

01 / SIX SHORT STEPS

Build an estimate in minutes

Enter the farm facts, compare treatment options, then review customer benefit.

The screenshot shows the NOMAD X MilkMath Dairy Pricing interface. At the top, there's a header with the NOMAD X logo, 'MilkMath DAIRY PRICING', and summary statistics: Monthly customer net (\$1,075 – \$2,944), Yield revenue increase / month (\$12,289), and Treatment cost / month (\$9,345 – \$11,214). There are links for 'Scenario Explorer' and 'Settings'. Below the header, a toggle for 'Show NomadX details' is present. The main content area is divided into two columns. The left column, titled 'Your scenario', includes a 'Reset' button, a 'Workbook v2 (latest)' section with 'Download JSON' and 'Load JSON' buttons, a note about backup including all inputs, and input fields for 'Herd size' (1000 cows) and 'Water per cow per day' (50.00 gal). It also shows 'Total water per day: 50,000 gal' and a 'Treatments' section with a checked box for 'Water maintenance'. The right column, titled 'Ask the pricing model', includes a plus icon and a note to 'Use herd size, treatment options or Customer ROI.'. Below this is a 'COST COMPARISON' section with a '1,000 cows' filter and a 'Customer & email' button. It displays 'Modeled concentrations: Water maintenance 1 ppm · Shock 100 ppm · Hoof bath 30 ppm · Teat Wash 500 ppm · Surface treatment 50 ppm' and a note about pricing assumptions. The 'LOWEST MODELED COST*' section shows the 'Generator' model with a cost range of '\$9,344.63 – \$11,213.56 per month' for '5 selected treatments · Low-High customer prices'. At the bottom, there's a table for 'Customer cost / day' and 'Cost / cow / day'.

1 Start with the farm

Enter **Herd size** and **Water per cow per day**. Total daily water is calculated for you.

2 Choose treatments and update

Check only the services you want. Open **Adjust assumptions** if needed, then press **Update comparison**.

3 Compare customer prices

Generator, Liquid and Pouch show Low-High ranges. Use **Show costs** for daily, monthly, yearly or per-cow figures.

Optional shortcut: expand **Ask the pricing model** and try “Water only for 1,000 cows.” Keep **Show NomadX details** off when presenting to customers.

02 / SIX SHORT STEPS

Tune only what the farm needs

Treatment-specific inputs appear when that treatment is selected.

The screenshot shows a scrollable panel with the following sections:

- Surface treatment**
 - Surface treatment concentration: 50.00 ppm
 - Workbook default: 50 ppm
- Building area / milking rooms**
 - 200000.00 sq ft
- Equipment – milking stations**
 - 10 count
- Percentage to treat**
 - 50.00 %

At the bottom, a note states: "Percentage applies to room area. Equipment adds one gallon per station, following the workbook."

WHAT CAN I CHANGE?

Water maintenance

Concentration (ppm); daily water use is entered in the scenario.

Surface treatment

Concentration, building area, milking stations and percentage of area to treat.

Shock

Concentration, system-fill gallons and treatments per year. Blank fill uses herd size.

Hoof bath

Concentration and daily gallons per cow.

Teat Wash

Concentration and daily mL per cow. Available in Workbook v2 only.

1 Begin with workbook defaults

Values are filled from the selected workbook. Change only the assumptions you need, then press **Update comparison**. The scenario panel scrolls separately.

Concentration is a pricing assumption. A cheaper ppm value does not establish effectiveness. Changing ppm does not automatically change the assumed milk increase.

03 / SIX SHORT STEPS

Read the customer return

Customer ROI connects milk production and milk value to treatment cost.

Daily milk for herd 7758.14 gal Baseline gallons per day; linked to lbs per cow	Milk price per gallon 1.44 \$/gal Linked to price per 100 lbs	Milk increase 3.50 % Workbook default: 3.5%
Baseline daily milk yield 66.72 lbs Per cow per day	Milk price 17.29 \$/cwt cwt = 100 lbs	
Results match the current scenario.		
Herd milk per day: 7,758.14 gal baseline → 8,029.67 gal projected.		
Baseline yield / cow / day 66.72 lbs / 7.76 gal	Projected yield / cow / day 69.06 lbs / 8.03 gal	Milk price \$0.17/lb / \$1.44/gal
Yield revenue increase / month \$12,288.99 For the entire herd	Treatment cost / month \$9,344.63 – \$11,213.56 Generator · Low–High prices	Monthly customer net \$1,075.43 – \$2,944.36 9.59% – 31.51% return on treatment cost
Customer net = additional milk revenue + workbook SCC premium – treatment cost. The assumed milk increase applies to the selected treatments; it is not a measured benefit.		

