FAQs from Rural Professionals

Frequently Asked Questions

FARMAX
YOUR ADVANTAGE

When does the new pricing commence?

- For your clients on the Farmax monitoring service (bureau) pricing will commence from 1st October 2015

- For consultants and other rural professionals it will be phased over the next 12 months

FARMAX
YOUR ADVANTAGE

What happens to my existing subscriptions?

- For your farmer clients you bill, from 1st October:
  - There will be changes to Farmax product names and prices
  - Subscriptions must be either monthly or annual

- For rural professionals, existing *FARMAX Consultant* subs will be phased out over a 12 month period commencing 1st October 2015:
  - *FARMAX Analysis* will replace *FARMAX Consultant* subs
  - If you have a 100% discount on your *FARMAX Consultant* subscription the change will be from 1st October.
  - If you pay a full or partially discounted subscription the change will be on the anniversary of your next billing period, e.g.
    - If you are billed monthly it will be 1st October
    - If you are billed Quarterly or otherwise it will be on the next billing date after the 1st October

FARMAX
YOUR ADVANTAGE

What changes for my Farmax clients?

- Not a lot

- The names of Farmax products and services will change

- The price will change up or down

- A letter will be generated for each Farmax subscription showing the difference between the old and new

- Where a consultancy business on-charges Farmax subscriptions to a farm business, you will see a copy of the letter, not the farmer

FARMAX
YOUR ADVANTAGE

Do they have to be on the new Cloud version to get new pricing?

- No

- New pricing will be effective for all Farmax customers on the Farmax monitoring service as from 1st Oct.

- The exception is consultants and rural professionals who have a *Farmax Consultant* subscription. Consultant subscriptions will be replaced with *Farmax Analysis* subs and will be phased out over the next 12 months.

FARMAX
YOUR ADVANTAGE

What are the payment options?

Payment frequencies

- For consultants this is only relevant when you are on-billing Farmax monitoring services (bureau) to your clients.

- Currently, we allow the following payment frequencies:
  - Monthly / Bi-monthly / Quarterly / Biannual / Annual

- *As from the 1st October 2015* we will offer the following options:
  - Monthly
  - Annual

- All FARMAX products and services (with the exception of *FARMAX Analysis (FAn)*) will be quoted on a monthly basis.

- Our preferred billing frequency will be *monthly*.

- There is no difference in cost between subscriptions billed annually or monthly.

- *FARMAX Analysis* subs are invoiced as they are created (*creating a new farm*).

FARMAX YOUR ADVANTAGE

Who invoices my clients, me or Farmax Ltd?

That is your choice.

- Nothing changes here.

- There will still be the option for a Farmax subscription to be billed to your client through your consulting business.

- Multi-farm discounts are applicable only if the invoicing for all farm subscriptions is done through the consultant's business.

