

# MOBILE APP FOR SMART CATTLE FARMING



Customer  
**Winext**  
Country  
**Kazakhstan**

## PROJECT DESCRIPTION

With cattle farming being one of the staples of Kazakhstan's agricultural industry, improving production efficiency in a highly competitive market is the top priority of farm owners.

The solution built by Winext on top of the AggreGate IoT platform offers farmers a mobile assistant to help manage their livestock. It enables to control grazing quality, plan cattle care procedures, as well as receive insights and professional help.

The Tumar app consists of 6 modules, including My Farm, Calendar, Smart Herder, My Lands, Store, and Community. All of them are

aimed at easing a farmer's work, providing access to modern-day planning and herd management tools.

Using a tracking collar and the Smart Herder app module, a farmer gets:

- Herd safety monitoring tools
- Confidence that cattle graze within the right territory
- Timely notifications of an animal disease
- Alerts when an animal leaves the pasture land

«We have developed a free app “Tumar” for the farming community. It helps the stock-farmer to increase the farm efficiency, control grazing land quality and cattle survival through the Internet of Things (IoT) technology».



**Marat Auezov**  
Business Solution Development Director,  
Winext



## HARDWARE / ENVIRONMENT

A GSM based animal monitoring sensor collects comprehensive data about livestock location and activities. The device can store the last 24 hours worth of information, regularly sending animal activity data to a cloud-based monitoring platform.

## BENEFITS

- Improved beef farming efficiency
- Time savings
- Ability to monitor livestock care procedures
- Profile creation for each of the animals
- Ability to search for lost cattle – the system has already helped to find over 500 lost animals
- Creation of an online farmer community enabling to share professional advice and useful insights between its members

## SOLUTION

### IoT Platform

