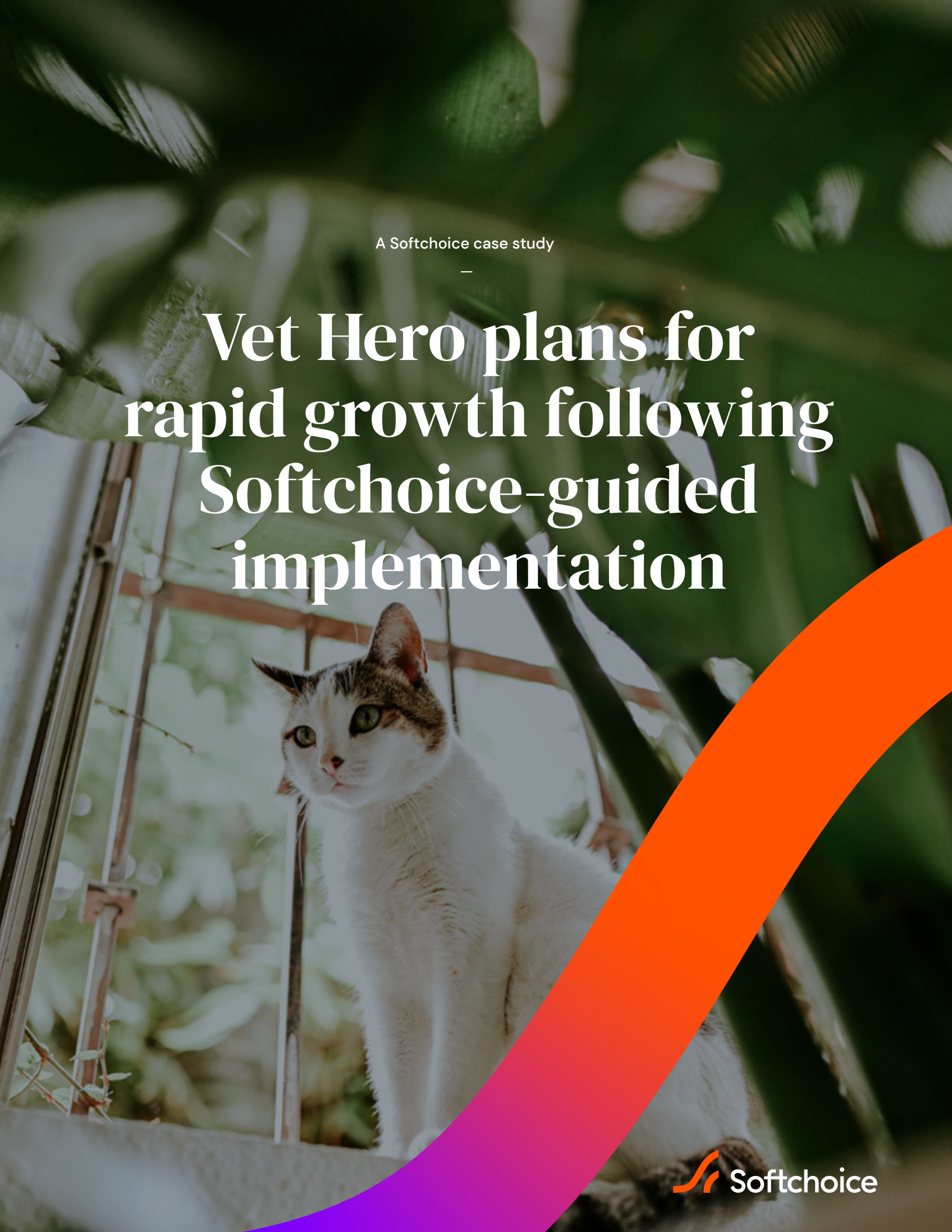


A Softchoice case study

Vet Hero plans for rapid growth following Softchoice-guided implementation

Softchoice

Overview

Industry

Customer relationship management (CRM) software provider within the veterinary space.

Business challenges

Needed to scale its web infrastructure from 0 to 5,000 customers in 18 months.

Technology solutions deployed

DevOps and Best Practices Assessment and Implementation.



Vet Hero is a customer relationship management (CRM) software provider serving the veterinary space in the U.S. Founded in 2018, the company has been driven by a passion for pets and a desire to redefine the customer experience of pet parents ever since.

As Vet Hero set its sights on rapid expansion, it was clear the team needed to be certain their infrastructure could manage the lift. By proactively bringing in the Softchoice Cloud Transformation Team and receiving a DevOps assessment and implementation support early in the process, they were able to do just that.

Now, after its two-year journey, Vet Hero is ready to hit the ground running.

Preparing for rapid growth

Caleb Weber, founder and CEO of Vet Hero, had experience with CRM software in the dental services industry and quickly saw that the software could be applied in other service industries.