FARMAX
YOUR ADVANTAGE
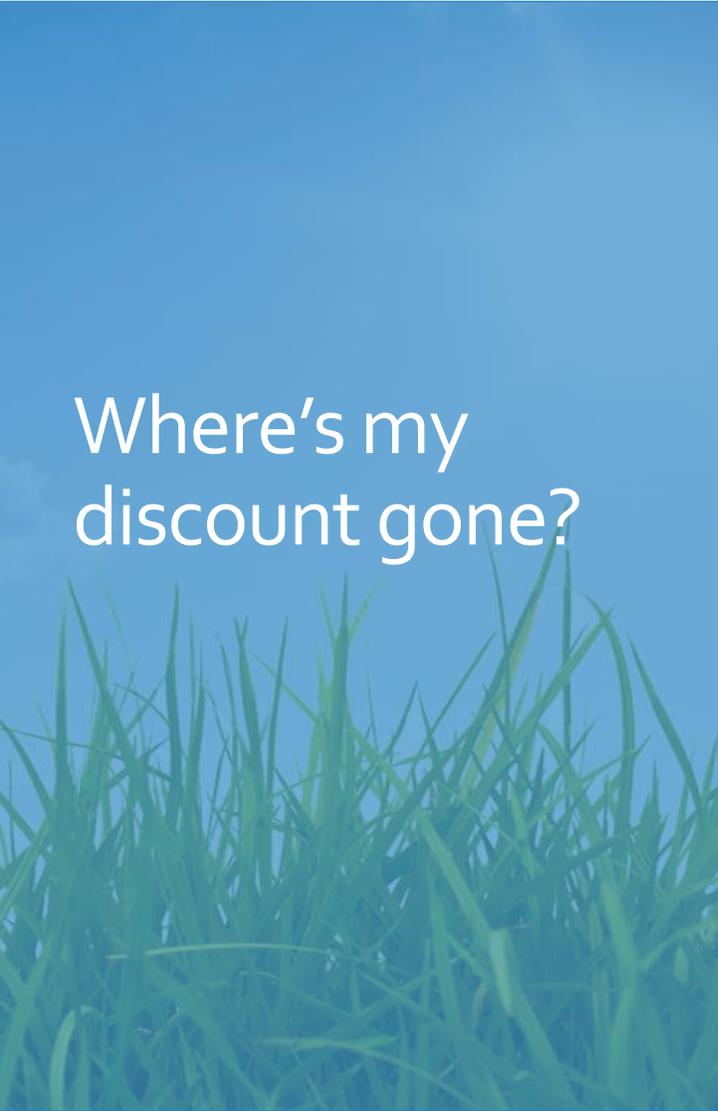
Where's my discount gone?

- Lets face it, this was a mess!

- The number and complexity of discounts got way out of hand.

- All discounts will be removed from 1st October except for volume discounts.

- The first farm on Farmax is charged at full price

- For the 2nd to 9th farms a 10% discount is applied to each.

- For 10 or more farms a 20% discount is applied to each.

- The most affected farm businesses will be those that were receiving a small farm discount based on stock units. That goes.

- There is no discounting on *FARMAX Analysis* subs, FARMAX Feed Wedge, FARMAX Lite or Management blocks.

FARMAX
YOUR ADVANTAGE

What exactly is a Farm Entity?

Definition of a Farm Entity

- A farm entity is a real or hypothetical farm that has a separate profit centre or set of accounts.

- Farmax subscriptions <u>used</u> to be linked to a "named" user.

- Now the basis of all Farmax subscriptions revolves around a farm entity.

- The Farmax subscription is linked to the farm entity. The farm entity (or business) pays the bill. The primary farmer or primary consultant linked to the farm entity decides who can access the Farmax files created for the farm entity.

- This way, the farm business pays, not the user. It means multiple people can view Farmax files for a farm entity free of charge, because the farm entity has already paid the subscription.

FARMAX
YOUR ADVANTAGE

I have two farms owned by a trust, do I need two Farmax subscriptions?

- **YES** – if both farms are run as separate businesses and have a set of accounts, GST number, etc.

- **NO** – if both farms are run as one business, with one set of accounts, then the 2nd farm could be set up as a management block.

- A Farmax Management Block is a separate Farmax file used to model and monitor a distinctly different piece of land, but operated as part of the main farm business. e.g. a run-off block.

FARMAX
YOUR ADVANTAGE

Tell me more about management blocks

- A Farmax management block is a separate discounted subscription used when a requirement exists to create a separate model for a piece of land within a farm business.

- A management block subscription can not be used for a separate or different farm entity or business. A new full Farmax subscription is required if the farm is run as a separate business.

- The Management block file must be associated with a farm entity with a full Farmax subscription.

- The Management block subscription is $325 per year.

- You can have more than one Management block if required.

FARMAX
YOUR ADVANTAGE

Who controls access to Farmax files?

- Once a Farmax file is created and the subscription is current, the bill payer decides who has access to that farm file.

- The "bill payer" will either be the primary farmer or primary consultant.

- The Farmax HelpDesk needs to be contacted to set up access for a new user and this must be approved by the bill payer.

- User access can be terminated by contacting the HelpDesk.

- The users who have access to a Farmax file are the responsibility of the bill payer. Farmax accepts no responsibility.

FARMAX
YOUR ADVANTAGE

Can I stay on the old Version?

- No.

- While initially the upgrade process will be voluntary, eventually all Farmax users will be required to move to the new Cloud version.

