

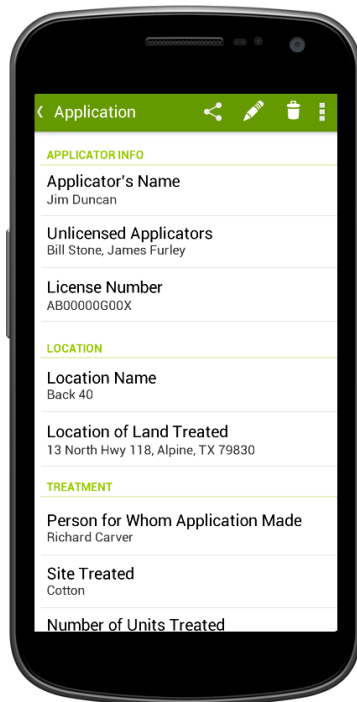
STANDARDS-COMPLIANT RECORDKEEPING IN YOUR POCKET

How CollectivePoint transformed a state-mandated recordkeeping process from paper to mobile devices.

Opportunity

There are approximately 50,000 licensed pesticide applicators in the state of Texas. These include companies, municipalities, and private individuals. Each of them must keep detailed records each time they perform any sort of pesticide application, and these records must always be up to date and available to state inspectors. Today, many of these records

are kept on paper forms that are easily lost or damaged or in spreadsheets that are time-consuming to maintain and difficult to track.



The Crop Data Tracker app for Android and iOS eliminates much of this burden by providing applicators with an easy-to-use way to quickly and accurately create and maintain records right from their phones.

Although there are similar apps already on the market, Crop Data Tracker is the first to be specifically tailored for local reporting requirements. This way, applicators have the peace of mind of knowing that their records are always inspection-ready.

This version of the app targets pesticide applicators in Texas, but almost every state has similar regulations regarding the use of pesticides. These rules normally cover farmers, ranchers, golf courses, commercial pest control companies, and municipalities. There is a massive nationwide opportunity for CollectivePoint to distribute apps that have been tuned to meet requirements for other states.

Most states have detailed recordkeeping requirements for any entity that holds a pesticide applicator license. This includes commercial pest control companies, farmers, golf courses, government agencies, and more. In Texas, applicators must record every application, including location, time of application, weather conditions, and all materials applied. These records must be maintained for two years and are subject to inspection at any time.

Solution Focus

Because this app will run on both Android and iOS, CollectivePoint wanted to maximize code reuse while allowing for expansion. Future versions of the Crop Data Tracker app may include cloud-based sharing and storage options, as well as added recordkeeping and data tracking features.

Solution Technologies

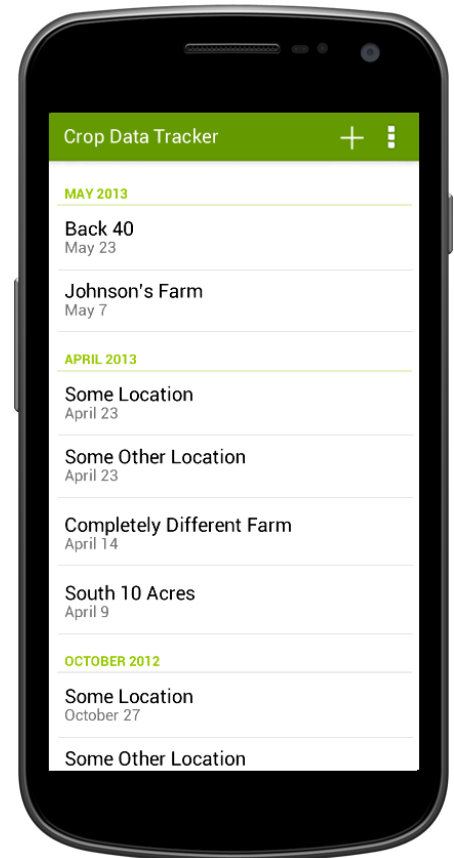
- Xamarin Studio
- MySQL

CollectivePoint chose Xamarin for the development platform. Xamarin is built upon .NET and allows up to 90 percent code reuse between Android and iOS. This dramatically reduces development effort and drives down maintenance costs. Additionally, it opens the door to the addition of powerful features such as those offered by Windows Azure.

Users are able to share records via e-mail. This allows them to forward their data to other users, inspectors, or for long-term storage on their computers. Future versions may offer enhanced sharing and storage options, including Dropbox and iCloud.

Because there is an significant opportunity to market the app to states outside of Texas, the data model has been designed to be highly flexible. This way, it can accommodate changing data needs without undue complexity.

For the same reason, the user interface incorporates as many standard, off-the-shelf components as possible. Avoiding the use of custom UI components helps increase code reuse and reduces time to market.



Team Composition

Team Size: Small

- Project manager
- UX designer
- Developer
- QA

Next Steps

The Crop Data Tracker app is available for Android and iOS 6. Work is beginning on an updated version for iOS 7. CollectivePoint is reviewing user feedback and planning for added features, including cloud storage and enhanced sharing options.