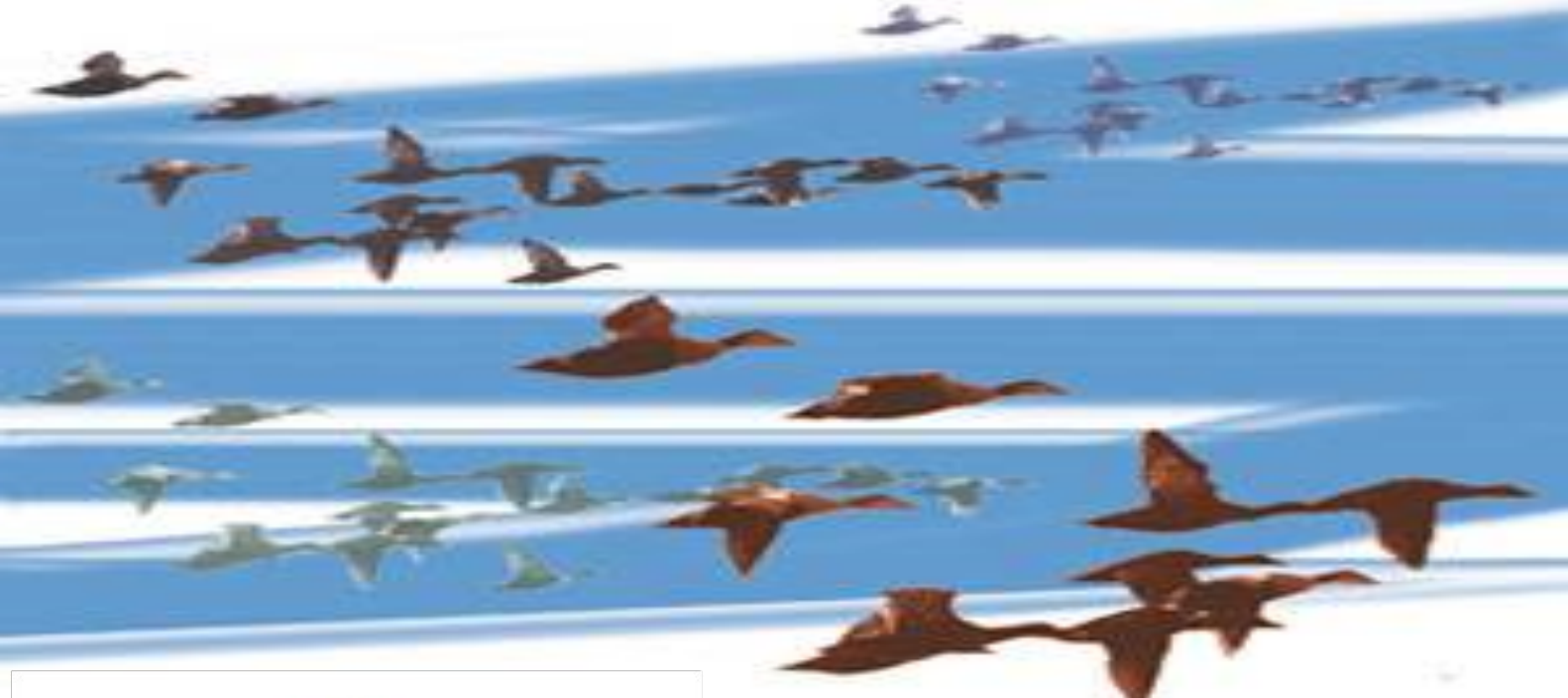


Horse feeds are now multinational business!

There is a growing demand for product information in the market.
Everybody has to be more efficient and cost effective.



How about a tool to distribute your feed analyses all through your value chain.

To your customers, your distributors and your dealers.

Accurate, safe and delivered in an instant exactly when needed.



Hove Software LTD of Norway has the international rights to PC-Horse.
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See more at: www.pchorse.eu

How feed suppliers can quickly and reliably deploy product analyses to their customers and key market segments.

