

# ***pup•eeze Case Study***

 **fathym**®



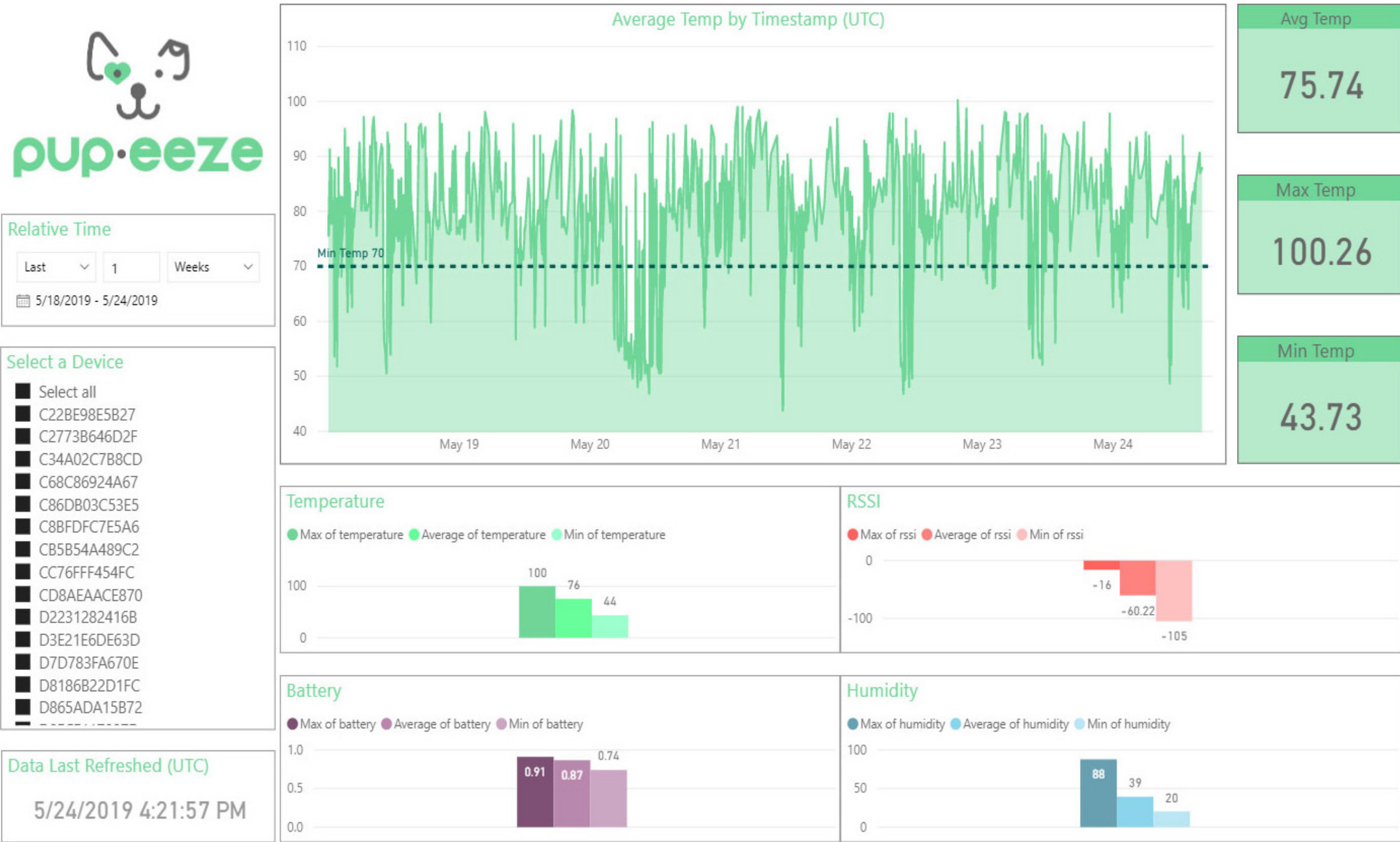
# The Challenge

pup•eeze, a Colorado-based pet SAAS and wearable startup, needed to define their go-to-market strategy without wasting time and resources. Fathym offered the tools necessary for co-founders Elizabeth Hess and Chelsea Rhoads to rapidly build and test ideas, giving them the flexibility to evolve their solution. Ultimately, what began as a consumer wearable for dogs has developed into something bigger – a Big Data partner to the pet industry.

As their website states, “our goal is to arm pet industry leaders with the power of IoT and Big Data.” Fathym’s low-code IoT framework has helped make this transformation possible. By giving businesses access to an array of actionable data, pup•eeze wants to empower them to make better, more precise decisions that will enhance pet care and improve the lives of our furry friends.

