



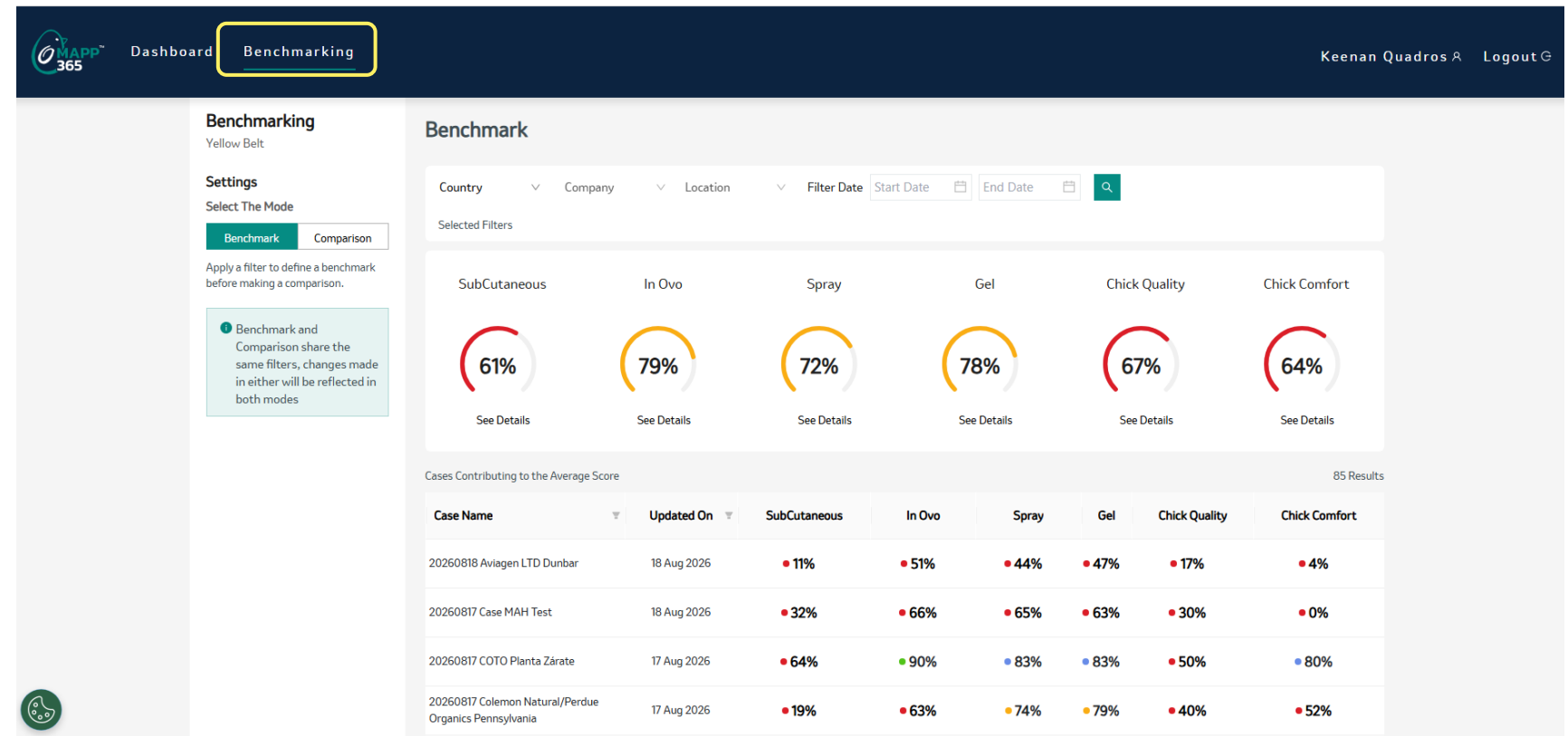
MAPP365 FAQ

Benchmarking

MAPP365 - MSD ACTIONS FOR POULTRY PERFORMANCE 365

Accessing Benchmarking

- The Benchmarking feature is a new feature added to the system.
- It can be accessed from the Benchmarking Tab in the top navigation bar
- Benchmarking contains two Modes: Benchmark and Comparison.



Defining the Benchmark

- In the Benchmark Mode, we define the benchmark
- Here you can use the available filters to determine the cases included in the benchmark. This could be based on Country, Company, specific hatchery or a date range.
- You can even select a specific case by selecting the evaluation date.
- By default, the system will display the list of all cases and their average scores based on the country the user has permission to access

Benchmarking

Yellow Belt

Settings

Select The Mode

Benchmark
Comparison

Apply a filter to define a benchmark before making a comparison.