- Farmax files created with version 7 (Cloud) and higher can not be opened with earlier versions.

- Farmax archives all old versions of the Farmax applications. If for some reason you specifically need to open a Farmax file with an earlier version please contact the HelpDesk.

FARMAX
YOUR ADVANTAGE

How do I open old Farmax files stored on my computer in the Cloud version?

- If the Farmax file belongs to a farm entity that has a current Farmax subscription it can be saved using the File console.

- If the Farmax file is for a farm that does not have a current Farmax subscription you will first need to create a new farm. That will create a *FARMAX Analysis* sub and the Farmax file can be saved.

- Historical Farmax files that do not have a current Farmax subscription (and you don't want to create one) will be able to be opened Read-Only.

- Contact the HelpDesk for further information

FARMAX
YOUR ADVANTAGE

What if my files are lost in the Cloud?

- Your Farmax files are safely stored on a file server computer that has access to the internet (that's what a "Cloud server" is...).

- The files are backed up on a daily basis and stored in multiple locations.

- In the unlikely event that something drastic went wrong, contact the HelpDesk – we have ways and means to recover files for you.

FARMAX
YOUR ADVANTAGE

Can I save Farmax files on my computer or elsewhere?

- No.

- All Farmax files are stored on a secure Cloud file server backed up every day.

- If you need to save a variation of a Farmax file, save it as a scenario. Remember you can create unlimited scenario files for any farm entity with a current Farmax subscription.
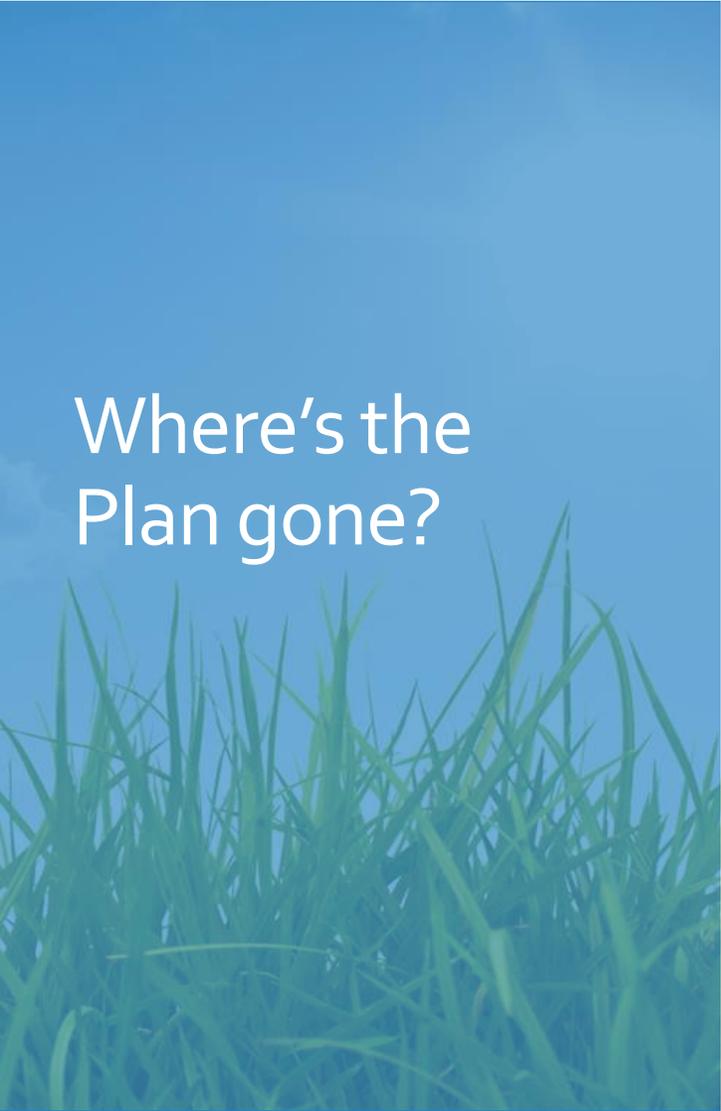
FARMAX
YOUR ADVANTAGE

I dropped my laptop in an effluent pond…

- Very bad luck!

