

701X Registry Upgrade Update

By Paul Maulsby, Executive Vice President, American Brahman Breeders Association

Over the past several months, we have shared updates through The ABBA Report, eBlasts, committee meetings, and our recent Board of Directors meeting regarding the upcoming transition to the 701X registry platform. As we move closer to implementation, I wanted to provide another update on the timeline and what members can expect over the coming months.

As many of you know, approximately a year and a half ago, 701X acquired Digital Beef, the company that has hosted the ABBA registry platform, along with the registry systems of numerous other breed associations. Since that acquisition, 701X has been developing a modernized platform designed to improve functionality, efficiency, security, and the overall user experience.

It is important to understand that this transition is not a platform change initiated by the American Brahman Breeders Association. Rather, the current Digital Beef platform is being upgraded to the new 701X system. Our focus has been working closely with the 701X team to help ensure this transition is as seamless as possible while providing our members with the support and resources they need throughout the process.

A Phased Implementation

To provide a smooth transition for both staff and members, implementation will occur in several phases over the next few months.

August 15 – ABBA Staff Launch & Training

Beginning August 15, ABBA staff will receive access to the upgraded registry platform and begin conducting their daily registry work within the new system. This hands-on approach will allow our team to become familiar with the platform before member implementation begins.

During this period, ABBA staff and the 701X team will participate in **twice-weekly Microsoft Teams sessions** to review workflows, answer questions, identify improvements, and provide valuable feedback. This collaboration is critical to refining the system before it is introduced to the membership.

September 15 – Board & Superuser Access

The next phase will include a select group of experienced registry users who have volunteered to serve as **Superusers**. These individuals regularly utilize the registry and will provide valuable feedback on usability, workflows, and member experience before the full membership launch.

Their participation will help identify opportunities for improvement while ensuring the platform is ready for widespread use.

October 1 – Member Go-Live

Beginning October 1, the upgraded **701X Registry** will become available to the entire ABBA membership.

One of the most important aspects of this transition is that **both the current Digital Beef registry and the new 701X registry will operate simultaneously for approximately three months**. Members may continue using either platform during this transition; however, we strongly encourage everyone to begin utilizing the new registry as early as possible. This will provide time to become comfortable with the new system while ABBA staff remains available to answer questions and provide assistance.

December 31 – Retirement of Digital Beef

The legacy **Digital Beef** platform is scheduled to be retired on **December 31, 2026**. Beginning in **January 2027**, all registry functions will operate exclusively within the upgraded 701X platform.

Looking Ahead

While any technology transition comes with a learning curve, I firmly believe this upgrade represents an important investment in the future of the American Brahman Breeders Association. The new registry platform will provide improved functionality, enhanced efficiency, stronger security, and a more modern user experience while positioning ABBA to better serve our members for years to come.

Our commitment throughout this process is communication. We will continue providing regular updates through **The ABBA Report**, eBlasts, social media, and member communications. We also plan to offer training opportunities, instructional resources, and implementation updates to help ensure every member has the tools necessary for a successful transition.

On behalf of the entire ABBA staff, thank you for your patience, cooperation, and continued support. We appreciate your partnership as we move into this exciting new chapter for the Association and look forward to assisting each of you throughout the transition to the 701X Registry Platform.