

CASE STUDY

MOBILITY



Company: ARSOE DE BRETAGNE

Business sector: Breeding - Service company

Software: *MEDIATRANSFER*

Interconnection: TCP/IP - PSTN

Use: Synchronization of 210 breeding technician's PDAs (schedules, invoicing, cattle tracking)

Profile

ARSOE de Bretagne (Breeding Organism's Services Regional Association) is one of the computer centers in the network that is responsible for managing the French breeding information system and developing computer tools for professionals. The center manages genetic data for 2.5 million animals belonging to 45,000 producers in the region.

Requirements

CIA de Créhen (Artificial Insemination Cooperative) and URCEO (Cooperative Farms Union), both specializing in animal genetics, employ 210 breeding technicians who use Pock' IA on a daily basis. Pock' IA is a mobile PDA application developed by ARSOE de Bretagne. These technicians perform an average of 40 artificial inseminations a day for different producers in their regions. They use "straws" of semen marked with bar codes that are prepared according to various selection criteria and comply with the applicable tracking standards.

Solution

Each technician's mobile equipment includes a rugged Symbol Technologies PDA running on Windows Mobile and a bar code scanner. Their vehicles are equipped with a Bluetooth printer and an electrical outlet where the terminal can be recharged.

The Pock' IA application manages technicians' itineraries, which are downloaded daily according to orders received at the cooperative (CIA or URCEO). The technicians have local

access to files on each livestock farmer and the animal identification. The application enables the work order and the corresponding invoice to be printed. Data recorded throughout the day is sent back to each cooperative's central IS.

The Telelogos MediaTransfer communication middleware manages TCP/IP data synchronization automatically and transparently. The PDAs include a client that is integrated with Pock' IA and connected to the multi-channel server installed at ARSOE for the cooperatives.

Observed benefits

- Elimination of a double paper process (fewer typographical errors, better customer service quality, better cattle tracking)
- Easy implementation
- Reliable transfers
- Ease of appropriation through complete automation of tasks and synchronizations

"After trying the integrated solutions offered by the major database developers, we finally decided in favor of reliable exchanges and easy implementation by selecting MediaTransfer middleware in conjunction with a data replication architecture."

Mireille Cadou
Head of ARSOE de Bretagne