**“Fathym's low-code framework is an essential tool in our pivot from a B2C model to a B2B model. Now, with the ability to quickly bring in any data set, partners can drag and drop visualizations that are highly digestible and invaluable to the business’s success and quality.”**

– Chelsea Rhoades, CEO, pup•eeze



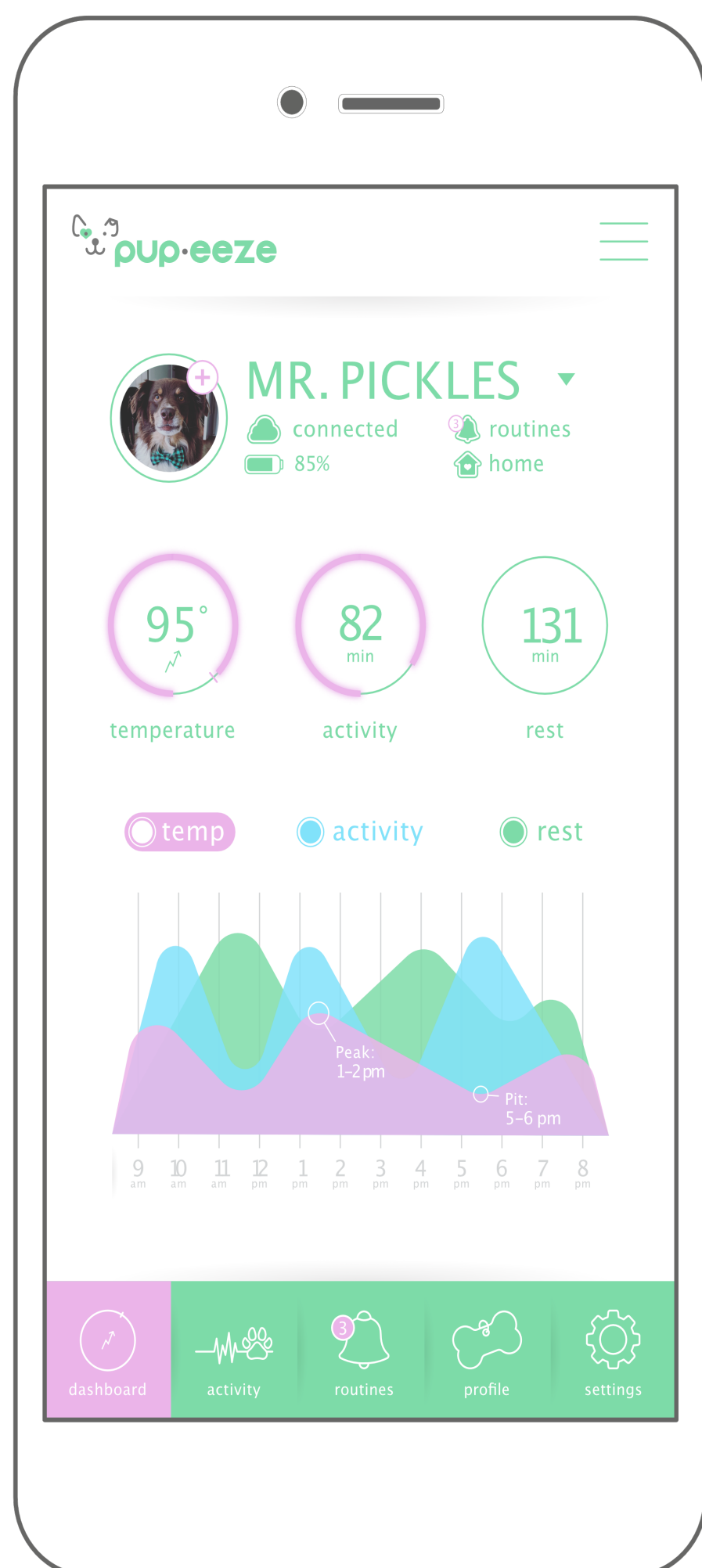
# The Solution

The first step in this process involved ingesting and aggregating data (activity, rest, temperature) from their wearable wellness trackers into a customizable dashboard. pup•eeze was able to thoroughly analyze this data and clarify what variables would be most valuable to pet industry leaders. Using Fathym, the development time for this dashboard was approximately 24 hours.

From here, Fathym was able to emulate additional datasets for pup•eeze, including projected sales for various industries. This enabled them to assess what other data variables might provide additional value for their prospective partners. This process took only a few days.

Ultimately, pup•eeze decided to collect temperature, activity (movement via an accelerometer), humidity, battery power, location and Bluetooth strength. From this data, they are able to tell if a dog's health may have changed. Location tracking helps owners bring lost dogs home safe, avoiding shelters. pup•eeze is also pulling in Fathym's surface weather forecast to correlate dogs' behavioral patterns to weather.

Equipped with knowing the data they need to collect, pup•eeze was given access to Fathym's partner ecosystem to find hardware partners that can benefit the future scale of their data sets. They have utilized Fathym's low-code tools to further customize their dashboards. They are now turning older application assets into modular low-code units on Fathym's framework. This will give future partners the ability to build white-label solutions in a matter of weeks versus months.