Benchmark and Comparison share the same filters, changes made in either will be reflected in both modes

Benchmark

USA
Amick
Location
Filter Date
Start Date
End Date

Selected Filters
USA
Amick

Benchmarking

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Settings

Select The Mode

Benchmark
Comparison

Apply a filter to define a benchmark before making a comparison.

Benchmark and Comparison share the same filters, changes made in either will be reflected in both modes

Benchmark

Country
Company
Location
Filter Date
Start Date
End Date

Selected Filters

SubCutaneous
61%
See Details

In Ovo
79%
See Details

Spray
72%
See Details

Gel
78%
See Details

Chick Quality
67%
See Details

Chick Comfort
64%
See Details

Cases Contributing to the Average Score

85 Results

Case Name	Updated On	SubCutaneous	In Ovo	Spray	Gel	Chick Quality	Chick Comfort
20260818 Aviagen LTD Dunbar	18 Aug 2026	11%	51%	44%	47%	17%	4%
20260817 Case MAH Test	18 Aug 2026	32%	66%	65%	63%	30%	0%
20260817 COTO Planta Zárate	17 Aug 2026	64%	90%	83%	83%	50%	80%

Viewing the Benchmark

- After selecting the filter, the system will display a Summary of all the cases or case included in the filter selection with the average score for all categories – Subcutaneous, In ovo, Spray, Gel, Chick Quality and Chick Comfort
- Below the average you can see all the cases that are contributing to the average displayed.

Benchmarking

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Settings

Select The Mode

Benchmark

Comparison

Apply a filter to define a benchmark before making a comparison.

1

Benchmark and Comparison share the same filters, changes made in either will be reflected in both modes