- All Farmax files can be restored onto a new laptop .

- Changes to Farmax files made when you were not connected to the internet will unfortunately be lost.

- Get into the habit of pushing the save button in Farmax. This saves the Farmax file to the Cloud.
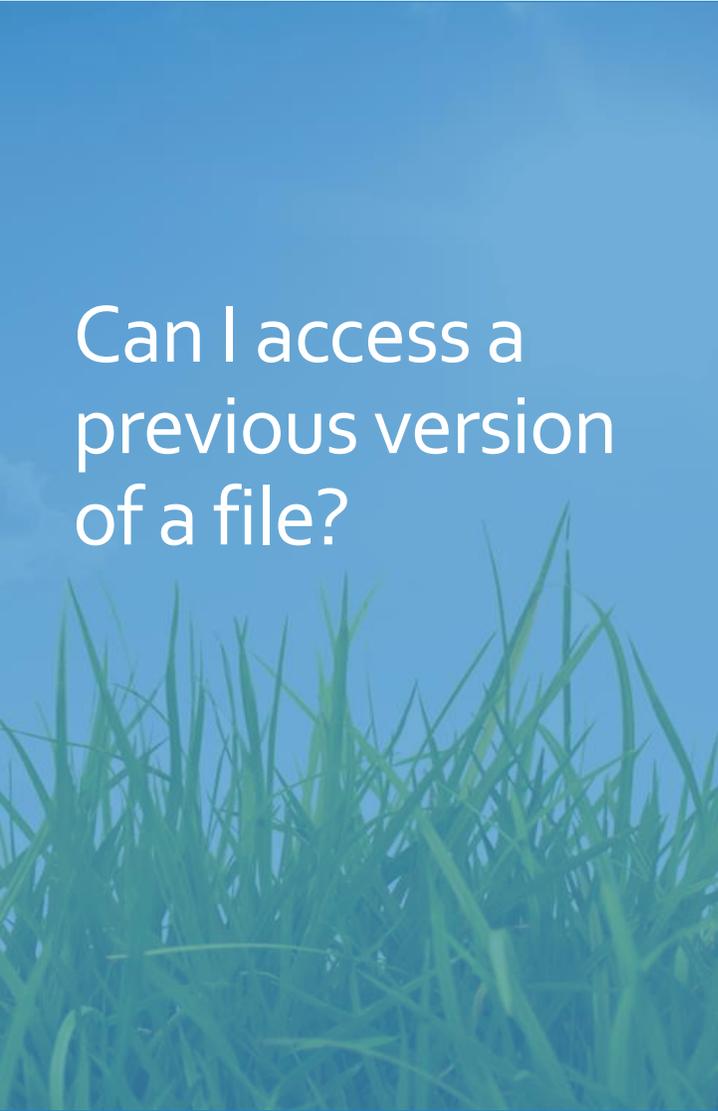
FARMAX
YOUR ADVANTAGE

Can I have more than one monitoring file for a farm?

- No.

- There is only ever <u>one</u> monitoring file for each farm entity.

- This is by design – there can and should be only one version of the truth.

- In the event that two users are working on the same monitoring file (this will not happen that often) and changes are made to both files, both users will be notified there is a conflict. One of the files will be the winner. You decide.....

FARMAX
YOUR ADVANTAGE

Where's the Plan gone?

- In earlier versions of Farmax files there was a plan and actual section. Many users found this very confusing and it caused a large number of HelpDesk calls.

- In Generation 7 or Cloud version of Farmax, the plan section is removed and used to create a new Farmax file. It is stored under the Plan section in the new Generation 7 File console.

- This means you can now have multiple Plan files and compare them to the monitoring file (containing actuals).

FARMAX
YOUR ADVANTAGE

Can I access a previous version of a file?

- Yes.

- Using the *Restore backup from* option in the **File** menu you can roll back to a copy of the Farmax file you have been working on that was saved in the background on a regular basis.

- If you are making a number of changes it is a good idea to save each iteration as a separate scenario file. They can always be deleted later.

FARMAX
YOUR ADVANTAGE

What happens when I create a new Farmax file using FAn?

