HERD HQ

- **Cloud Access**
- **Real-time data**
- **Regional Benchmarks**

Check out the fantastic new features on the DRMS website for herd management. **HerdHQ** provides powerful analytics using the wide array of dairy data collected daily.

- No software or apps to install
- Works through most current internet browsers
- Available for all herds that process records through DRMS
- Dart herds that upload with DartSync can see their most current data

CowCompass

- Individual Cow and Heifer data anywhere that internet is available
- Displays ID, lactation, testday, breeding, health, genetic, and even Zoetis genetic data

DairyDepot

- Build your own personalized dashboard from over 100 tables and graphs to monitor your herd's performance in all major herd management areas
- View historic trends and current performance
- Drill down capability to CowCompass to view individual cow data

ActivityAlerts

- Stay on top of herd changes – by Month, Week or Day
- Select from over 15 reports and monitor activities (Culling, health, breeding and chores)
- Use CowCompass to drill down to view individual cows

MilkMetrics

- Producers or consultants may monitor key performance parameters using actual data or changes in data using current and prior year testday data
- Easily find focus areas for attention each month by user-definable alerts on over 100 data points
- Compare/benchmark against over 9,000 dairy farms (by herd size, breed, region)

HeiferHub

- Projects future replacement heifer inventory using past breeding and culling performance
- Computes potential income from surplus animals given current market prices and semen usage/cost
- Flexible—uses producer or consultant inputs

KeepOrBeef

- Assists in making culling and breeding decisions by providing users with future economic return ("Keep Value") and "Keep Percentile" (Ranking within the herd) on each cow and heifer
- Guidelines based on greatest economic return for breeding to dairy sexed, conventional and beef semen

Data-Driven Dairy Decisions

DRMS
drms.org