



TUANZ 09

Application development

Introducing Harmonic



We solve wicked business problems

- Development company building customised solutions for clients in Telecommunications, Agricultural & Energy sectors
- Modeling complex, data intensive systems
- Work in partnerships with clients and other providers
- Innovative statistical analysis approaches
- Diverse skills consisting agriculture specialists, statisticians, electrical engineers, developers & project managers



Example: Re:Generation

Developing a tool for dairy farmers to monitor and manage the application of dairy effluent.

Complex data capture, analysis, integration of science and data processing.

Farmer focused tool which is simple to install and use, and solves a major problem for many dairy farmers.



What makes a “useful” application?



This chunky cut-glass oval bowl has been lined with a row of Lebanese cucumber halves. In the centre are broccolini stems, celery leaves and tall garlic stems. Silver ribbon and a few outsized diamonds strewn beside the arrangement add a festive touch.

Bowl from Karori Salvation Army Family Store; diamond decorations from Le Forge; chair privately owned.

Source: NZ Home and Garden

So, what is “useful” for a farmer?

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- Save time
- Save money
- Make money
- Enable you to do something you couldn't do before
- That you wanted to do
- What is different – don't all potential users of applications expect this?

What is different about farmers?



a
SME?

- Farms are businesses
- The farmer is often the business owner as well as an employee of the business.
- It is not unusual to have a full team meeting at morning tea – no minutes or action items recorded though – they just go off and do it.
- I haven't met a single farmer yet who uses Microsoft Outlook Calendar to manage their diary.
- Farmers often do their office work at lunchtime, at night or on rainy days i.e. when they have time, not to any pre-determined schedule.
- Farmers spend a lot of time away from their office (where the computer is) – but they think and plan a lot in these times.

What does all this mean?

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- What makes a useful application?
- If it is useful you will:
 - get users
 - and it will generate revenue.
- As developers we are interested in applications that customers will pay for.



Happy CEO!

What makes a farmer special?

- Their business is a system
 - a biological system
- Dynamic
- Generally live in the country
- A handshake can mean more than a contract



How does all this relate to application development?



- Rightly, the rural sector is demanding its share of the broadband infrastructure investment.
- Better broadband, to more customers opens up an opportunity for more applications.
- It is the applications enabled by broadband, and the use of these, that will result in increased productivity – not just having the broadband.

So we need applications that the users want – not just what we think are a good idea

- I want to have a Christmas table centrepiece that;
 - I can make
 - Isn't edible!



On-line livestock trading

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MyLiveStock.co.nz

Allied Farmers

PGG
Wrightsons



?



?



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Is on-line livestock trading useful?

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- Found farmers who thought it would be useful for other farmers, but didn't use it themselves



- PGGWrightsons appears to be re-launching Agonline

Lot of empty fields

Key features

- Multi-leg transaction (often)
- Trust
- Social connection
- Understand the market/value
- Security of transaction
- Time
- Logistics
- Method of exchanging information

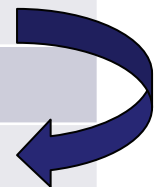


Comparison of methods From farmer's perspective

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Feature	Current method	On-line trading
Multi-leg transaction	√	X
Trust	√	X
Social connection	√	X
Understand the market	maybe	√
Security of transaction	maybe	√
Time	√	maybe
Logistics	√	X
Method of exchanging information	√	X



Conclusion



- We need to be always thinking of new applications that will use broadband infrastructure
- Not only use it, but drive demand for it.
- BUT – we have to understand our users to ensure the application is relevant
- AND – we have to take them on the journey with us into the information saleyards.



Thank you for your time

Further information, contact

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