

About AMB West Properties

Managed Area: ~32,000 deeded acres, plus associated Forest Service and BLM grazing leases.

Operations: ~700+ head of cattle, large-scale hay production, conservation research, and guest hospitality.

Operational Focus: Livestock management, invasive weed mitigation, infrastructure maintenance, and conservation planning.

The Challenge

Managing 32,000 acres relied heavily on fragile paper maps and "institutional knowledge," forcing Director Terance Eichhorn to spend weeks personally guiding new staff to job sites. Standard satellite imagery was often out of date, missing critical infrastructure like new corrals. And the team needed a modern system to share precise location data across complex, remote terrain.

The Solution

onX digitized the ranch's operations, allowing leadership to essentially "clone" their knowledge. Eichhorn now uses Shared Folders to deploy digital "game plans" for weed spraying and fence repairs. Offline Maps ensure navigation in cellular dead zones, while the Track feature verifies completed work. Superior satellite imagery provides up-to-date visuals of assets that other platforms miss.

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Streamlining Land & Livestock Management

AMB West Properties oversees a diverse landscape of 32,000 deeded acres, intricate conservation easements, and a complex checkerboard of public land leases. For years, Director of Land and Livestock, Terance Eichhorn relied on paper maps and personal memory to manage the operation. This reliance on "institutional knowledge" created a significant bottleneck; Eichhorn often spent weeks personally guiding seasonal staff to gates, water sources, and fence lines. Furthermore, outdated imagery from standard mapping tools failed to show recent capital improvements, such as cabins and corrals built years prior.

To modernize this workflow, AMB West adopted onX to decentralize their data. Eichhorn now utilizes Shared Folders to distribute weekly "game plans" to weed sprayers and contractors, providing them with precise Waypoints for priority zones and hazards. The platform's robust Offline Maps are essential for staff working in deep backcountry areas with no cell service, while the Track feature allows for precise quality control, enabling Eichhorn to verify coverage when reseeding areas after a grass fire or mapping new trails in dense timber.

The operational impact has been immediate. Eichhorn estimates that onX saves him "at least a week" of time in the early summer alone by eliminating the need to hand-hold new hires. The app also serves as a critical communication tool for high-level stakeholders; Eichhorn creates visual PDF maps to report on conservation metrics, elk harvests, and water rights to the Board of Trustees and government agencies. Additionally, the tool helps mitigate conflict by clarifying complex boundaries between private deeded land and public hunting grounds, reducing accidental trespassing.

Ultimately, onX has become the central repository for the ranch's institutional knowledge, drastically reducing the learning curve for seasonal teams. It allows leadership to manage efficiently without being physically present for every task. As Eichhorn summarizes, "For managing a multi-property operation, onX has become vital. It's seamless and allows me to be effectively in 'multiple places at once,' making it mandatory equipment for our day-to-day success."