Benchmark

USA

Amick

Location

Filter Date

Start Date

End Date

Q

X

Selected Filters

USA X

Amick X

SubCutaneous

75%

See Details

In Ovo

87%

See Details

Spray

86%

See Details

Gel

85%

See Details

Chick Quality

77%

See Details

Chick Comfort

72%

See Details

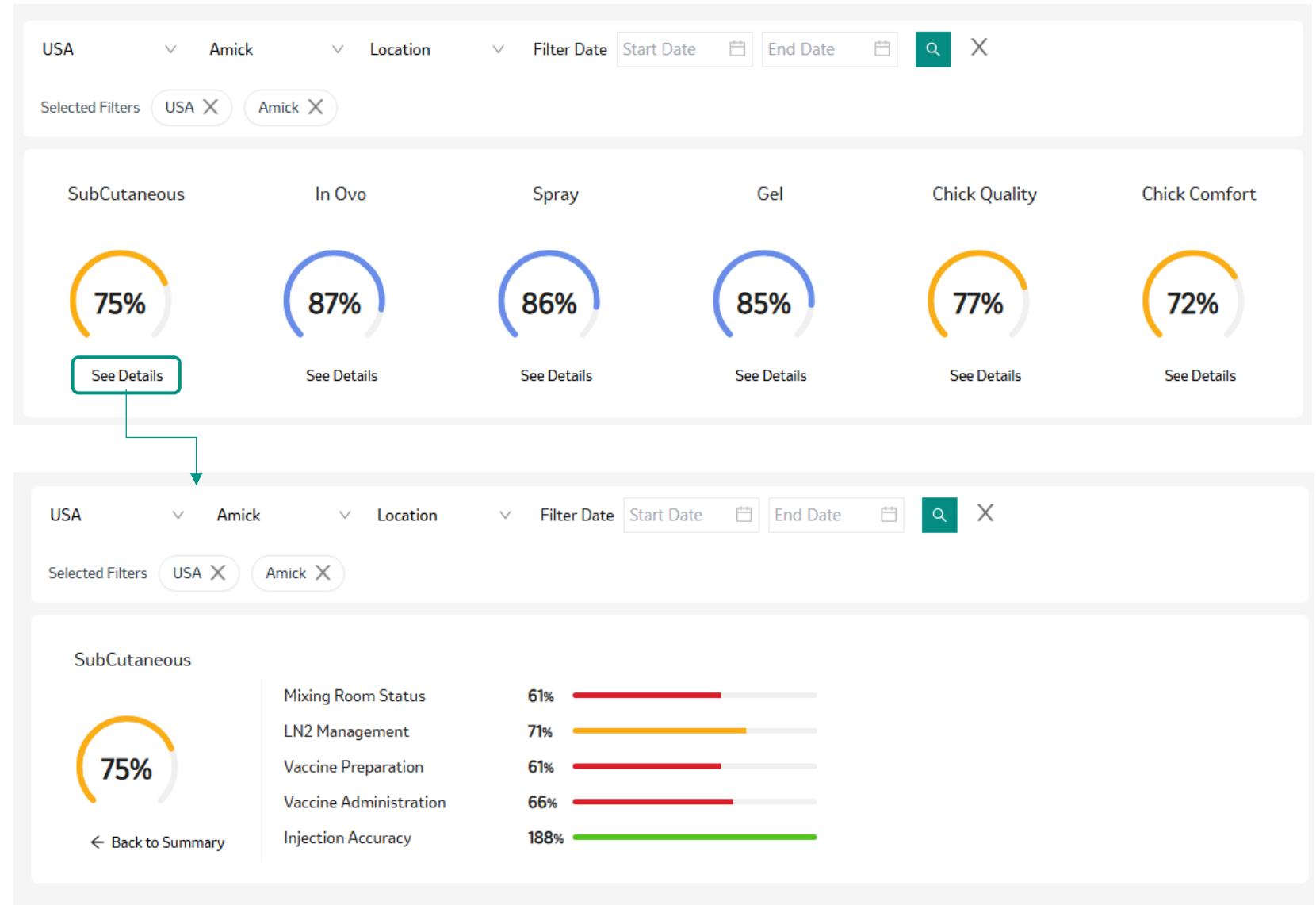
Cases Contributing to the Average Score

8 Results

Case Name	Updated On	SubCutaneous	In Ovo	Spray	Gel	Chick Quality	Chick Comfort
20260715 Amick Hurlock	15 Jul 2026	47%	65%	68%	68%	50%	48%
20260513 Amick Hurlock	14 May 2026	0%	0%	0%	0%	0%	0%
20260513 Amick Hurlock	14 May 2026	100%	0%	0%	0%	0%	0%
20260513 Amick Hurlock	14 May 2026	0%	0%	0%	0%	0%	0%

Viewing Category Details

- You can also click on “See details” under each category to have a more in-depth insight on what were the average scores of the sub-categories



Selecting Cases for Comparison

- After defining a benchmark, you can select cases for comparing results.
- To do this click on the Comparison Mode in the left panel.
- The same filters are shared across both modes, so a filter change in “Comparison” is reflected in the “Benchmark” mode.
- Cases from the filtered list can be selected using the checkboxes.
- Selected Cases appear in the left panel where you can remove them by clicking on the “x” icon before comparing.

Benchmarking

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Settings

Select The Mode

Benchmark
Comparison

Selected Cases:

20260512 Amick Monetta X
20260715 Amick Hurlock X

Compare case against

☒ Average of all filtered cases
☐ Top 25% score by category

Top Score

Information icon Average and Top 25% are calculated based on the filters applied

Compare

Comparison

Select cases for comparison against the current benchmark

USA
Amick
Location
Filter Date
Start Date
End Date

Selected Filters
USA X
Amick X

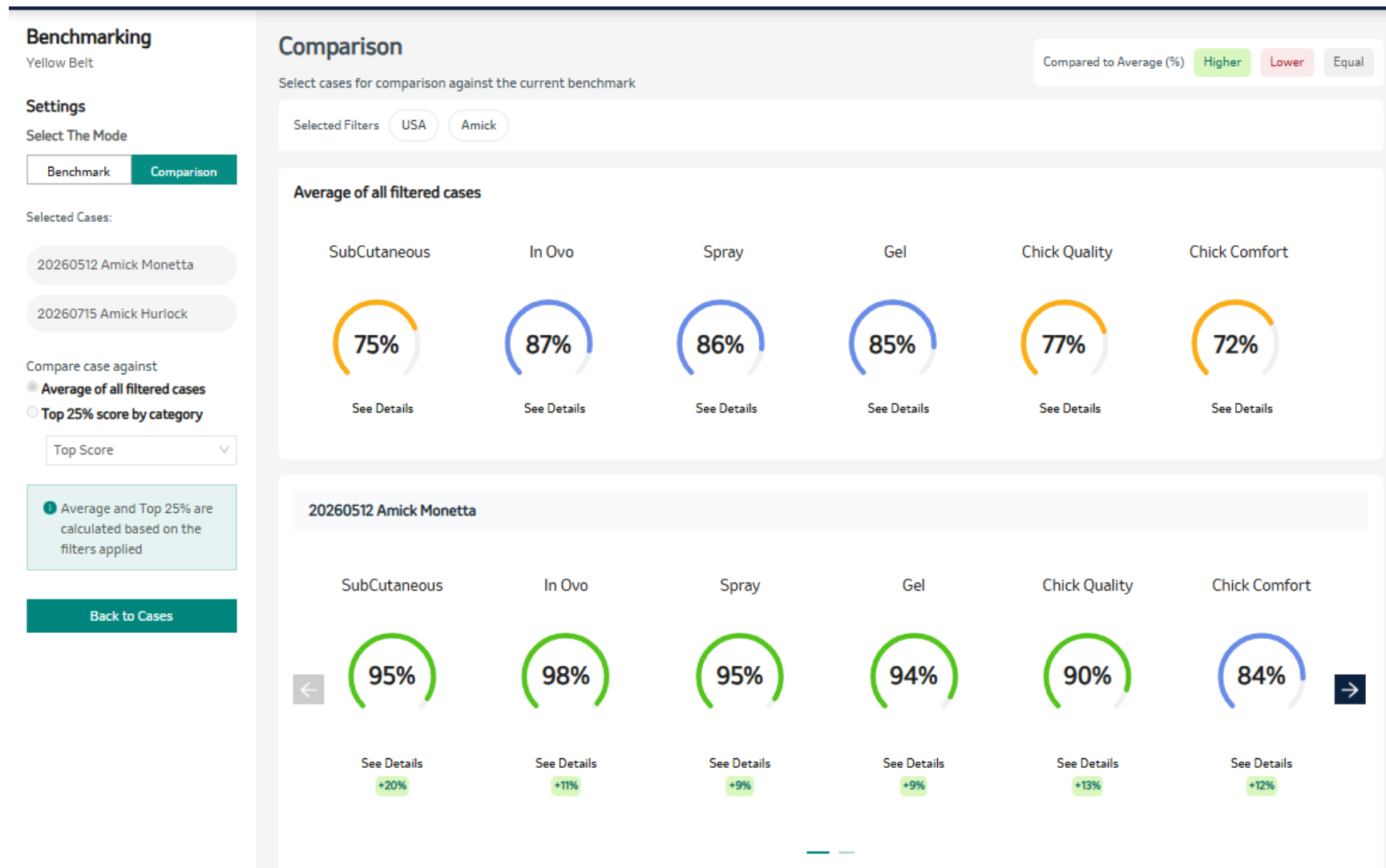
Cases Contributing to the Average Score 8 Results

