caspio™

FidoLove.com Creates a Scalable, Humane Dog Adoption System Using Caspio

Company
FidoLove.com is an online community that connects those looking to adopt pets with families who can no longer keep them in their family. The site includes resources and other useful pet adoption and owner-ship tips in addition to its pet listings. The community serves Oregon, Washington and Northern California, with plans to expand nationally.

Industry
Non-profit

Challenge
FidoLove.com founder Reese Mercer was looking to fill a simple but growing need – connecting pets whose owners could no longer keep them in the family with new, loving homes. Mercer needed an affordable, yet highly scalable platform for her pet listing system – as FidoLove.com plans to grow into a national operation.

Solution
After some research, Mercer decided Caspio was the right platform on which to build her listings system. While she did not have a technical background, Mercer utilized lots of Caspio resources, including sessions with an expert Caspio Technical Account Manager. As a result, FidoLove.com was able to develop from an idea in mercer's mind into a fully operational online community with hundreds of new members added monthly in a matter of weeks.

FidoLove.com grew from a simple vision; create an online community to connect those seeking to adopt dogs, and the owners who could no longer keep them in their family. By building the service on Caspio from the start, FidoLove.com can continue to scale and grow affordably and with ease. FidoLove.com went from a concept to a fully functional site in a rapid ramp up using Caspio.

Finding Homes for Pets Meant Finding a Cloud Platform
In early 2012, FidoLove.com founder Reese Mercer recognized a growing need in many communities. She wanted to make it easier for people to find homes for pets they could no longer keep as members of their household. Many pets whose needs can no longer be met by their human homes end up in shelters, a less-than-ideal scenario for man's best friend. Mercer knew that if she could use the power of the web to get willing adopters in contact with those needing to give up their pets – she could improve the experience and quality of life for those pets.

Mercer quickly set out to build the web site that would become FidoLove.com. "I was sure I could find some kind of cloud-based application to handle these transactions, and that it would only take a few weeks," Mercer notes. However, Mercer did not have a database programming background, so she quickly realized the project might be a little more involved than she initially imagined.
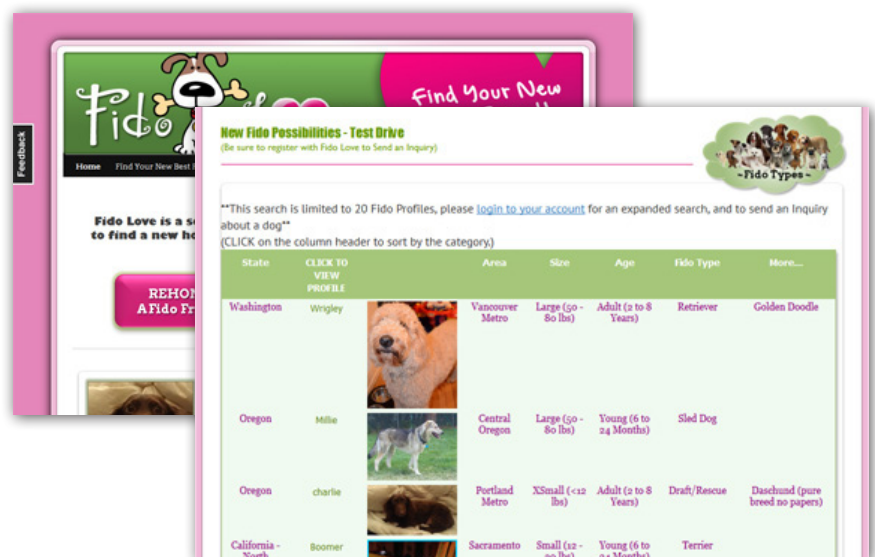
The FidoLove.com pet listings service built on the Caspio platform.

FidoLove.com Creates a Scalable, Humane Dog Adoption System Using Caspio

So, after performing some online research of database platforms and other approaches, Mercer decided Caspio was the right platform on which to build the pet-to-owner matching system of FidoLove.com. "I'm kind of a 'do it yourself person,' so I wanted a tool that would allow me to get something out there that people could quickly respond to – and then do some customer development around the initial experience and evolve over time," Mercer explains of her decision to go with Caspio. "The system has a high level of flexibility, so it could morph with me as the FidoLove concept evolved." So, in April of 2012, Mercer began working in earnest on building out the FidoLove.com web site and the underlying system for matching pets with new families.

Caspio Experts Help Drive Rapid Results

While Mercer notes that she has no deep technical knowledge, the entire project to take FidoLove.com's pet adoption platform from concept to reality took only a few weeks. Mercer says that a few factors led to the quick development of the project, including strong support and resources from Caspio. "I feel I am getting a great value with Caspio," Mercer says. "There are a lot of resources on the web site, and great support reps to help me get started."

Mercer also worked with a Technical Account Manager (TAM) throughout the process of developing her Caspio-powered project. TAMs are Caspio experts that can give advice, technical support, and other project guidance to new or existing Caspio users. "I found that experience very helpful and instructive," Mercer says, noting that the TAM was able to explain technical concepts and ideas to her in the language that she could understand. Mercer's ideas were taking shape one step at a time.

The Future Looks Bright for FidoLove.com

Today, the initial FidoLove.com searchable database and listing service is live, and helping to match pets with new loving homes. Users can create profiles and identify whether they are looking to adopt or put up a pet for adoption. Profiles and listings can contain

" **Caspio is a partner in my success. The team at Caspio went out of their way to understand my vision and what I am trying to accomplish.** "

Reese Mercer, Founder
FidoLove.com

images (for example, of a dog needing a new home). The searchable database allows people to search for pets based on keywords such as size, age and location – but Mercer says she plans to expand the data sets to offer more in-depth and granular search as the community grows.

And growth is in the future. Right now, FidoLove.com is adding more than 400 new members per month (all managed as Caspio web users), and is seeing hundreds of inquiries around pet placements through the listings service. Mercer notes that she is confident Caspio will scale to meet her needs as the site grows in scope. And that includes potential national expansion – branching out from the initial coverage area of Oregon, Washington and Northern California. Mercer says that she expects the site to generate as many as three million transactions per year once it reaches its full scope.

Today, FidoLove.com is a non-profit operation, but is looking to monetize its listing service on the site to cover the cost and effort it takes to maintain the site. As FidoLove.com grows, Mercer says the team is looking to start a non-profit foundation that will donate a large portion of the money generated from FidoLove.com transactions to local and regional animal shelters doing innovative work. And Mercer notes that Caspio has been one of the lynch pins to FidoLove.com taking off so quickly. "I feel like Caspio is a partner in my success," she says. "The team at Caspio went out of their way to understand my vision and what I am trying to accomplish. I am getting enterprise-grade support, even if I am not the biggest customer Caspio has."