- Creating a new Farmax file for an existing farm entity is easy – just click on an existing Farmax file and select "New File".

- You can also easily duplicate an existing file.

- If a farm entity does not exist, under the **Farm** menu in the File console select the "New Farm" option.

- CAUTION – remember creating a new farm triggers a *FARMAX Analysis* subscription for $200.

FARMAX
YOUR ADVANTAGE

Can I change the farm name and the farm area?

- No.

- New Farmax files can be created once a new farm entity has been set up.

- Once you have entered a farm name for the farm entity, the name is locked.
  - ......the name can be changed by contacting the Farmax HelpDesk, but there needs to be a valid reason given.

- The farm area can be changed but only a small amount +/- 10%.
  - ......the area can be changed further by contacting the Farmax HelpDesk, but there needs to be a valid reason given.

FARMAX
YOUR ADVANTAGE

What stops me from duplicating an existing Farmax file for a new customer?

….Farmax won't know and I saved myself $200 bucks…

- The farm name is locked and the farm area constrained when you duplicate a farm file.

- There's always going to be ways to "buck" the system.

- We are trying to create a fair and equitable pricing mechanism that supports your business and your clients.

- We'd expect the principle reason you have for creating a *Farmax Farm File* is to earn revenue for your business. Otherwise why would you bother?

- In utilising an effective tool to analyse and evaluate farm system options, and that leverages your time, we expect that you are happy to compensate us for the use of our IP*.
  - *In return we commit to improving our products and providing excellent service and support.*

*Intellectual Property

FARMAX
YOUR ADVANTAGE

What if I want to model the acquisition of some new land that's greater than 10%?

The farm area is locked in new Farmax files.....

- The easiest way is to create a new farm entity in Farmax, create a new Farmax file for the block of land being considered and then "Add" the new file to the existing farm to get a consolidated view.

- If you are buying 20ha off the neighbour, call the HelpDesk and ask us to change the area.

FARMAX
YOUR ADVANTAGE

24

I need to give another consultant full access to a file

How do I do that?

- There is only ever one "primary" consultant linked with a farm entity who has full access to the farm entity's Farmax files.

- The primary consultant can be changed – contact the Farmax HelpDesk.

- This may only be temporary, e.g. a consultant goes on holiday and asks a colleague to look after his clients.

FARMAX
YOUR ADVANTAGE

Can I upgrade to a higher Farmax product?

- Yes of course.

- *FARMAX Analysis (FAn)* files can be used to create the monitoring file for one of the FARMAX Monitoring service products[1].

- If the *FAn* file is converted to one of the monitoring products within 12 months, the *FAn* sub will be credited.

- *FARMAX Performance Monitoring (FPM)* subs can be upgraded to *FARMAX Professional* or *FARMAX Advantage* by notifying the HelpDesk.

[1] FARMAX Performance Monitoring, FARMAX Professional, FARMAX Advantage & Advantage +

FARMAX
YOUR ADVANTAGE

Can I cancel at any time?

- After six months you can cancel a Farmax monitoring service product[1] by giving one month written notice.

- If you want to cancel before six months you will still be charged a minimum of six months. This is because of the set-up and administration costs that needs to be recovered.

