

Smithfield Cattle Company Boosts Efficiency with GoCanvas Analytics



Overview

Smithfield Cattle Company, a custom lot feeding business, has successfully integrated GoCanvas® into its operations to streamline data collection and reporting. This integration has significantly improved operational efficiency, compliance, and decision-making capabilities. By leveraging GoCanvas, Smithfield has been able to capture data electronically, which is then integrated into Power BI dashboards for real-time reporting. This transformation has allowed the company to better manage its remote operations and meet strict reporting requirements under Australia's National Feedlot Accreditation Scheme.



The Background

Smithfield Cattle Company operates in the livestock industry, focusing on custom lot feeding for clients. QA and Systems Manager Lisa Watson has played a crucial role in implementing technology solutions to enhance business processes across the company. Smithfield's operations are spread across remote areas, making reliable data collection and reporting essential. The company's accreditation under the National Feedlot Accreditation Scheme necessitates rigorous reporting standards, which GoCanvas has helped to fulfill.



The Problem

Before adopting GoCanvas, Smithfield faced significant challenges with traditional paper-based reporting. This method was time-consuming, prone to errors, and often resulted in damaged or lost records due to harsh weather conditions in the field. The lack of real-time data availability hindered decision-making and compliance reporting. Additionally, the operational team's inability to efficiently submit data from remote sites led to delays in data entry and analysis.

Challenges:

- Inefficient paper-based compliance documentation
- Delays in data collection and analysis
- Resource-intensive data entry

SMITHFIELD

CATTLE COMPANY

OVERVIEW

Industry: Agriculture, Cattle Feedlots

HQ Location: Queensland, Australia

Website: [Visit Here](#)



GoCanvas Analytics has evolved how we manage resources across our sites, directly impacting how effectively we care for **over 20,000 cattle at each location.**

—Lisa Watson, Systems and QA Manager



The Solution

In 2018, Lisa implemented GoCanvas to digitize the company's documentation process, citing the GoCanvas platform's simplicity and reliability as key factors in the decision. With GoCanvas, Lisa created various forms such as job information sheets, site inspections, injury reports, and incident reports that allowed field workers and subcontractors to submit detailed and professional documentation directly from their mobile devices.

Key Features:

- Digital forms for work orders and inspections
- Integration with Quickbase for seamless data flow
- Real-time form submission from the field
- Consistent and user-friendly interface



The Outcomes

GoCanvas was implemented to address these challenges by enabling electronic data capture. The platform's offline capability was particularly beneficial for Smithfield's remote operations, allowing field teams to collect data without relying on internet connectivity. This data was then synchronized and integrated into Power BI dashboards, providing real-time insights for management. GoCanvas also facilitated automation of tasks such as fuel records, which previously required manual entry into spreadsheets.

With GoCanvas, Smithfield has realized improvements in:

Time savings: The transition to GoCanvas significantly reduced data entry time for the company's administration team. Real-time data availability allowed for quicker decision-making and more efficient management tools.

Compliance: GoCanvas simplified compliance reporting by providing easy access to audit-ready records, making it easier for Smithfield to meet annual audit requirements.

Decision-making: With real-time data, Smithfield management can make faster decisions on resource allocation and animal welfare, enhancing operational efficiency.

Customization and integration: GoCanvas's customizability allowed it to fill gaps in existing systems, making it a versatile tool for various operational needs. Smithfield is using GoCanvas for tasks such as training records and vehicle maintenance, further streamlining operations.

Ready to Streamline Your Operations? GoCanvas helps teams work smarter with real-time data, mobile forms, and automated workflows that drive efficiency and cut costs. Reach out to your sales rep today to learn how you can take the next step.

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