

Taking Vetsource's Platform Global

To support its global expansion, Vetsource International partnered with Making Sense to adapt its veterinary tech suite for new markets. The platform was successfully launched in the UK and Canada—paving the way for faster, more scalable global rollouts.

80%
faster time-to-market
for future expansions

+68%
monthly order growth in
the UK (first 6 months)

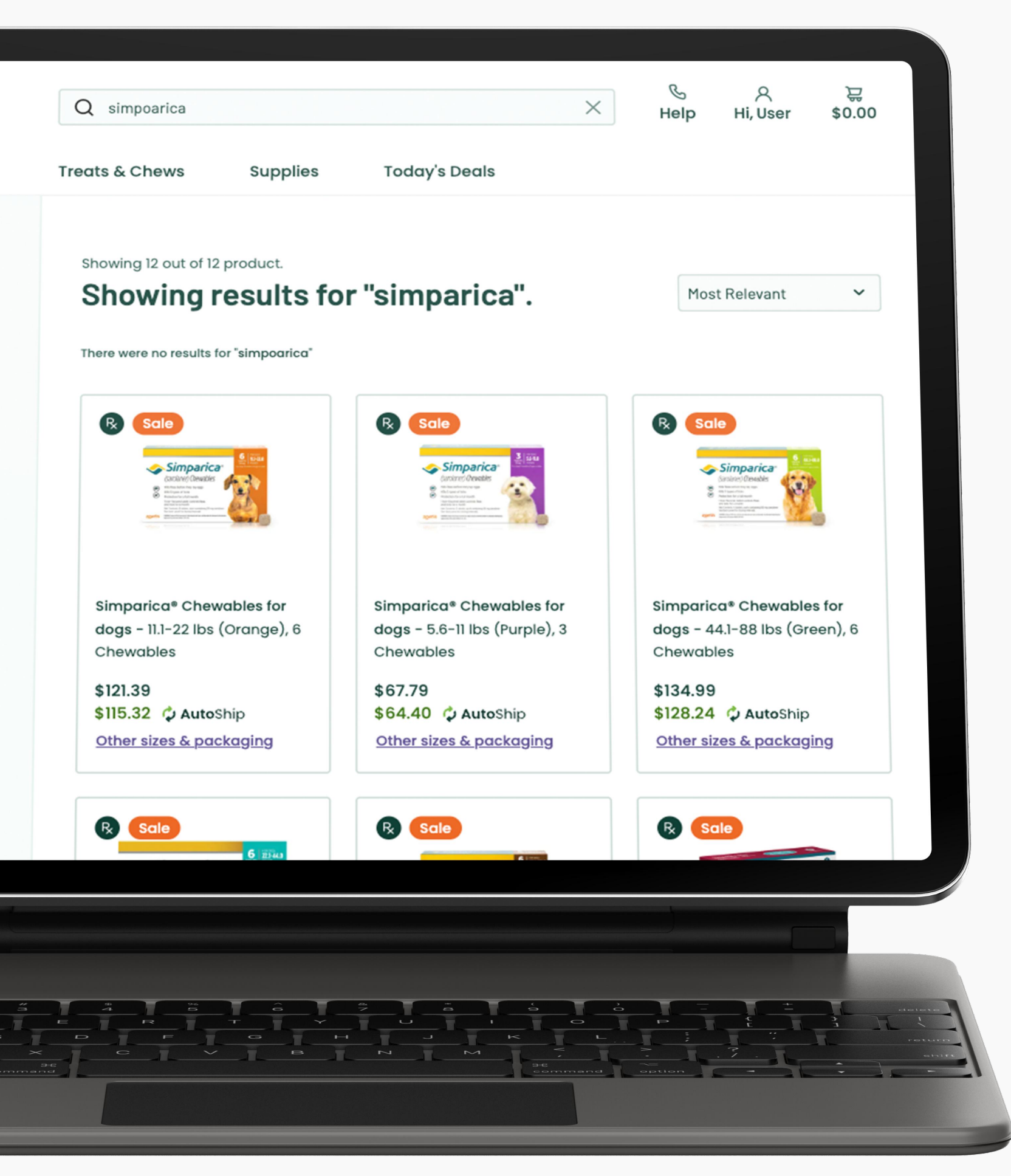
58%
of orders placed
directly by pet owners

94%+
fulfillment rate maintained
across markets

About Vetsource International

Vetsource International is a leading provider of veterinary eCommerce solutions in the U.S. Their platform streamlines order management, integrates with PIMS (Practice Information Management Systems) used by veterinary clinics, and enhances the digital experience for both clinics and pet owners.

