



CASE STUDY



Hippo Manager

2023

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ABOUT THE CLIENT

Hippo Manager Software, Inc. is a cloud-based veterinary management software provider based in Lexington, Kentucky. Co-founders Sam Razor and Bart Conrad began working on the platform in 2012 after having extensive experience in the veterinary software industry.

The Hippo platform is designed to streamline practice and group operations, managing data from hospitals, clinics, and wellness centers and integrating various tools to support holistic care that reaches beyond the practice. The name Hippo is a hat tip to HIPPA and its emphasis on privacy, security and data best practices.

Hippo is deployed in 14 countries with more than 4.9 million customers and 6,900 active daily users.

“Veterinarians are recognizing their data is one of the most valuable things they own. Protecting our partners’ data was a founding principle of Hippo and it continues to guide us today,” said Kim London, Hippo’s director of business development and strategic partnerships.



THE CHALLENGE

Aspiritech's dedicated software and quality assurance testing provides the missing link for a technology company dedicated to creating better end-to-end healthcare journeys for patients and providers in the life sciences space.

During the pandemic, a series of changes converged to cause HIPPO's business to explode.

Hippo's business is cloud-based software to help veterinarians manage their practices. So as pet ownership exploded, veterinarians needed to change the way they operated and be much more efficient. People everywhere became open to change in processes at an unprecedented pace.

Hippo needed to be ready to scale quickly and smartly.

Hippo Manager's Director of Operations Andrew Page saw the opportunity in front of the team — and the challenge. They were going to need to roll out changes frequently and smoothly.



THE SOLUTION

Page wanted to move their development to an agile cycle and sophisticate their processes. The team added a scrum master, moved to Jira, and called Aspiritech.

Aspiritech stepped in to add a quality assurance process to the development cycle, using both exploratory testing, smoke testing, and regression testing to smooth out new releases before they went to customers.

“Being able to reliably release every two weeks has been a game changer for us,” Page said. “We could not do that successfully without the Aspiritech team. We’re light years ahead of where we started.”



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Working hand in hand with Aspiritech, Hippo was able to scale out its development and testing strategy with more sophisticated methodologies keyed into the user experience.

New features, bug fixes, and major updates alike were all able to be rolled out with confidence.

“Customers were going to leave, and they’re staying because they're seeing the great improvements we were able to make in such a short time,” Page said.

HIPPO Manager’s Director of Business Development & Strategic Partnerships Kim London said the change could be felt not only internally but all the way through to the end customer experience as well.

“As someone with a finger on the pulse of customer feedback, I love knowing we can move forward with confidence,” she said. “We’re not rolling anything out with problems.”

WHY IT WORKED

Hippo Manager attributes its success with Aspiritech to two teams that merged into one to collaborate and win.



TEAM APPROACH

The Hippo team all agreed that Aspiritech analysts working on their account became a seamless part of the development and testing cycles. “There’s a complete trust,” Page said. “We don’t look at Brad as an outsider. He’s part of the team.” Page is referring to Brad Burton, a Quality Assurance lead at Hippo who jumped in to manage the project and is now expanding to user interface testing and other areas where Aspiritech can be helpful.

EXPERTISE

Hippo said they were incredibly grateful to the quality assurance expertise the Aspiritech team brought to the table. Hippo was early in its software lifecycle and developing new things quickly, and being able to bring a reliable, stable cadence to their testing cycles kept things running smoothly both internally and externally.



TIMELY DELIVERY

With the pace of customer demand, integrating Aspiritech into Hippo’s practices couldn’t slow anything down. Aspiritech team members were able to jump into the already-existing cadence, share ideas for improving, and seamlessly become part of the team without interrupting the existing flow.

OUR TEAM

Aspiritech is a team of 100+ people on the autism spectrum who specialize in QA testing, data services, and accessibility testing. We work with partners around the country.



FIND OUT MORE

Do you have software or digital experiences that you want to roll out to customers seamlessly? We've got a team that's ready to help. Call us today!

01

GIVE US A CALL

We're always here to answer questions! Call Aspiritech CEO Tara May at 517.862.2893 or CMO Brad Cohen at 847.807.1784.



02

SEND US AN EMAIL

Reach out to info@aspiritech.org or bradc@aspiritech.org anytime for more information!



03

CHECK OUT OUR WEBSITE

View more case studies, meet our team, and submit an inquiry — all available by visiting www.aspiritech.org!





THANK YOU

We look forward to finding out how we can support your team!

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