[1] FARMAX Performance Monitoring, FARMAX Professional, FARMAX Advantage & Advantage +
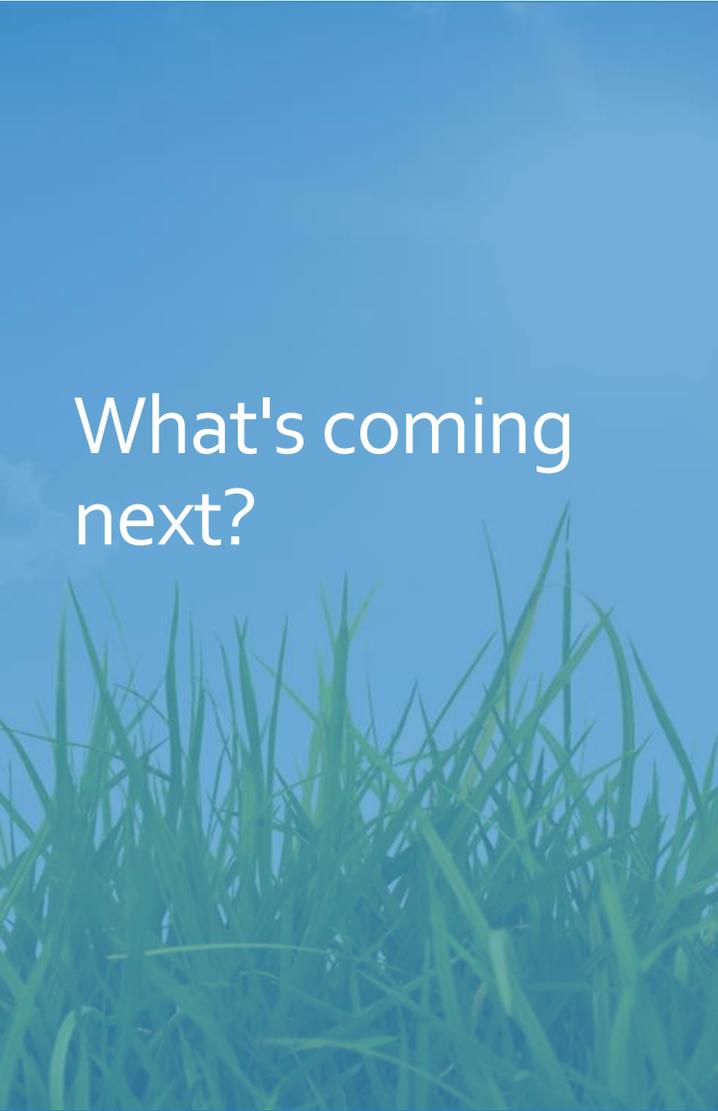
FARMAX
YOUR ADVANTAGE
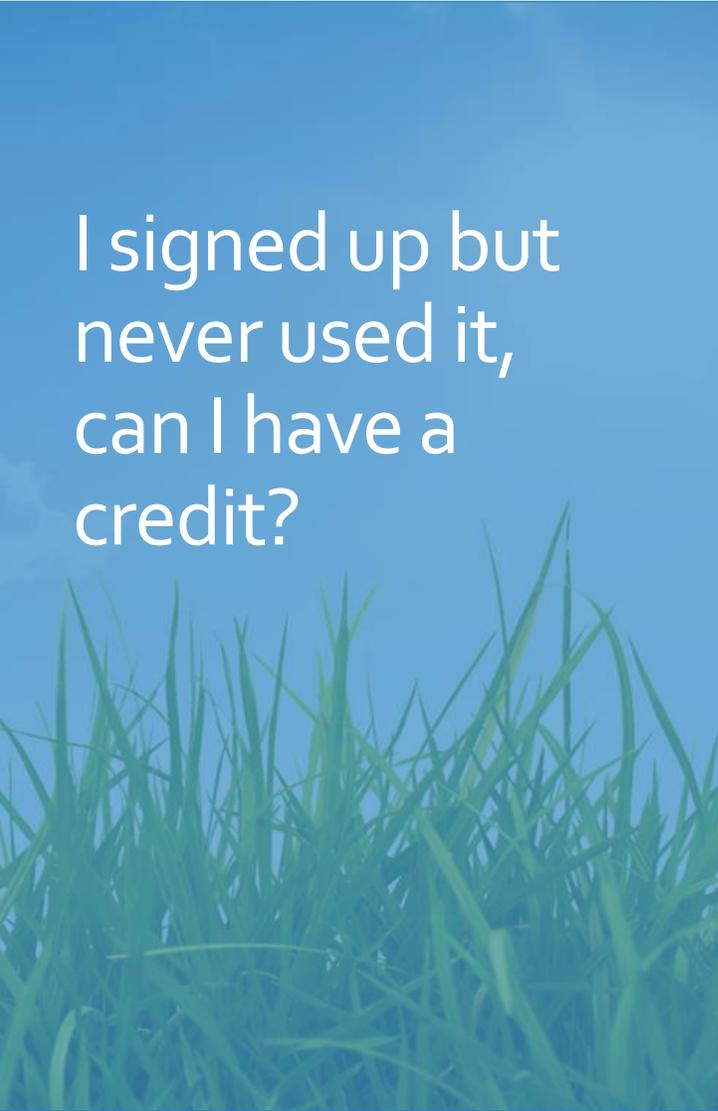
I signed up but never used it, can I have a credit?