To expand globally, Vetsource set out to adapt its platform for new markets—starting with the UK and Canada—while navigating complex regulations and localized operational needs.



The Challenges

- **Complex regulatory environments:** Each country presented specific regulations regarding veterinary product sales, medical prescriptions, and data management. For example, in the UK, promotion of prescription products is strictly prohibited, requiring careful adaptation of offerings and communications.
- **Operational and market adaptation:** Differences in logistics, taxes, payment methods, and consumer behavior demanded a flexible architecture and localized configurations for each market.
- **Platform internationalization:** Adapting a successful US-based platform to operate in new countries involves overcoming language, regulatory, and cultural barriers while ensuring scalability and code reuse.

What We Did

Making Sense collaborated with Vetsource International to adapt their successful US-based veterinary B2B eCommerce platform for international markets, specifically the UK and Canada.

- We customized the platform to manage distinct product catalogs by supplier, enabling **tailored control** over pricing, promotions, and stock.
- Implemented a scalable, configurable architecture to **support multiple countries**, currencies, tax rules, and payment methods, avoiding duplication of code across markets.
- Adapted purchase flows and subscription management to **comply with local regulations**, including strict UK rules around prescription product promotion.

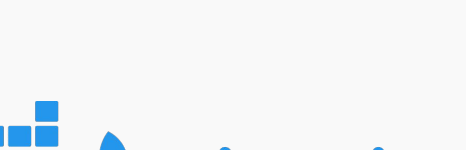
- Formed a team that evolved from product and design profiles in discovery to **engineering-focused execution**.
- Leveraged the original platform and development team's deep knowledge to **accelerate time-to-market and reduce costs** compared to building a new system.

Our Tech Stack Decision

To guarantee a solution that fit with Vetsource's current system and could be scaled up over time, we integrated our expert Making Sense voices for the frontend/backend, architecture, UX/UI, QA and more.

