Maddie's Fund uses Azure and Xamarin to track pet behavior pattern and create a 'No-Kill' nation

Background

The customer is a family-founded Pet Rescue Foundation that gives shelter to homeless cats and dogs and works towards finding homes for adoption to help create a **no-kill nation** and were dedicated to revolutionizing the status and well-being of companion animals.

With the success of the first version of the mobile app and web application, the foundation expanded the application to be used by multiple **organizations** that do not have in-house application.

Business Challenge

The customer lacked a process to establish attributes for matching, track pet behavior, and manage conditions post-adoption. This was resulting in a higher number of adoptions returns, that contribute to animal euthanasia.
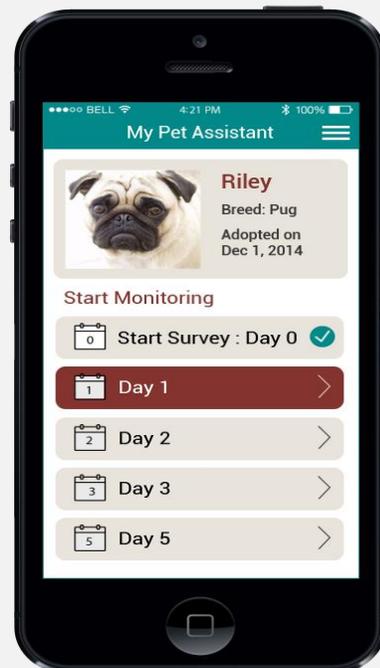
The foundation was also looking for a system that would track and manage pets, adopters, and surveys.

WinWire Solution

The foundation envisioned a **mobile app** to help animal shelters and rescue organizations provide support to and communicate with caregivers after pets go home.

WinWire assessed the requirements of the foundation and provided **Cloud-First, Mobile-First** solution.

- Designed and developed a **survey-oriented, AI-driven mobile app (Pet Assistant App) using Azure & Xamarin** and website to support **both iOS and Android users** and to allow maximum adoptability/ usage of the mobile app.

- Developed a robust **backend web application** using .NET and hosted the backend application on **Azure.**

- Customized features like intelligent search, email templates, survey conditions.

Business Benefits

- Improved operational efficiency in maintaining pet and adopter information.
- **4,300 no-kill communities created** and saved **4.8 million animals**
- Increase participation of adopters in providing feedback.
- **36,183 pets adopted** from nearly 250 organizations in last few years.