CROPDEFENDER.COM -- HANDHELD AND ONLINE SOFTWARE FOR SCOUTING, REPORTING, AND MANAGEMENT

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Abstract

Recent food safety concerns, organic production, genetically modified organisms, and government reporting requirements have created a need for more accurate field records. However, record keeping systems tend to be expensive, inflexible, and cumbersome. This discourages many growers and crop consultants. CropDefender.com addresses these weaknesses, saving time and money for the individual producer.

Product Summary

Key features of CropDefender (figure 1) are:
- Track inputs, field operations, storage and cleanouts
- Field Scouting
- Create custom task lists
- Create reports on the handheld or on-line
- Back up data online
- GPS capable

Figure 1. CropDefender runs on PocketPC handhelds and SmartPhones.

All CropDefender templates can be customized for your business needs. View everything you want without paging through things you don't need. The web interface makes it easy to build your personal record keeping system. Users can create reports, view regional averages, and export data in Microsoft Excel format.

PocketPC handhelds or PocketPC Smartphones are used to gather data on-site (figure 2). The CropDefender handheld can operate as a stand-alone system. Users can create basic reports and view data right in the field. These reports can be shared with others via wireless services. Third-party programs also allow printing directly from the handheld computer.

The CropDefender website offers additional options for reviewing your data and creating reports. Synchronizing the handheld with the CropDefender website insures that your data is professionally archived, and you can view your data or create reports from any computer with an internet connection. Our website also allows you to view national, state and local averages. These averages are only generated when there is sufficient data to protect individual identities. CropDefender is serious about respecting the privacy of our users. The only personal information on our server is your userID, password, and county. We do not record your name or address, and all credit card transactions are handled through a third party.
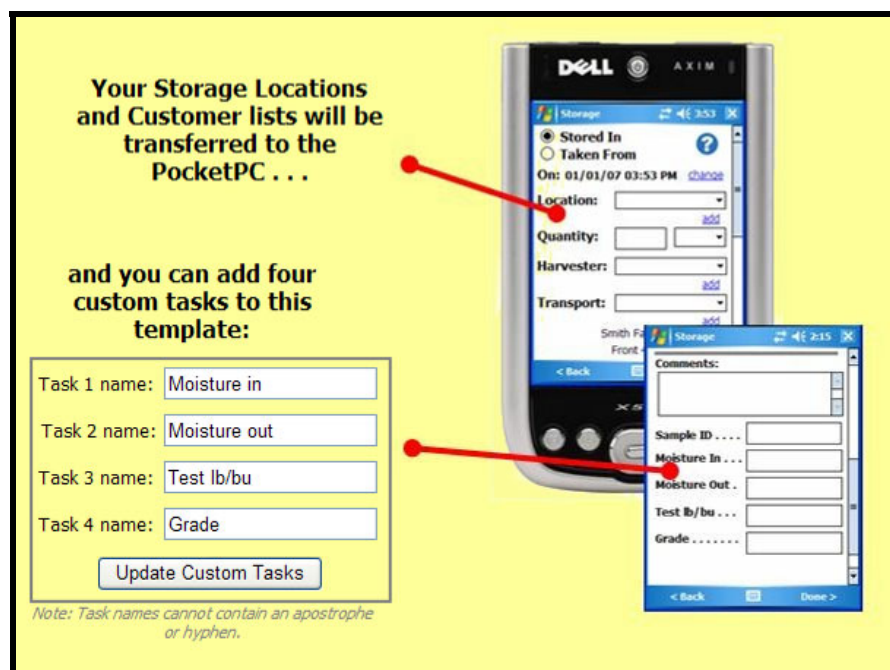

Figure 2. This snapshot of the CropDefender website shows how easy it is to customize your forms. Simply type in changes and download to your handheld.

CropDefender's free service includes standardized templates for common tasks such as crop inputs, field operations, scouting, crop storage and equipment cleanouts. You can add at least four custom fields to each standard template.

Professional services start at $99/year, offering additional template options, GPS location, and technical support. With CropDefender Professional it is fast and easy to build complete custom templates for all your field data requirements (table 1). Professional members also receive priority on future features that will be added to CropDefender. No additional fee is required to gather data on multiple handhelds, and all software upgrades are included.

Looking for a way to easily share data among members of a group? Group members can access common data templates, gather data individually, and then share their results on-line. We will be happy to work with your group to customize which data is shared and how the data is presented.

Advanced features, such as voice data entry, are available to corporate customers. With this option, the only hardware needed to gather field data is a mobile phone. The CropDefender website allows you to easily create custom voice templates. Users call a toll-free number and are prompted for each entry. Data is entered by voice or via the phone keypad. The captured data can be stored in the CropDefender database or in your own corporate database.

Table 1. Competitive comparison.

	CropDefender Professional	Field Recon	Farm Trac Mate	SST Stratus
Software cost - one handheld	**$99 per year**	$650	$500	$600
Software cost - each additional handheld	**$0**	$100	$250	$100
Access your data and create reports	**Handheld or Desktop**	Desktop only	Desktop only	Desktop only
Print or email reports directly from handheld	**Yes, with third party software**	No	No	No
Customizable data forms	**Complete customization**	Limited customization	Limited customization	Limited customization
Professional data backup	**Yes**	No	No	No
Share data with group members	**Yes, custom or standardized forms**	No	No	Yes - standardized forms only
View national, state, and local averages	**Yes, if sufficent data to protect identity**	No	No	No
GPS location	Yes	Yes	Yes	Yes
GIS functions - map fields or view boundaries	No	Boundaries only	**Yes**	**Yes**
Technical support & upgrades	Email support included	$100/yr + $15 each additional handheld	$300/year	$200/yr + $100 each additional handheld
3 year cost - 1 handheld, support and upgrades	**$300**	$850	$1,100	$1,000
3 year cost - 5 handhelds, support and upgrades	**$300**	$1,300	$2,100	$2,200

Conclusion

Try CropDefender's basic service for free. We believe most users will like what they see and will want the added features of our Professional Service. Special pricing is also available for Agricultural Extension and university groups. For more information, visit us at www.CropDefender.com.