

The ILR Co-Design Conference allowed ABRI to actively involve a wide range of stakeholders in the process of ensuring that the upcoming breed registry software, set to replace the International Livestock Registry (ILR2 and ILROnline), is tailored to meet the requirements of all ABRI clients and their members.

Our approach is anchored in bringing societies and members to the forefront. This journey began with our initial research, engaging with our clients, and now, as we move forward with prototyping the future product, we will continuously test our designs and concepts in an iterative manner.

Conference Highlights and Key Messaging

CO-DESIGN CONFERENCE DAY 1

Day 1 provided us with the opportunity to gain insight into the collective objectives and expectations of both our customers and the new software. Together we workshopped:

- ✓ Requirements of the key users
- ✓ Mapping the tasks to the system
- ✓ The jobs to be done
- ✓ Prioritise the delivery of these tasks on a roadmap

The top 6 design principals were workshopped and adopted by the attendees:

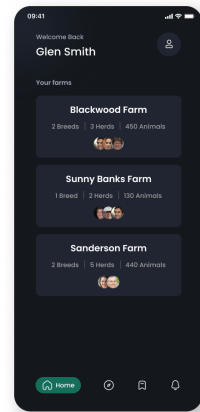
- **Keep It Simple:** We work hard to solve complex problems in elegant ways to help get a user's job done. We do not allow clutter into our future product set.
- **Get it right:** Ensure precision, accuracy, security, and data privacy are embedded in our processes and systems to build a solid foundation for growth.
- **Value for all:** We value standardisation for the benefit of everyone, so we can constantly roll out new features, create a responsive support, better insights, and better value for money over time.
- **Building Blocks and Self-Service:** Our platform offers modular components at its foundation, providing configurability and the ability to self-serve without us being involved.
- **Intuitive and Efficient:** Prioritise user friendliness and streamlined workflows to enhance usability and productivity.
- **Members Come First:** We will prioritise the experience of members (farmers) as they are our end user. This means we will prioritise providing proactive insight, usability and accessibility through a multi-device web-first product and online-offline capabilities where it makes sense.

CO-DESIGN CONFERENCE DAY 2

The purpose of this day was to provide a platform for discussing the concepts and vision for the future product. We engaged in conversations about identified gaps, prospective features, preferences, and opportunities for enhancement. Building upon these ideas, we delved into the genetic evaluation process and collaboratively designed some new concepts.

We explored extensions to the product to support member's needs, such as:

- A mobile app to manage herds and animals.
- Making data entry more accurate and timelier.
- Tools that enable farmers to easily interrogate their data using modern AI technology.



CO-DESIGN CONFERENCE DAY 3

The goal was to explore genomics data and methods to visualise it within in the new system, while also providing clarity on timelines, costs and understanding the future themes for societies and their tech landscapes. We shared the details of how we will achieve an iterative development/test process involving clients. We understand the challenges ahead of us in terms of business rules and data migration.

We are developing an Early Adopter Program for clients who wish to be part of the testing and validation as we design the product, and before we commence development. Please contact us if you have specific people that you would like to nominate. You can contact Nik Sreedhar, Project Manager on 0414 557 157 or nikhil.sreedhar@abri.une.edu.au

What's Next?

- Our first aim will be the release of the Minimum Viable Product (MVP) in mid-2024. This product will support the requirements of a large portion of our client base. The final design of the MVP will be presented to clients over the coming weeks.
- Following the release of the MVP each new release will provide added functionality cumulating in the first full release in early 2025.
- ABRI will be in discussions with each Breed Society regarding transition plans and to assist with the transition.
- Transition will continue into 2025 for larger, more complex clients. Our goal is to have all clients transitioned on the new breed registry system by the close of 2025.

Your Questions Answered!

- The funding can be secured for this project without a lift in our current overall revenue.
- We expect this product to provide us the base to grow, not a source of additional revenue from our existing customers.
- We need to bring a level of consistency to our pricing structures, that may create pricing variations to some of the societies in our existing customer base.
- The concept of API's will be core to our future product, and the ability to manage those API's will be embedded into the product. This will be a game changer, helping our industry build improved interoperability across on-farm devices and other modern software platforms.

The team at ABRI is committed to prioritising our customers in the development of our upcoming software product. This entails actively engaging you in the design process, consistently and regularly testing our ideas with your input and ensuring a seamless change management and transition process.

We are confident that our approach, resources and intellectual property position us for success in creating a product that not only supports your current business needs but also facilitates your growth into the future.