- No, unfortunately.

- This is a bit like buying a car and then asking for a credit for the days you did not drive it.

- You can cancel after six months, but you will always liable for six months of the subscription.

- Please take the decision carefully. The Farmax monitoring system takes an investment in your time – that will not always be rewarded immediately, but the more data and information you collect the more valuable that information will become.

- We are always there to help you over the initial humps and hurdles of using Farmax.
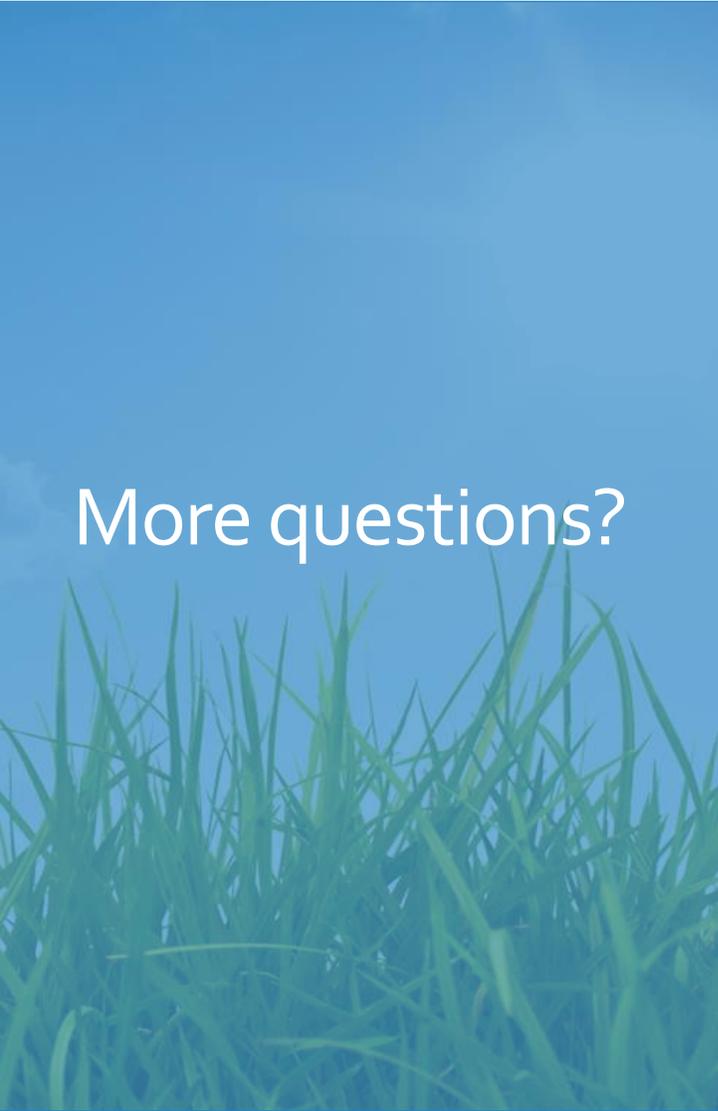
FARMAX
YOUR ADVANTAGE

If my client is paying for one of the FARMAX Monitoring services do I have access to their Farmax Files?

- Yes

- As long as you are designated as the "Primary" consultant you will have full access to your clients' Farmax files.

FARMAX
YOUR ADVANTAGE

What's coming next?

- Plenty......

- Integration with FarmIQ

- Revision of Feed Intake equations

- Block-level feed budgeting

- New benchmarking reports

- .....and some other stuff we can't say yet....

FARMAX
YOUR ADVANTAGE

More questions?

- Refer to the Farmax website for more information on Generation 7 products
  - http://farmax.co.nz/generation-7/

- Please contact the HelpDesk
  - 0800 327 629

Thank you

FARMAX
YOUR ADVANTAGE