



Happy Paws builds a pet's best friend on the Web.

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| Application | Business-to-consumer marketing, services and education |
| Business Benefits | Scalability, flexibility, cross-platform compatibility; potential to save five million pet lives and \$350 million in shelter costs annually; increased customer satisfaction |
| Software | IBMAIX®, IBM DB2® Universal Database™, IBM VisualAge® for Java™, IBM WebSphere™ Application Server |
| Hardware | IBM RS/6000® |
| Services | IBM Global Services |

Happy Paws® could be looked upon simply as a pet products and services company that delivers premium cat and dog foods directly to market—and it does. But its mission, to “improve the lives of pets,” has carried it beyond that role. Its first step was to provide healthy and natural food with no artificial preservatives to family pets. Now the Internet has presented the perfect medium for Happy Paws to deliver on its mission more expansively.

The Happy Paws Web site provides the company with an ideal method of marketing its food to a much wider audience. But it also delivers pet services and education on a grander scale than it ever could in a traditional brick-and-mortar facility. Through a series of phased implementations, Happy Paws intends to create an online community, full of resources and information meant to improve the lives of pets. This community serves not only owners, but the pet industry, as well.



Happy Paws is dedicated to improving pets' lives as well as to e-commerce.

“We knew we didn’t want to become just another shopping site—of *any* magnitude,” says Roy Anderson, founder and CEO of Happy Paws. “We asked ourselves, ‘What problems can we solve for the pet community with the Internet?’ From that we decided upon what kind of IT resources we needed for our site.”



Happy Paws plans to link shelters nationwide in an effort to reunite lost pets with their owners.

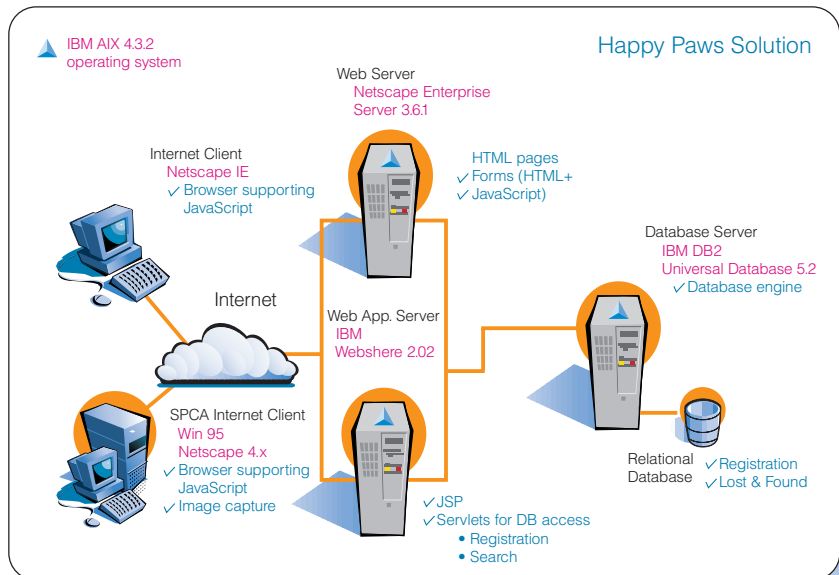
The first of many projects designated for the new Web site is the Saving Pets’ Lives program. “From figures we’ve received, last year there were 11 million pets euthanized at a cost of more than \$700 million,” says John Rigg, president of Happy Paws. “Due to a lack of space, technology and resources, the vast majority of pets that end up in shelters are, unfortunately, euthanized.” Using a huge multimedia database, Happy Paws

posts photographs of wayward pets from animal shelters throughout North America, helping owners to locate their pets and be reunited. Happy Paws anticipates its Saving Pets’ Lives application can reduce the number of euthanized lost pets by 50 percent—a potential savings of more than 5 million pet lives and \$350 million. Happy Paws plans to defray the cost of running the Saving Pets’ Lives program through advertising, donations and additional services available on the site.

A robust solution

With such an ambitious Web project in mind, Happy Paws recognized the need for first-rate Web design, robust coding and reliable hardware, along with security for transactions and customer privacy. Happy Paws evaluated services and products from companies such as BCTel, GTE, Sprint and Bell Canada, then decided the Application Framework for e-business solution demonstrated a true understanding of its business goals. “IBM made us look beyond our initial needs and build the technology infrastructure needed to become a true e-business,” says Rigg.

The overall structure of the Happy Paws site is Java-based, using IBM WebSphere Application Server, IBM VisualAge for Java development tools and IBM DB2 Universal Database, all running on AIX. DB2 was selected over Oracle for its superior scalability and higher performance ratings when it came to e-payments. Happy Paws runs their e-business on three highly available and robust RS/6000 servers; two for its site and one for development. Net.Commerce (now a part of IBM WebSphere Commerce Suite family) will soon be added to allow online purchasing. The site uses Java server pages (JSPs) and Java servlets for page content delivery, database registration and search functions. Happy Paws’ use of the Application Framework for e-business open standards-based methods, services and leadership products allows it to smoothly interact with others in the pet community using non-IBM products. It also provides the scalability needed to absorb growth and its cross-platform compatibility gives Happy Paws the flexibility to change components of its environment at will.



An Application Framework for e-business-based architecture creates a strong yet flexible foundation for Happy Paws’ ambitious enterprise.

Happy Paws took full advantage of the expertise of IBM Global Services. "As a small company with a global vision, we see great value in the IBM brand," says Rigg. "Most importantly, IBM Global Services brings expertise with e-business strategies and implementation." IBM Global Services assisted Happy Paws in its e-business venture from the start:

- Helping outline the Happy Paws e-business strategy under an Interactive Consulting Engagement (ICE)
- Proposing a prototype Web environment and client application software for the Saving Pets' Lives program
- Contracting to host the Happy Paws application staging environment during development of new sites
- Contracting to serve as systems integrator for the Happy Paws Web sites.

The benefits

The Application Framework for e-business solution provides Happy Paws with a robust foundation on which it can define its new role as an e-business and information clearinghouse for an entire industry. The new site recently went live and included the Saving Pets' Lives program. The site also includes chat rooms, breed information, "Ask the Vet" forums, childrens' games and, of course, information about Happy Paws pet foods and products.

For more information

To learn more about the IBM Application Framework for e-business, visit **ibm.com/framework** or contact your local IBM marketing representative or IBM Business Partner.

To learn more about Happy Paws, visit www.happypaws.com.

"IBM has helped us fast track our expansion plans on the Internet. They have a broad depth of skill in every area we needed to tackle, from strategy to technical architecture to implementation and planning. They have the resources to pull it all together and make it happen."

—John Rigg, President Happy Paws



Happy Paws' open standards architecture allows free exchange of information with any user, regardless of their brand of platform.



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Software Group
Route 100
Somers, NY 10589
U.S.A

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