Features	Benefits
Data Entry Ease	CowSigns eliminates the need for any data or information to be handwritten. Allowing the user to spend more time analyzing the data and proposing solutions, and less time collecting cow observations. This allows for more efficient with the customer, which time is often hard to come by.
Help Guides	For nearly all sections (Locomotion, Teat End Scoring, etc.) of CowSigns, there are built-in help guides with a typed description and pictures for most scores. Users can refer to these guides at any time, before, during or after a visit. These guides create consistency between users, and allowing for more accurate benchmark data. These guides can be shown to the customer, which reinstitutes what you are looking for and critiquing. They show what is desired, versus what has become the norm.
Efficient Report Creation	To upload the data to the CowSigns website, a handheld and an internet connection (computer, phone, etc.) is all that is needed. The reports can then be created within seconds of uploading. The graphs will include standards/goals set by the dairy industry.
Report Customization	Users/customers can create and access uploaded data at any time by printing, emailing and saving the reports. The ability to choose what graphs need to be reported, to add observations of your findings and to create goals that meet the customers needs, are some of the ways these reports can be customized to the large, different customer base.
Team Approach	Access can be given to nutritionists, veterinarians, bankers, etc per customer's request to see the dairy's reports, allowing management teams to make decisions off of real findings.
Dairy Performance Benchmark	Reports can be created to include the benchmarked capabilities. So progressive dairies can be compared against different countries, regions of the U.S., herd sizes, season and troubleshooting/monitoring herds.