



NEW SMARTORDER™ FROM PRAIRIE SYSTEMS DELIVERS FEED INDUSTRY'S FIRST INTERACTIVE ORDERING EXPERIENCE IPPE BOOTH # 3641

Gives Customers Hands-On Control Over Their Orders, Enabling Real-Time Process Visibility and Smarter Decisions

ATLANTA, January 31, 2018—In a move likely to turn heads in the highly competitive feed management technology business, Prairie Systems, Inc. today introduced the industry's first interactive feed management solution. SmartOrder™ delivers a full-on virtual ordering experience, essentially enabling feed companies to give customers control over their feed management process.

SmartOrder™ is a radical departure from today's feed management process technologies which rely mostly on paper orders and clipboards. It replaces paper with digital records and moves the process of managing a protein producer's feed supply from the clipboard to the cloud. The need for meetings, phone calls, voicemail and other older forms of managing feed orders and supplies is eliminated with Smart Order™.

Joel Stave, managing director of Prairie Systems, Inc. and SmartOrder's™ chief digital architect, likens the customer experience with SmartOrder™ to shopping on Amazon or booking a hotel on Expedia. "The reason these sites are so popular is that they put control in the hands of the customer and they streamline the experience. SmartOrder™ does this for the feed management business," he explained. What was, until today, a manual, time-consuming process is being transformed by Prairie Systems, Inc. into a fully automated, cloud-based virtual experience that delivers hands-on control of the ordering, manufacturing and delivery process back to the customer.

This pre-emptive move by Prairie Systems, Inc. enables a new level of real-time collaboration and decision capability for the increasingly complex and competitive animal feed industry, a milestone in feed process manufacturing solutions that have largely been relegated to the back



office. With SmartOrder™, the ordering process is virtual, providing open access and communications between remote sales teams and customer service/feed order fulfillment teams. The advances in SmartOrder™ create a fully automated easy-to-access digital snapshot of a feed customer's order history, current orders and status.

SmartOrder™ is expected to change-up the feed management business with its interactive, real-time information visibility and decision capability. Early interest among feed producers is likely due to that fact that Smart Order™ represents a big step forward in how animal feed is sourced, ordered, manufactured, delivered and monitored. In today's feed industry, mill orders fall into silos with little or no visibility between roles. Data is shared on print-outs and reports take days to run and are often inaccurate.

SmartOrder™ closes a critical communications and information gap by facilitating real-time order views and actions. By allowing everyone involved to see an order and make changes to it, important decisions can be made on the spot. And by enhancing communication and data access capabilities, SmartOrder™ will help to reduce order outages and provide new insights into the supply chain.

Although Prairie Systems has not made SmartOrder™ widely available until today, Stave said that demand has been high due to early deployment with a handful of feed manufacturers. "There has been lots of talk," he said, "and we have had quite a number of inquiries. It seems that everybody wants the interactive experience that SmartOrder™ provides, so we're making it available. But it's a work-in-progress and we're adding functionality every day."

About Prairie Systems, Inc.

Prairie Systems is a leading digital innovator in the feed management and protein industries. Its suite of digital solutions addresses critical process and decision management challenges. The Prairie Systems team has deep experience in protein management and software development, providing a unique understanding of the challenges facing the industry. For further information, visit: www.prairiesystems.net or contact: 712.580.3311.