Cow Sense® *NxGen*
Herd Management Software

*The **most** revolutionary **next generation** of our software…*
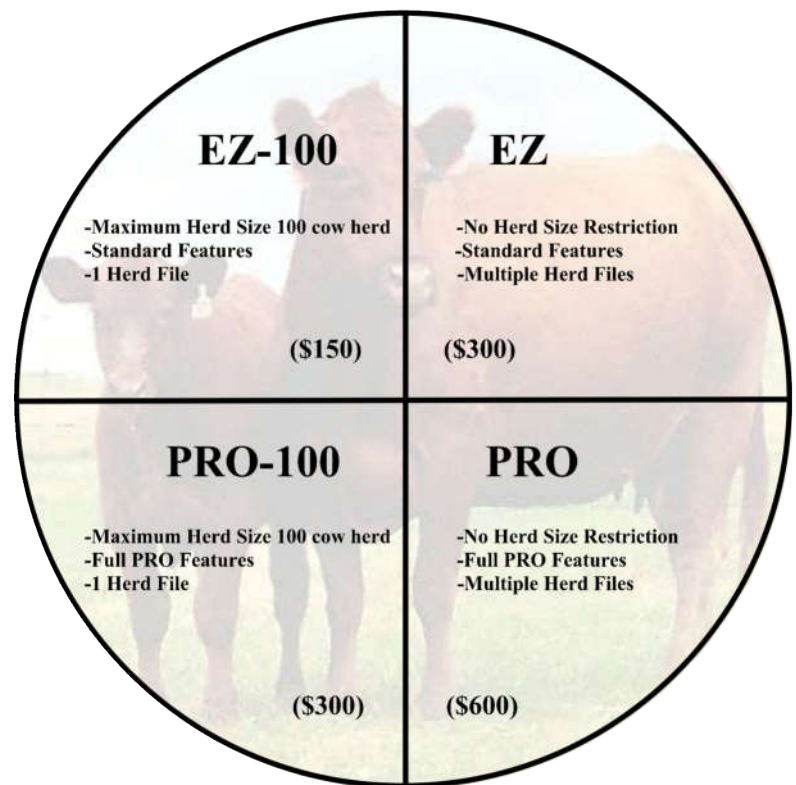## NxGen is now available!

For over 25 years Cow Sense continues to supply computerized cow herd record keeping tools to the beef industry. Having launched the first Microsoft Windows compatible cow herd management product on the market, we continue that pioneering leadership today.

Cow Sense NxGen gives **YOU** the tools to turn "Systems Thinking" into practical application!

With Cow Sense NxGen we have consolidated the features available in previous versions. **The Cow Sense NxGen offering consists of just two core products EZ and PRO.** Each version offers features from which you can pick and choose based upon the level of detail you want your herd records to provide.

