



IOT PRODUCT VIGNETTE ACTIVITY

# LELY DISCOVERY 120



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Disclaimer: much of this use case is fabricated for the purposes of telling a total IOT product story.  
For further information please contact the author.



# THE “THING”: DISCOVERY 120

- Lely is a Dutch company, producing innovating farming solutions, sold to clients in over 40 countries across the world
- With 1,500 employees, 2 production facilities, 3 R&D departments, 1,600 patents and \$453M in revenue, they are the global leader in farming innovation\*.
- The Discovery 120 is one of their newest innovations:

*“A clean barn floor results in less manure in the cubicles and cleaner hooves, tails and udders. This prevents hygiene-related claw and udder infections and promotes the healthy natural behaviour of the cows, which in turn lets you determine their fertility more efficiently. Today, there still isn't a good solution for clearing solid barn floors. That is why **Lely** developed the **Discovery 120 Collector**: a revolutionary robot designed for solid floors that takes the manure away rather than scraping it. This not only results in a cleaner floor, but also prevents the cows from standing in manure up to their dew claws, as is the case when a manure scraper is used.”*



## FUN FACT!

In 2018, PTC delivered an Augmented Reality POT Marketing App to Lely as part of their AR innovation program, which featured this brand new product!

\*<https://www.lely.com/about-lely/our-company/>

# THE COMPONENTS

## PRODUCTS



- The cow shed: sensors
- Discovery 120: Microprocessors & sensors



## CONNECTIVITY



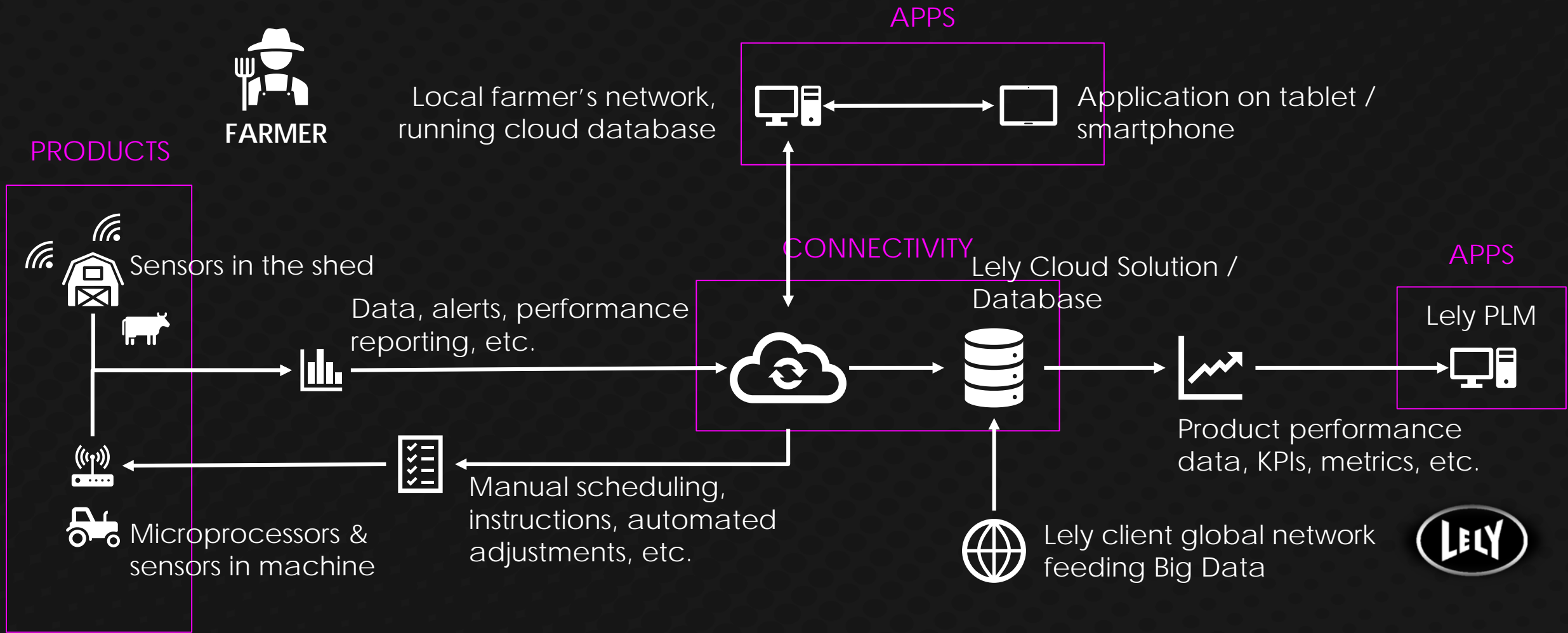
- Wi-Fi cloud connection
- Farmer's network
- Lely's global network

## APPS



- Farmer's network
- Farmer's Tablet / smartphone application
- Lely's Big Data server
- Lely's PLM software

# THE IOT FLOW



# THE CAPABILITIES

## MONITOR



- Animal behaviour
- Performance
- Usage
- Up- /down time

## CONTROL



- Patterns
- Scheduling
- Utilities
- Silage levels

## OPTIMIZE



- Scheduling
- Utilities

## AUTOMATE



- Shed cleaning process



FARMER

- Performance
- Usage
- Up- /down time
- Customer Satisfaction

- Customer Relationship Management

- Product fixes
- Product enhancements

- Product Lifecycle Management