☐	Case Name	Updated On	SubCutaneous	In Ovo	Spray	Gel	Chick Quality	Chick Comfort ↑
☐	20260513 Amick Hurlock	14 May 2026	0%	0%	0%	0%	0%	0%
☐	20260513 Amick Hurlock	14 May 2026	100%	0%	0%	0%	0%	0%
☐	20260513 Amick Hurlock	14 May 2026	0%	0%	0%	0%	0%	0%
☐	20260513 Amick Hurlock	14 May 2026	40%	0%	0%	0%	0%	0%
☐	20260512 Amick Hurlock	13 May 2026	0%	0%	0%	0%	0%	0%
☒	20260715 Amick Hurlock	15 Jul 2026	47%	65%	68%	68%	50%	48%
☒	20260512 Amick Monetta	12 May 2026	95%	98%	95%	94%	90%	84%
☐	20260512 Amick Monetta	12 May 2026	95%	98%	95%	94%	90%	84%

Comparing against the Average of all Cases

To compare the selected cases against the average performance of all cases matching the filtered criteria:

- In the left panel, the “Average of all filtered cases” will be selected by default. This uses the average category scores from all cases matching the active filters.
- Click on the “Compare” button
- The Average scores of the filtered cases will be displayed at the top with the cases you selected displayed at the bottom.
- The system will also display if the compared case has a Higher, Lower or Equal score to the benchmark above.
- You can use the left and right arrow buttons to cycle through the selected cases.



Comparing against the Top 25% by Category

Alternatively, you can compare selected cases against the average of the highest-performing cases for a chosen category:

- In the left panel, select “Top 25% Score by Category”.
- Then choose a category from the dropdown list.
- The Average scores of the Top 25% cases of the selected category will be displayed at the top with the cases you selected at the bottom.
- The system will also display if the compared case has a Higher, Lower or Equal score to the benchmark above.
- You can use the left and right arrow buttons to cycle through the selected cases.

Benchmarking
Yellow Belt

Settings
Select The Mode

Benchmark

Comparison

Selected Cases:

20260512 Amick Monetta

20260715 Amick Hurlock

Compare case against

☐ Average of all filtered cases

☒ Top 25% score by category

SubCutaneous

Average and Top 25% are calculated based on the filters applied

Back to Cases

Comparison
Select cases for comparison against the current benchmark

Compared to Average (%)

Higher

Lower

Equal

Selected Filters

USA

Amick

Average of Top 25% cases in SubCutaneous

SubCutaneous	In Ovo	Spray	Gel	Chick Quality	Chick Comfort
98% See Details	98% See Details	95% See Details	94% See Details	90% See Details	84% See Details

20260512 Amick Monetta

SubCutaneous	In Ovo	Spray	Gel	Chick Quality	Chick Comfort
95% See Details -3%	98% See Details 0%	95% See Details 0%	94% See Details 0%	90% See Details 0%	84% See Details 0%