In addition, herd size and the number of herds you wish to maintain will be a consideration. **EZ-100 and PRO-100 are designed for operations that have *100 head or less* of active breeding cows in the herd.**
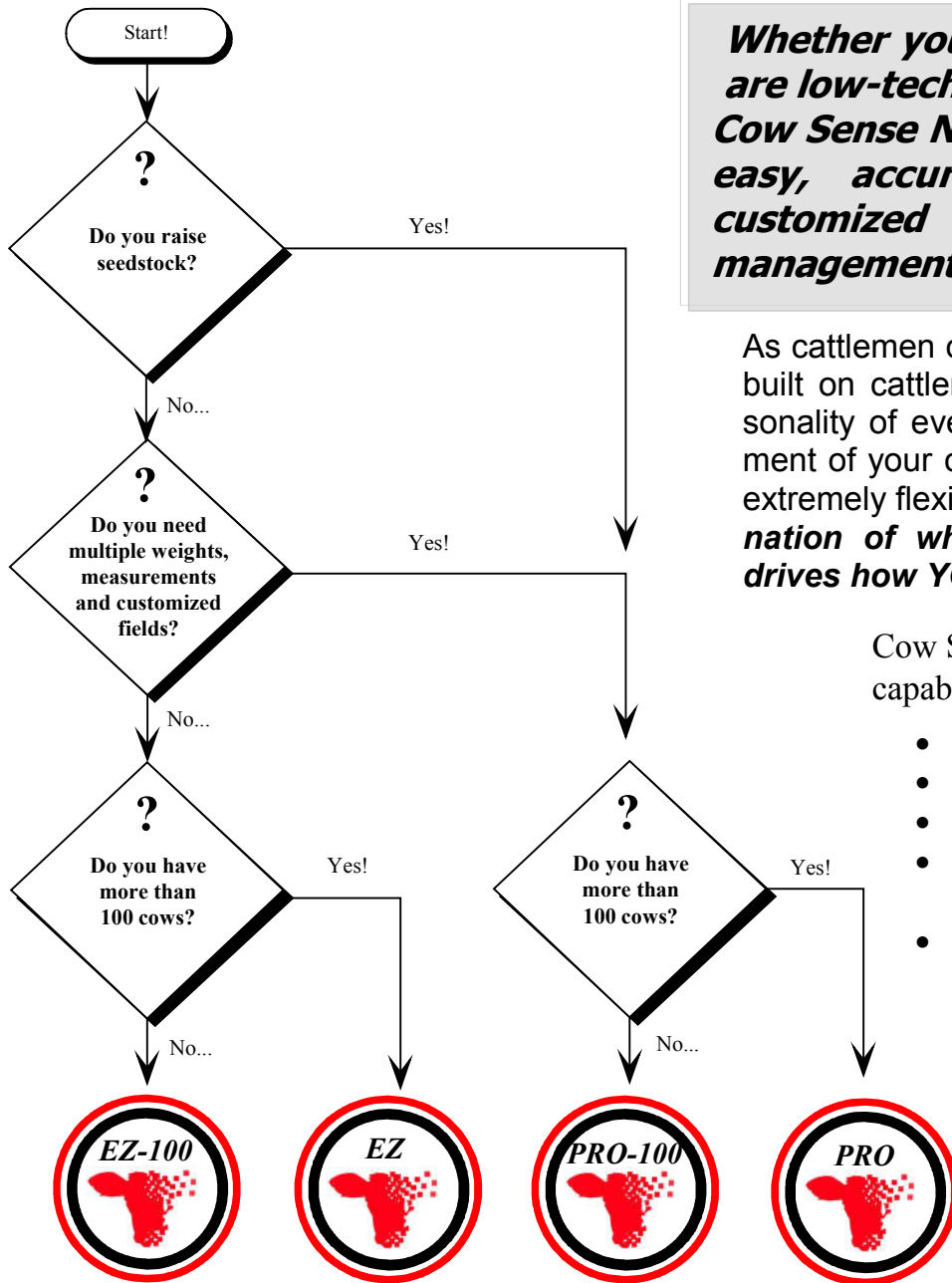
There is no limit to herd size or number of herd files with either the standard EZ or PRO products. **The illustration to the right shows the basic differences to help you decide which piece of the NxGen pie fits your operation.**

EZ-100
-Maximum Herd Size 100 cow herd
-Standard Features
-1 Herd File
($150)

EZ
-No Herd Size Restriction
-Standard Features
-Multiple Herd Files
($300)

PRO-100
-Maximum Herd Size 100 cow herd
-Full PRO Features
-1 Herd File
($300)

PRO
-No Herd Size Restriction
-Full PRO Features
-Multiple Herd Files
($600)

Cow Sense® *NxGen*

Ranching is a complex business that requires in-depth analysis of a great deal of information to make sound decisions…and often at a rapid pace. *Cow Sense NxGen* **provides simplified tools to** *easily and accurately* **record events then** *readily display just the information most pertinent to your operation.* **The NxGen approach provides you the confidence to make the most profitable choices!**

01.2018

Follow the decision guide below to target what Cow Sense NxGen product is right for you?

Start!

? Do you raise seedstock? — Yes!

No...

? Do you need multiple weights, measurements and customized fields? — Yes!

No...

? Do you have more than 100 cows? — Yes!

No...

? Do you have more than 100 cows? — Yes!

No...

EZ-100

EZ

PRO-100

PRO

Try Before You Buy! Ask for a Free Trial Edition of Cow Sense NxGen to discover how it can work in your operation.

Whether your record keeping needs are low-tech or high-tech... Cow Sense NxGen is your solution to easy, accurate record keeping... customized to your operation and management!

As cattlemen ourselves, Cow Sense NxGen is built on cattlemen logic that follows the seasonality of events in the day-to-day management of your cow herd. Cow Sense NxGen is extremely flexible. *YOUR individual determination of what information is important, drives how YOU choose to use it.*

Cow Sense NxGen provides advanced capabilities for **YOU** to customize:

- What **YOU** want to record
- How **YOU** want to record it
- How **YOU** want to report it, and…
- **YOU** own and control **YOUR** data, on **YOUR** computer!
- **YOU** pay **no** annual subscription with Cow Sense NxGen.

Make Cow Sense your partner in maximizing profitability.

Cow Sense®
Herd Management Software

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Midwest MicroSystems is dedicated to improve the economic position and success of our customers by providing the most current, highest quality, integrated information management systems for the beef industry…