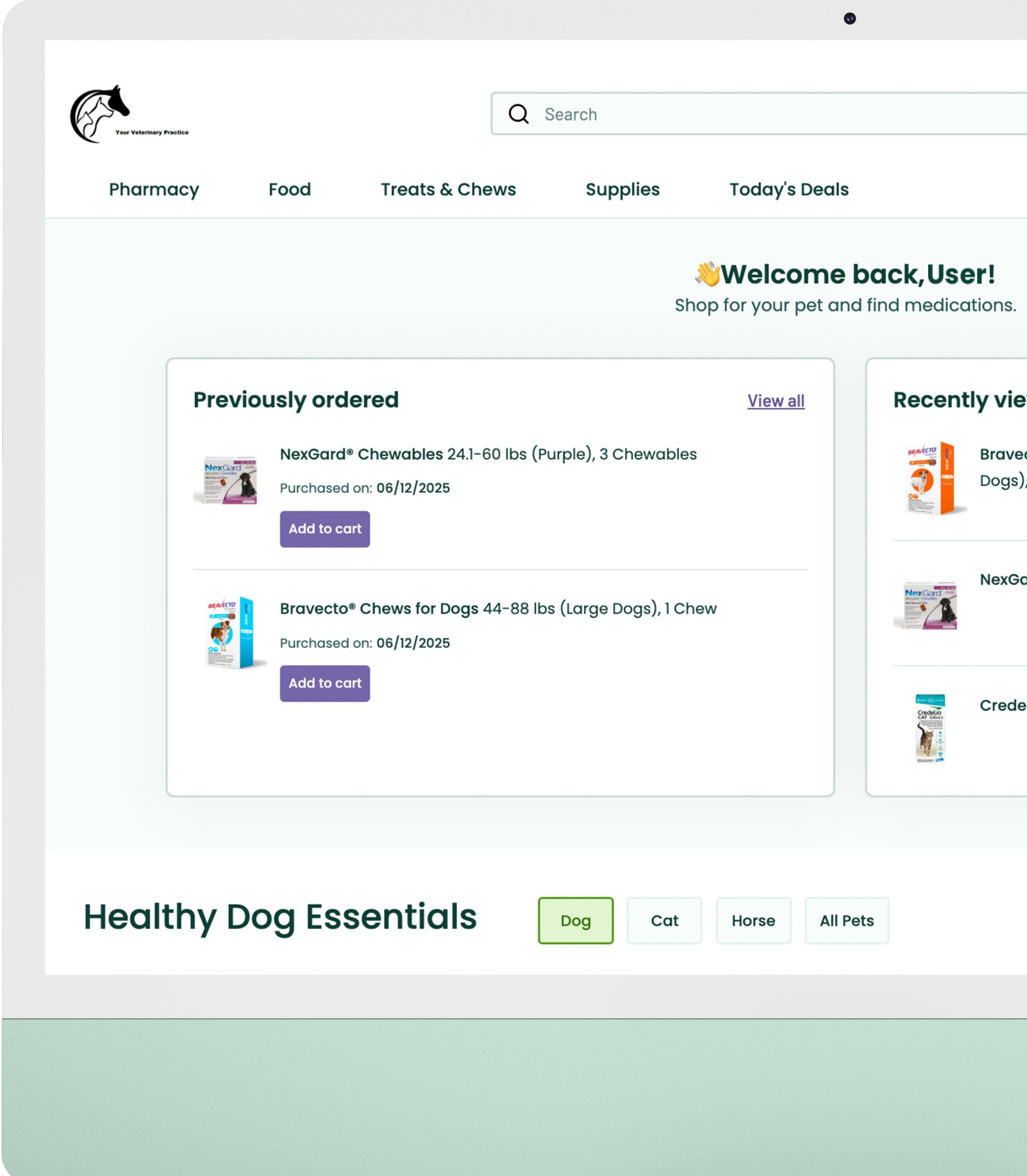
In addition, we prioritized our expertise in React and utilized tools that would enable full integration and let Vetsource harness data insights. To this end, we built a robust tech ecosystem using:

- Java/Groovy
- Spring/SpringBoot
- ReactJS
- GCP as cloud provider
- GitLab
- MySQL
- PostgreSQL
- Kafka
- Docker



Key Benefits

- 1 **Faster international rollout:** Two markets launched in under six months, creating a replicable model.
- 2 **Operational efficiency:** Reduced manual intervention and improved fulfillment via configurable architecture.
- 3 **Better clinic experience:** Features like real-time tracking and e-prescriptions streamlined workflows.
- 4 **Higher user adoption:** More pet parents ordering directly.
- 5 **Cost and time savings:** Existing assets and team knowledge helped cut down development time and effort.



Outcomes

The platform was successfully launched in two international markets—UK and Canada—establishing a scalable foundation for continued global growth. Efforts are already underway to expand into additional regions, with plans to shorten time-to-market for future rollouts.

In the UK, the first market to go live, results have validated the internationalization strategy:

- Monthly order volume increased by **68.61%** in the first half of 2025.
- **58%** of completed orders were initiated directly by pet owners, showing strong adoption and repeat behavior.
- A consistent **94%+** order fulfillment rate was maintained throughout the period.

These outcomes demonstrate the platform's ability to scale effectively while meeting local user expectations—paving the way for quick and efficient expansion into additional markets and geographies.



Why Making Sense?

Making Sense has been a **strategic partner to Vetsource** since 2020. Our deep understanding of their product, technical landscape, and delivery model allowed us to quickly align with their global vision.

For this international expansion, we integrated **product, design, and engineering** profiles to support both discovery and execution—adapting to market-specific needs without compromising scalability or speed.

More than just building features, we acted as an **extension of their team**—offering insight, flexibility, and the right balance of **strategy and execution** at every step.



Ready to scale your digital platform globally?
Schedule a meeting with us today to explore how we can help.