



EastGen Sales Division Announcement

Adam Weaver, Director of Sales is pleased to announce the re-organization of the ai24 Team

The last 12 months have been simply incredible in terms of ai24 sales, and overall product acceptance across the EastGen area. The numbers speak for themselves:

- 92 ai24 Heatime systems installed across the EastGen area in 12 months!
- \$1.5 Million in net sales
- 25 ai24 Heatime Pro systems, a new PC based system that provides herd management solutions and optional DairyComp integration
- 67 ai24 Heatime “Green Box” activity and rumination systems have also been installed
- ai24 Tie-stall Heatime now providing results that satisfy customers’ needs

Every division on the EastGen team is owed a thank you for contributing to this outstanding accomplishment. Field, distribution, marketing and finance have all contributed to delivering 92 ai24 systems to our customers. Special thanks to Bruce Poulin and Craig LeRoy for the time and commitment in this success. Sincere congratulations to Mark Carson who will continue to lead this dynamic team to further success.

With this growth in sales, comes a unique and changing set of new challenges:

1. We have to continue to drive sales now and into the future.
2. It is important to effectively install the systems, and service these systems as they age.
3. Customers need more support and training after the initial sale of ai24 Heatime Pro. There is so much more they can get out of this technology in terms of herd management.
4. There are warranty and service implications as systems age.
5. Existing customers will need sales support when it’s time for a new ai24 system.

For these reasons, it’s time to re-organize the ai24 team to be proactive in providing the sales and service support required to allow us to continue to grow this business while offering excellent internal and external customer satisfaction. Providing excellent customer service and sales support across 4 provinces also adds to the complexity of building a high functioning team that is positioned for the current and future needs of the business. To ensure the EastGen ai24 team is positioned for continued industry leading success we will continue to build on the model where each member of the team has dual responsibility (i.e., Dairy Solutions/ai24 Key Account Sales, or AI Trainer/ai24 Sales and Post-Sales Support) rather than dedicate one or two people to ai24 and try to cover 4 provinces.



“Invested in Your future”

The biggest change to the ai24 team is the addition of an ai24 business manager. **Carole Blackburn** will be the central point of contact for all ai24 related activities. Carole has been working with the ai24 team for just over a month in advance of this announcement and already we are seeing the positive effects. Our ai24 sellers and installers can now focus on their primary responsibilities while Carole manages the business aspects such as all customer ai24 quotes, invoicing, post sales follow up, customer inquiries, service and warranty inquiries, and she will manage the sales funnel and track Tech/RSR achievement of objectives and commissions. Going forward we ask you to contact Carole for all things ai24 related and direct your customers to Carole as well. In addition to ai24 responsibilities, Carole will continue to supervise both call center locations and continue to provide sales analytics and reporting to the field staff.

Another incremental addition to the ai24 team is Scott Brown, new Regional Sales Rep, East Region. As previously announced, Scott Brown will be dedicating a portion of his time toward ai24 sales and post-sales support activities in Eastern and Central Ontario. Scott brings much needed software support and training skills to the team. Scott will be helping with customer follow up, maintenance and prospecting new users in Central and Eastern Ontario. We’re looking forward to having Scott on the team.

Introducing the new ai24 Team:

- ai24 Team Leader: Mark Carson, Repro Solutions Manager

- ai24 Business Manager: Carole Blackburn – single point of contact for all ai24 inquiries (internal and external)

- Sales and Post-Sales Support: West: Bruce Poulin
East: Scott Brown

- Key Account Sales: Mark Carson and Craig Leroy

- ai24 Installations and Maintenance:
 - West: Cody Schinkel and Mel Irwin
 - East: Rick Douma and Dave DeVries
 - PEI: Derek Kennie
 - New Brunswick: Dennis Anderson

The goal throughout this re-organization process is to find ways to be more efficient and effective and to continually improve on delivering this product to our customers, as well as freeing up more time for the Reproductive Solutions team to focus on other key parts of the business.

Additional training will be happening over the next couple of months for this team, so we expect to be fully operational by January 2018. Please join me in congratulating the ai24 team on tremendous success and supporting the newly re-organized team to continued success.