This document describes how a partnership with PC-Horse, currently Europe's only multi-national software for planning of horse rations, can help you to improve customer service and extend your feed analysis to potential customers and partners home and abroad. All quickly and without transmission or conversion errors.

General information about the PC-Horse Program and our "Feed Centre-database"

The PC-Horse program collects and applies complete feed analysis from Europe's leading feed suppliers.

Our database contains accurate and quality assured feed analysis with up to 26 calculations of nutrients (energy, protein, minerals and vitamins and crucial feed constituents).

Feed analyses are entered with the original values that apply in the country of manufacture. PC-Horse recalculates to locally used units in the country of your customers.

For application users this means that, along with simplicity and quickness, their feed analyses are always correct. Any problems around manual conversion from what may be expressed in terms of 'bags' or in other formats are eliminated. Customers in the importing country are freed from confusion over the energy and protein units to be used.

For feed suppliers, dealers, distributors and importers, we can ensure that products' original analyses reach target recipients without transmission errors. This all takes place with instant effect and across any borders for the growing number of feed producers operating internationally.

Who are the users of PC-Horse?

- Feed consultants and "help desk" teams
- Importers, local and other distributors of feeds.
- Large regional forage producers in the respective countries.
- University and high school teachers and students.
- Breeders, stud farms, riding schools and profile users in competition areas.
- The private market's many devoted horse owners.

Entering your feed in PC-Horse makes it easy for all participants in the distribution chain to make properly informed decisions about the purchase of your products - and then to go on and use them successfully in their formulation of horse rations.

Enlightened clients are your best ambassadors.



There are several ways to distribute your feed analyzes in our system. Which you choose determines how brands, feed and countries should be managed in our different software versions. It is also possible to limit distribution to only your own company and selected organizations. More about the options are presented in the separate price list.

Program versions	MINI	STD	PRO	CONS	EDU
Nutrients calculated	8	24	33		
License period (months)	3	6 & 12	12		
Stables - Horses	1 - 1	1 - 9	Unlimited		
Standard feeds	Included				
Guaranty feeds - Premium	Included				
Guaranty feeds - Limited	-	-	Included		
Guaranty feeds - Selective	-	-	Visible only to selected org & users		
Open feeds - Other	-	-	Included		
FeedDirect - Roughage	Included				

How do the feed lists in PC-Horse function?

Brands & countries

In PC-Horse, brand identifiers and trademarks are maintained to harmonise with feed mills marketing in their respective countries.

In the following list, taken from Sweden, are all the leading Swedish brands and also, in this case, "Spillers" from England and "Dangro and St Hippolyt" from Denmark. When a brand is opened the feeds that are distributed in the country of origin are also opened.



When the data on a feed is added in the PC-Horse Feed Centre, the feeds are made available to users of the application within seconds.

4 different types of feed

Standard feeds - national averages for silage, grain, salt, minerals etc.

Concentrates - commercial mixtures and balancers

Supplements - mineral and vitamin mixtures

Userdefined feeds - manually entered analyses, or automatically imported files from a laboratory or a manufacturer

3 types of feed lists

Guaranty feed list - a national collection of feeds that is updated each time the program is started by the user. The distribution agreement determines how the feed will be displayed. The feed can not be altered or deleted by the user.

Stable feed list - Each stable have their own feedlist, which is a copy of Guaranty feed list. This list can be edited. Brands and feeds can be deleted. Userdefined feeds can be added, edited and deleted.

Userdefined feedlists - In higher versions of the program, the user can create their own feedlists that can be exported and imported.

Feed list symbols

The program shows clearly and pedagogically from where the information about the feed is collected and how reliable that information is.



GUARANTY feeds show that the feed analysis comes directly from the manufacturer. These data are encrypted and cannot be modified or otherwise manipulated. Even if a GUARANTY feed is copied or exported its values cannot be changed by outsiders.



STANDARD feeds are taken from the national feed tables with the latest available average values. These feeds can be used as a model to help make up for any missing nutrient in forage analysis.



USERDEFINED feeds are entered by the user manually or read from a laboratory analysis data file (XML). They are stored in the program under the trademark "MY FEED" together with roughage downloaded from regional producers through the "FeedDirect" module/link.