- 1 Enter production and milk price**
 Set herd gallons/day or per-cow pounds/day; the units are linked. Set milk price and **Milk increase** (default 3.5%), then press **Update ROI**.
- 2 Look at monthly customer net**
 Choose a provider. Net = added milk revenue + quality premium - treatment cost. A negative number means the modeled benefit is below treatment cost.
- 3 Save a reusable scenario**
 Use **Download JSON** for a full backup; use **Load JSON** to restore it. These files include hidden internal inputs and should stay with your team.

The fixed top banner follows the selected ROI provider. Milk improvement is an assumption, not a guaranteed result. Lowest modeled cost still requires equipment suitability confirmation.

04 / SIX SHORT STEPS

Explore a range, not just one farm

Open Scenario Explorer to see how changing assumptions affects the result.



1 Pick your scenario and result

Choose treatments, fixed assumptions and **What to plot** (for example, monthly customer net). Set each varied input's minimum, maximum and samples.

2 Choose the plot type

1 input: 2D curves. **2 inputs:** 3D surfaces. **3 inputs:** surfaces with a slider for the third input. Press **Generate plot**.

3 Style it and download

Toggle providers, change their colors, and edit the title or axis labels. Export **PNG** or **SVG**. Explorer JSON also saves ranges and plot appearance.

Start with a small number of samples (up to 5,000 scenarios total). Plots use one pricing tier, shown below the chart. 3D SVG exports contain a rendered surface image.

05 / SIX SHORT STEPS

Prepare the customer follow-up

From Pricing, press Customer & email after checking the scenario and ROI.

CUSTOMER FOLLOW-UP Close x

Prepare an estimate email

Capture the customer's details, then review their email and attached estimate.

Name Company optional

Email Estimate option

The estimate uses your current scenario and includes customer pricing, ROI and treatment assumptions. Supplier names and NomadX financial details are excluded.

Preview email & estimate

Review the recipient, message and attached estimate below.

From info@nomadxholdings.com
To NomadX review <gcandales@nomadxholdings.com>
Subject Customer follow-up: Your NomadX dairy treatment estimate

1 Capture the contact and option

Enter a first or full name, optional company and customer email. Choose Generator, Liquid or Pouch, then press **Preview email & estimate**.

2 Check the recipient and attachments

Download the customer PDF to review the figures. In internal review mode, you can also download the full parameter JSON. Scroll inside the dialog to reach the send button.

Default: Send internal review. Your team receives the contact details, PDF and JSON; the customer receives nothing. **Direct customer mode:** the customer receives the personalized message and PDF only. Always check the "To" line.

06 / SIX SHORT STEPS

Set up once, reuse at every event

Open Settings to personalize the experience and your follow-up emails.

Follow-up preferences

When a customer estimate is submitted

Send to our team for review (default) ▾

Review mode sends your team the customer's contact details, customer PDF, and complete parameter JSON. Customer mode sends only the customer-facing email and PDF. Sending happens when you submit the preview; saving settings never sends email.

Internal review email

gcandales@nomadxholdings.com

Used in review mode instead of the customer's address. JSON backups include internal pricing inputs, so choose an address belonging to your team.

Event / location optional

e.g. World Dairy Expo, Madison

1 Choose your email workflow

Keep review mode for team follow-up. The default review address is **gcandales@nomadxholdings.com**; change it to another team address if needed.

2 Personalize the message

Set the event/location, signature, subject and body, then **Save email settings**. Tokens such as **{FirstName}** and **{EventLocation}** personalize each message.

3 Choose appearance and workbook

Light is the default; Dark is available. Workbook v2 includes Teat Wash. v1 shows an unavailable warning. **Back up JSON before changing workbooks**, because scenarios and plots reset.

Email settings are shared by the team; theme and workbook selection are saved per browser. If sending is disabled, ask your administrator to configure Microsoft 365. A preview does not send email. After an uncertain send result, check Outlook Sent Items before trying again.