"I began by exploring industries that were underserved and large enough to benefit from our services," Weber explained. "However, when it came to other verticals such as cardiology and vascular treatment services, they were just too saturated." As a pet parent himself, Weber said the veterinary industry naturally presented itself later in his discovery process.

Before partnering with Softchoice, Vet Hero was already cloud native and didn't have any existing outdated legacy systems to contend with — something that comes with its own unique advantages and disadvantages. Although the team knew exactly what they wanted to achieve through the cloud, they were lacking some of the tools and technical expertise regarding the best practices to make it a reality when it came time to grow their customer base.

"We had found ourselves about a year and eight months in with little progress to show for it," reflected Weber. "A previous partnership had basically only produced a logo update and we knew it was time for a change." And then came Mike Gibson, Vet Hero's now-chief technology officer.

With Gibson at the helm of the newly appointed development team, Vet Hero began building a cloud-enabled infrastructure, devoting much of the company's energy to product management and development. The team tested frequently with local practices, working through several iterations before ever going live.



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— Caleb Weber,
Founder and CEO of Vet Hero

Although Vet Hero saw significant success with the website's existing system, it became clear that as they grew, they would need some additional support to mature their processes and improve the platform's long-term scalability.

The Vet Hero-Softchoice partnership: Achieving scalability through the cloud



> "As we started onboarding customers, our existing infrastructure was fine, but we felt the storm was coming. We knew that Softchoice could deliver on the areas our IT team was missing, and the company's professionalism and overall service has been incredibly valuable in helping us through this journey."
>
> — Mike Gibson, CTO of Vet Hero

The Softchoice Cloud Transformation Team performed a DevOps and Best Practices Assessment for the primary application stack running TheVetHero.com application. The discovery process focused on Vet Hero's existing architecture, providing insight into three key areas: overall stability, ability to scale and opportunities for further efficiencies.

Softchoice also worked to generate recommendations regarding cloud native services that would enable the Vet Hero team to achieve cost reductions and further improve their customer-facing systems. With these insights, Vet Hero would also be able to enhance its disaster recovery and business continuity positioning. After completing their assessment, Vet Hero had the Cloud Transformation Team implement their final recommendations.

"As we started onboarding customers, our existing infrastructure was fine, but we felt the storm was coming," said Gibson. "We knew that Softchoice could deliver on the areas our IT team was missing, and the company's professionalism and overall service has been incredibly valuable in helping us through this journey."

As a result of the partnership with Softchoice, the Vet Hero team is now prepared to take on more clients with the assurance that their infrastructure can handle the job.

Looking ahead to the future of Vet Hero

One of the biggest strengths of Vet Hero was also one of its most pressing challenges: Its clients needed the solutions the company was offering — and fast.

Not only was the veterinarian space underserved when Vet Hero first was founded, but during and following the outbreak of the pandemic, the need for a seamless customer experience became more crucial than ever. Pet adoption rates across the country soared — in some cities, pet ownership increased by 70%. As pet owners began sheltering in place, working remotely and spending more time with their pets, they were also paying closer attention to their pets' needs. Veterinary offices suddenly found themselves with a surge of new patients and without the means to provide them safe and efficient touch-free services.

Now, with the Softchoice Cloud Transformation Team's support, Vet Hero is more than ready to ensure veterinarians can succeed.

"We're excited to be able to help these practices grow," concluded Weber. "Vet Hero enables them to streamline their operations and really help employees get back to some sense of work-life balance amid a major spike in demand."

As of today, Vet Hero offers its veterinary customers an all-in-one CRM solution that can automate each point in the client journey, from booking the first appointment to fostering long-term retention and advocacy in repeat patients. By working with Softchoice to implement best practices, Vet Hero is able to ensure their infrastructure is ready to meet the needs of vets across the country as they work to address bottlenecks, improve efficiencies and offer customers a one-of-a-kind experience.



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So, what does the future hold for the Vet Hero team? Weber and Gibson laughed when they described the path ahead as being full of "unicorns and rainbows." In reality, following the partnership with Softchoice, the company is preparing for further growth in the veterinarian vertical and setting its long-term sights on other health care spaces that can similarly benefit from their CRM software services.

About Vet Hero



The customer

Vet Hero is an American-owned software company that provides customer relationship management solutions to veterinary offices across the country. The solution offers veterinarians televeterinary tools including automated reminders, digital forms, online billing, digital payments and telemedicine.

The ask

After building its own cloud-native infrastructure, the Vet Hero development team needed some additional support to ensure their systems could scale as needed as the company went from 0 to 5,000 customers in 18 months.

The Softchoice value

The Softchoice Cloud Transformation Team provided a complete DevOps and Best Practices Assessment, offering insight surrounding the Vet Hero application stack's overall stability, scalability and possible opportunities for new efficiencies. After offering their recommendations surrounding these areas as well as ways to improve the company's disaster recovery and business continuity positioning, Vet Hero asked the Cloud Transformation Team to implement their suggestions.