***Fathym's tools have given pup•eeze the flexibility to adapt and expand their solution, along with the capabilities to carve out a niche in the rapidly growing pet industry.***

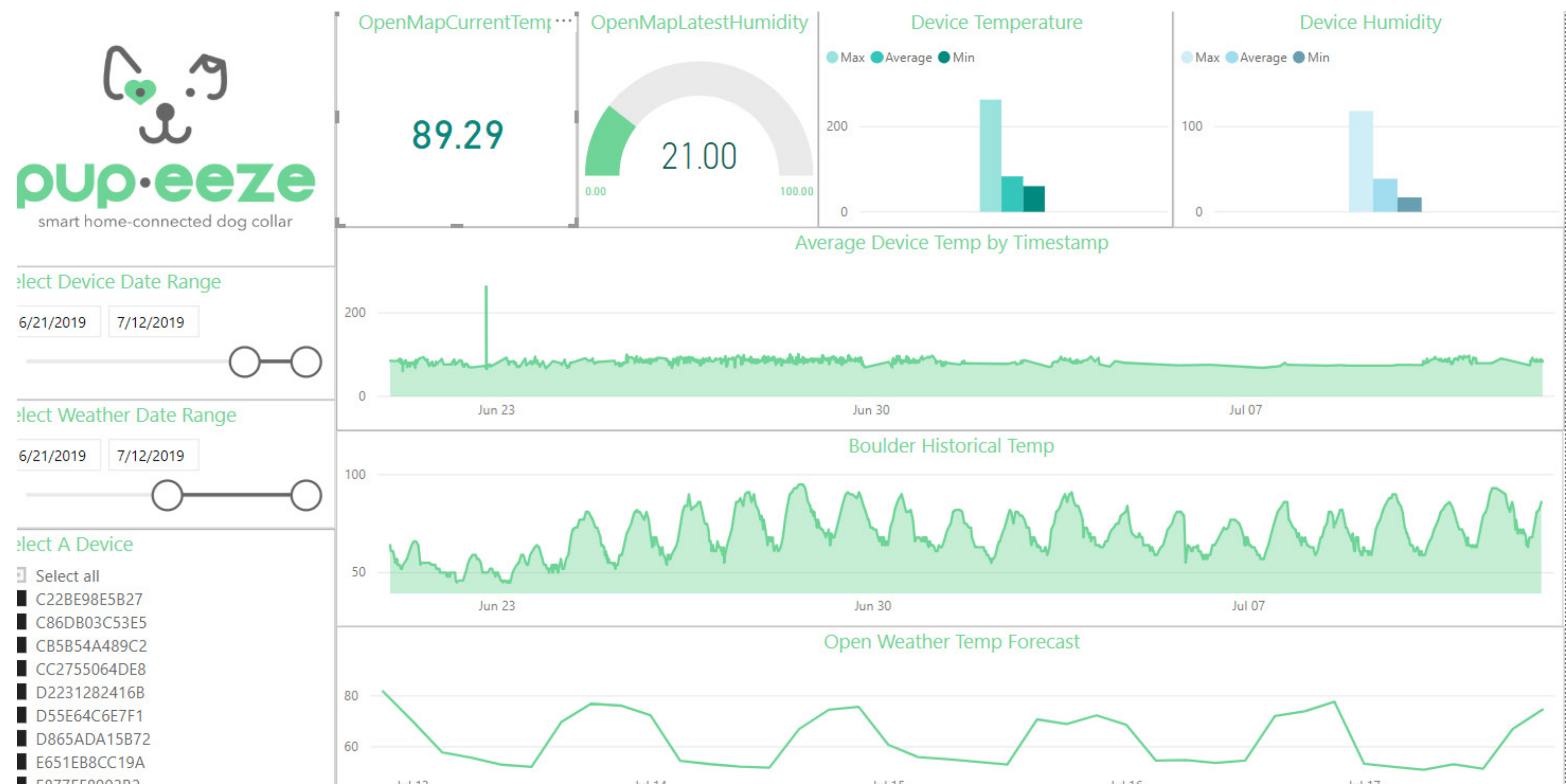


# The Results

pup•eeze has been able to evaluate how their data is beneficial to a diverse range of providers in the veterinarian, retail, e-commerce and service industries, and has developed relationships with industry leaders in these sectors. Data insights, such as dog activity, rest and temperature data, and the capability to detect abnormalities, is invaluable to pet-focused brands. The effective aggregation of these insights can lead to improved customer insights, more targeted sales, enhanced customer lifetime value and opportunities for additional revenue streams that are invaluable to their partners’ success and the quality of healthcare they can provide for our four legged friends.

***“The data and analytics dashboards allow any business involved in the well-being of your dog to increase their expertise through personalized and insightful recommendations or services. Fathym helps us lead the way for our vision of improved healthcare by creating an in-depth, holistic view into the lives of our dogs.”***

***- pup•eeze co-founders Chelsea Rhoades and Elizabeth Hess***



**[fathym.com](https://fathym.com)**  
**[sales@fathym.com](mailto:sales@fathym.com)**