



Scalable, Flexible Growth

A pawTree and Exigo Success Story

INTRODUCTION

Businesses today are driven by dynamic tools and platforms designed to foster growth, efficiency, and success. One example comes from pawTree, a pet product direct-selling company that harnessed the power of Exigo to shape its operations and the way it does business. Jana Gilmore, Head of Information Technology (IT) at pawTree, shares how her decision to use Exigo not only supported the growth trajectory of the company but empowered a revolution of its technical operations.

KEY TAKEAWAYS INCLUDE:

- Scalability and Flexibility:** pawTree leveraged the platform to solve scalability issues, enabling efficient growth without needing to seek multiple software solutions. This flexibility allowed pawTree to innovate and grow on a solid, scalable foundation.
- Customized Solutions and Cost-Effectiveness:** Working closely with Professional Services, pawTree developed bespoke systems like a custom coupon engine and inventory management, saving costs that would otherwise be spent on disparate apps.
- Integration and Open Architecture:** Exigo's platform facilitated the integration of third-party applications through APIs, enhancing pawTree's operational capabilities without a large IT or finance team, thereby optimizing resources and maximizing ROI.

SOLVING THE SCALABILITY PROBLEM

When Gilmore started her tenure at pawTree, she noticed the absence of crucial systems in their operations - systems that she felt could be effectively incorporated into the Exigo platform. *"We struggled for many years to find the right IT platform for us. We've been with Exigo for over 5 years now and wish we had made this decision sooner,"* said Roger Morgan, Founder and CEO.

The Exigo platform facilitates pawTree's scalability, giving them a solid foundation



INDUSTRY
Pet Care

LOCATION
Southlake, TX

URL
www.pawtree.com

Company overview

Complete and balanced customized nutrition products. Our products are developed by Veterinarians and PhD's in Animal Science and Pet Nutrition to ensure your fur baby thrives, not just survives, from the puppy or kitten stage to their golden years.



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for expansion while mitigating the need to reinvent the wheel. Gilmore worked hand in hand with Exigo's Professional Services team to develop bespoke solutions that didn't exist before, such as a customized coupon engine and an efficient inventory management system. **This collaboration enabled Gilmore to manage a robust platform capable of scaling up and running an entire enterprise.**

Gilmore notes the beauty of Exigo lies not only in its core product, but also in its flexibility and scalability. **"Exigo allows you to dream it, map it out, and make it work for you,"** she explains. **"You honestly can take Exigo to another level using the items that already exist to create really scalable, solid platform products that are based on all of the same rules and triggers, and you don't have to reinvent the wheel."**

With this perspective, pawTree could focus on innovating its systems instead of shopping around for disparate software solutions. This approach also yielded significant cost savings, especially for a startup that, at the time, couldn't afford to invest in various systems right off the bat.

THE FREEDOM OF APIs

The strength of Exigo, according to Gilmore, is its consistency. **"What you tell Exigo to do, Exigo is going to do, and you can trust it,"** she said. This dependable performance has been crucial in managing pawTree's operations under Gilmore's one-person IT team.

Despite being a lean team, pawTree has succeeded in building a scalable business model thanks to Exigo. Gilmore praises the platform's open architecture, which has allowed the company to integrate third-party applications like Power BI, Narvar, Salesforce, and Klaviyo to expand its operational capabilities. **"They are very professional, reliable, and capable ... and very compatible with other 3rd-party apps and solutions,"** agreed Morgan.

The commitment of the Exigo team in supplying top-notch client service was another standout point in pawTree's journey. Whether it was accommodating in-office brainstorming sessions or attending to queries 24/7, Exigo delivered exceptional customer service that facilitated pawTree's business growth.

On cost savings and efficiency, Gilmore notes, **"The rock stars who built Exigo thought forward so far into the future that they really made it manageable for someone who doesn't have an IT team or a finance team, to run as an enterprise but with a startup budget."** The platform ended the need for added content management systems, a full-scale development team, and other expensive software solutions, maximizing ROI.

As a testament to Exigo's reliability and performance, Gilmore said that the platform provides peace of mind, assuring that the company's operations will run smoothly, with a responsive team always ready to handle emergencies. **"The Exigo team is always there, and you can always call the emergency number. You can always get a hold of somebody."**

"At the end of the day, everyone comes home to Exigo," Gilmore said, a statement that truly encapsulates the value and trust that pawTree has found in the Exigo platform.



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Roger Morgan
Founder and CEO

