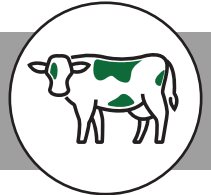


**POCKET
METER**

ROI That Starts With Time Savings and Creates Revenue Opportunity

PocketMeter reduces the time technicians spend managing test day data, creating measurable labor savings and additional revenue capacity for service affiliates.

Example based on 5000 cows



TIME SAVINGS

Less labor. Less rework



UP TO
2 HOURS

SAVED PER TEST DAY

From end-of-day data entry,
keying in weights and resolving
duplicates.

Labor Value of Time Saved



- 1 less employee
needed on test day
- \$20/hr × 8 hours

Labor value: \$160



- 2 hours of data
entry saved
- \$20/hr × 2 hours

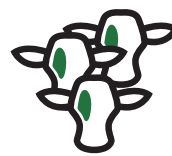
Labor value: \$40

Total labor value per test day

\$200*

REVENUE OPPORTUNITY

More capacity. More herds.



**Additional
450-Cow Herd**

450 cows × \$1.50 per cow

\$675 revenue

Technician cost: 4-hour day × \$20/hr

-\$80

Net revenue per additional herd: \$595

Use Saved Time
to Serve
2 More Herds
\$595 × 2 herds



WHAT SAVED TIME CAN MEAN

- Less end-of-day data entry
and rework
- Measurable labor savings
- More technician capacity
- Opportunity to test
additional herds and
generate additional revenue

Potential revenue per test day

\$1,190*



**TOTAL POTENTIAL
IMPACT FROM SAVED
TECHNICIAN TIME**

+\$1,190

potential revenue per test day

Assumptions

- 1 technician now available
- \$20 per hour
- 4-hour day
- 450 cows per additional herd
- \$1.50 per cow revenue

*Examples shown are conservative and used for illustration only. Actual technician labor value is often higher than \$20/hour.



See how PocketMeter fits into your test day workflow.

Talk to DRMS to get started or visit **drms.org**