



# Customer Service

*Joining industry knowledge with professional technical assistance, while practicing common courtesies*

*Cow Sense® Herd Management Software and the Suite of products provide you an easy to use yet powerful tool to assist you in your herd management needs. If you have questions regarding the use of the software we offer many options.*

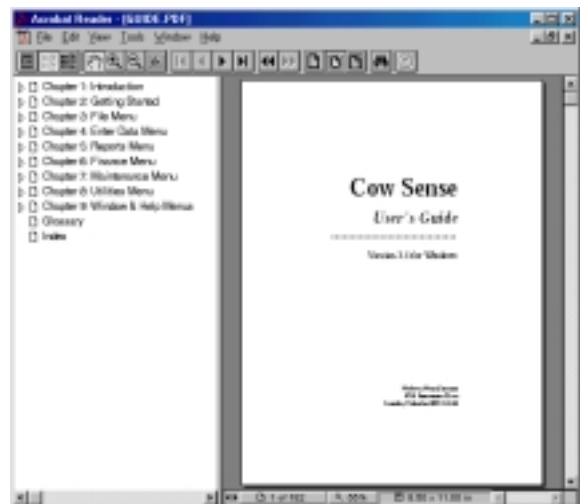
## *Included Product Assistance*

- **Getting Started** - With the purchase of Cow Sense you receive 30 days or 30 minutes of support from first contact. This added bonus demonstrates our commitment to our customer and our products while making getting started a snap!
- **Online Help** – Your Cow Sense program comes with a complete online help section. Simply press F1 and this tool provides you searchable topics and “how to” ideas to get you on your way.
- **Users Guides** – Cow Sense provides you complete electronic documentation with your software purchases. The Users guide contains easy to reference information, typical screen captures, and comprehensive indexes that can be viewed on your system or printed for your convenience.
- **Training Seminars** – are available at various sites around the country and at our headquarters in Lincoln, NE. Cow Sense training seminars provide the practical hands on experience many users desire.
- **Sample Systems** – provide users sample herds to experience the flexibility and power of Cow Sense.

*Help is just a click away!*



*Included  
Online  
Help*



*Complete  
Users  
Guide*

**And there's more...** Even with the included assistance, sample information, and included technical support time our Customer Service Professionals are ready to help you get the most out of your program. This is where your Value Based Service (VBS) plans provide you that friendly voice and the technical assistance to meet your individual operation's needs. Our VBS plans not only provide you answers to your questions but also allow for the user to receive the maximum benefit from our products.

# Commitment...

## That's Cow Sense Customer Service

*Cow Sense offers industry leading products and services backed by great people committed to helping you receive the most benefit from your herd management products. Our highly skilled team of customer service professionals is dedicated to your success and understands how Cow Sense and the Cow Sense Suite of Products can benefit your operation.*

### **Money Back Guarantee**

- *If you are not completely satisfied with your Cow Sense Herd Management Software products within 30 days of purchase, we will refund your money without question or hassle!*

### **Minimum System Requirements**

Windows 95 or higher  
Pentium Processor  
50 MB of Hard Drive space  
32 MB RAM

*Our Customer Service goal is to answer your questions efficiently and effectively. Our service professionals work with cattle producers every day addressing their needs and finding practical solutions.*



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### **Value Based Service (VBS) Plans**

*Cow Sense offers various levels of Value Based Service. Each level offers the Cow Sense user the necessary flexibility to achieve the most benefit from their software purchases.*

### **VBS Benefits include:**

- Toll-free number
- Guaranteed response times
- E-mail support
- Updates to latest versions available at the web
- Printed quarterly support statements

### **Choose from the following VBS plans**

- **VBS Interactive (includes Cow Sense Corral)**
  - An email News Group for the Cow Sense family of products
    - \$35.00 annual fee
- **VBS Direct**
  - Use for telephone and priority email
    - \$60.00 for 60 minutes
- **VBS Pay per call**
  - Only available for telephone support
    - \$29.95 per call

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*Midwest MicroSystems is dedicated to improve the economic position and success of our customers by providing the most current, highest quality, integrated information management systems for the beef industry...*