Create the Internet of Your Things

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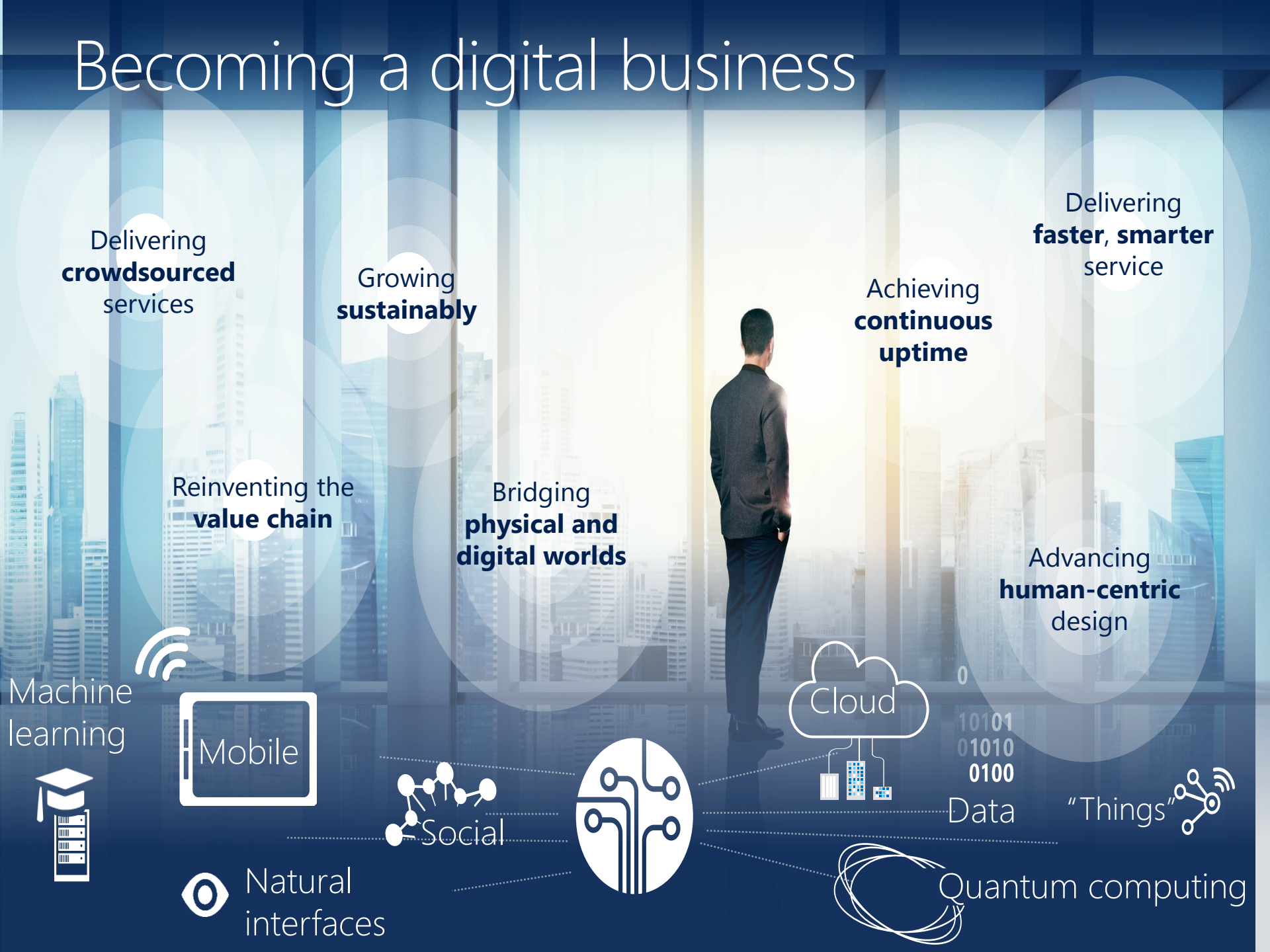
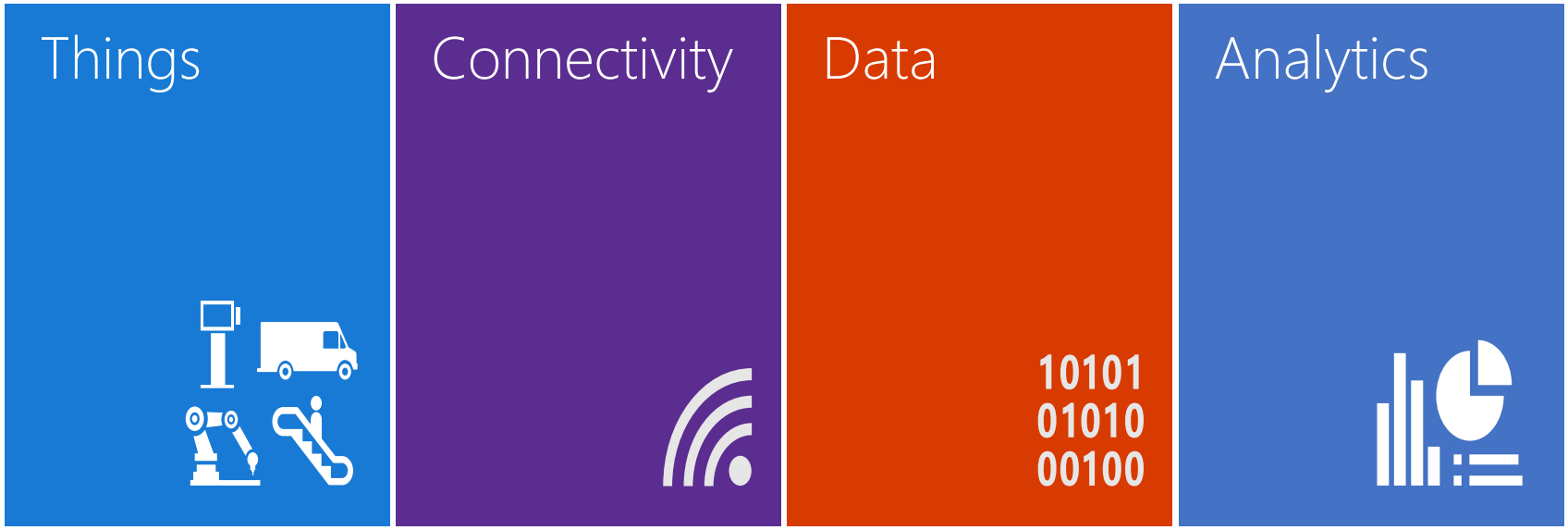
Becoming a digital business



What is the Internet of Things?



IoT is an Inflection Point

The connected cow: Using IoT to transform cattle production

FUJITSU

CHALLENGE

Fujitsu is the world's fourth-largest IT services provider with approximately **162,000** employees in more than **100** countries and holds about **97,000** patents worldwide. Fujitsu wanted to help dairy farmers **increase production**, improve **data insights** and **transform** their **business** by optimizing the timing of artificial insemination (AI). It also wanted to **decrease loss** through early detection of health issues.

SOLUTION

Fujitsu learned from public research that a cow produces more estrus (goes into heat) 16 hours after the number of steps increases significantly. The company created an **innovative** solution which uses a rugged pedometer with a five-year battery to measure the number of footsteps a cow takes, then sends that data to the **cloud** for analysis to determine optimum AI timing and even affect calf gender. In addition, the patterns of steps can detect disease in cattle. **Alerts** are delivered to the farmer's cell phone.

BENEFITS

- Improves calf production up to 31%, with an average of 12%
- Modernizes data access with mobile phone alerts, reducing labor costs for monitoring cows
- Transforms herd management by allowing farmers to increase chances of producing a male or female calf
- Reduces loss by detecting 8-10 different kinds of diseases in cattle

Microsoft

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www.InternetofYourThings.com

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