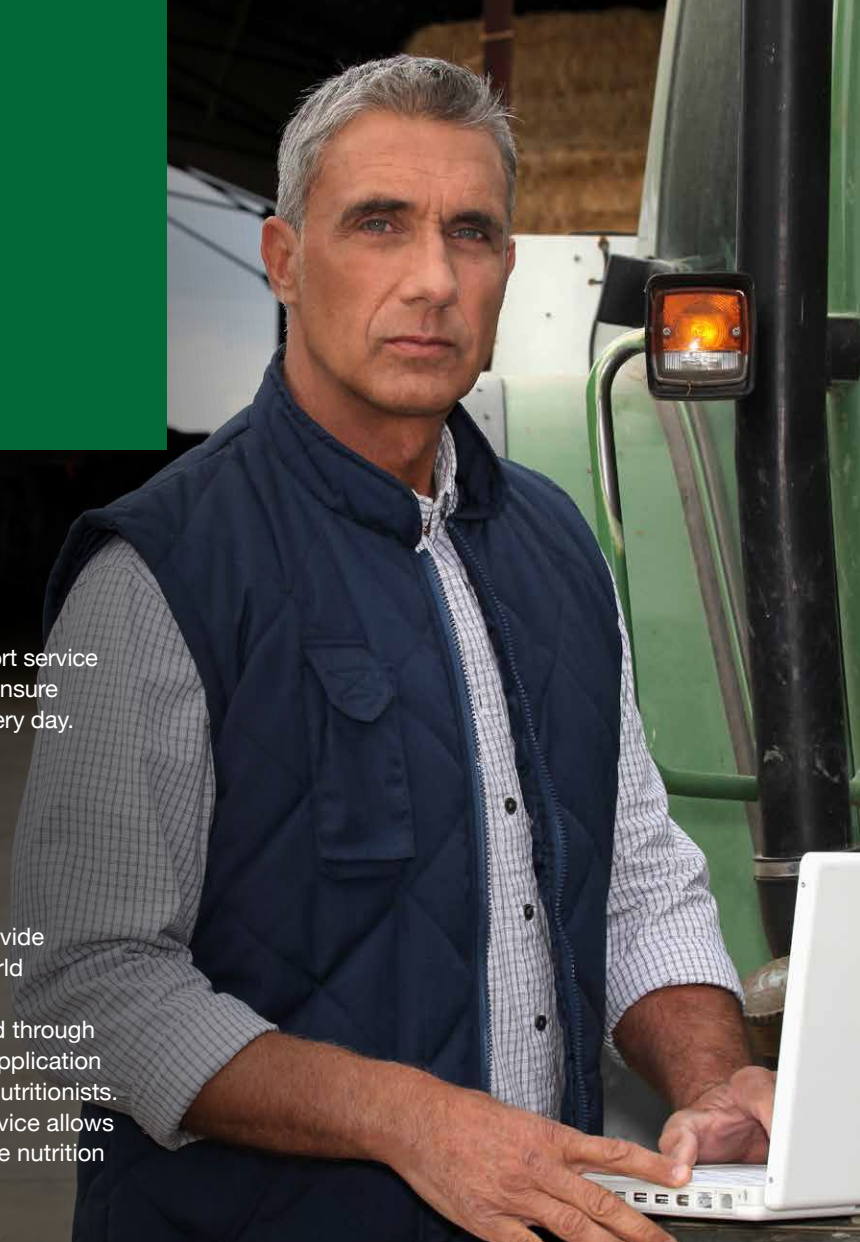
## Proactively driving animal performance

KEENAN® InTouch is a live review and support service featuring advice from skilled nutritionists to ensure animals meet their performance potential every day.

Working together with Intel®, our unique KEENAN InTouch technology:

- Automates data sharing
- Enhances nutritional analysis
- Improves analytics
- Develops business models that provide solutions to farmers around the world

Live information and feedback is exchanged through the KEENAN InTouchController, a website application and telephone support from a team of top nutritionists. Together meaning the KEENAN InTouch service allows producers to have unrivalled control over the nutrition and performance of their herd.



## CLOUD TECHNOLOGY THAT IS CHANGING THE AGRICULTURE INDUSTRY:



Cloud computing connecting 2,000+ customers globally.



Feeding 200,000+ animals.



Handled 30,000+ calls globally in 2015. Average wait time is less than 14 seconds.



Real-time automated cloud analytics monitored by nutritionists.



Global presence - Call centres in Ireland, France and New Zealand.



Providing the farmer with control, accuracy and real-time feed advice.

## HOW DOES INTOUCH TECHNOLOGY WORK ON FARM?

- Provides feed advice and ration formulation
- Delivers consistency in both feed and mixing
- Improves milk yields and milk solids
- Cattle finish quicker
- Improves herd health
- Monitors and controls feed costs

**KEENAN®**  
an **Alltech** company

[keenansystem.com](http://keenansystem.com)

Keenan System

@KeenanSystem



31,549 cows



Milk Fat  
+0.04%

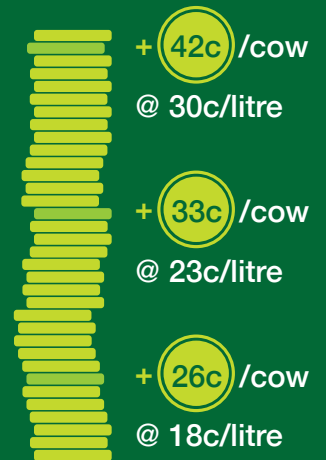


Yield  
+1.27 litres



Intakes  
-0.19 kg

## Gross margin IMPACT



**KEENAN**<sup>®</sup>  
an **Altech** company

**OUR DIFFERENCE IS CLEAR...**  
Real Farms; Real Results MechFiber Delivers



**€235**  
per calf  
to beef  
place

**14%**  
Feed efficiency increase  
vs. AD-LIB

**↑ %**  
Finished  
cattle hitting  
specification

**30%**  
silage saving with  
spring calving sucklers