


How Vet-AI Scaled Real-Time Pet Care with Cutting-Edge Technology

Case Study





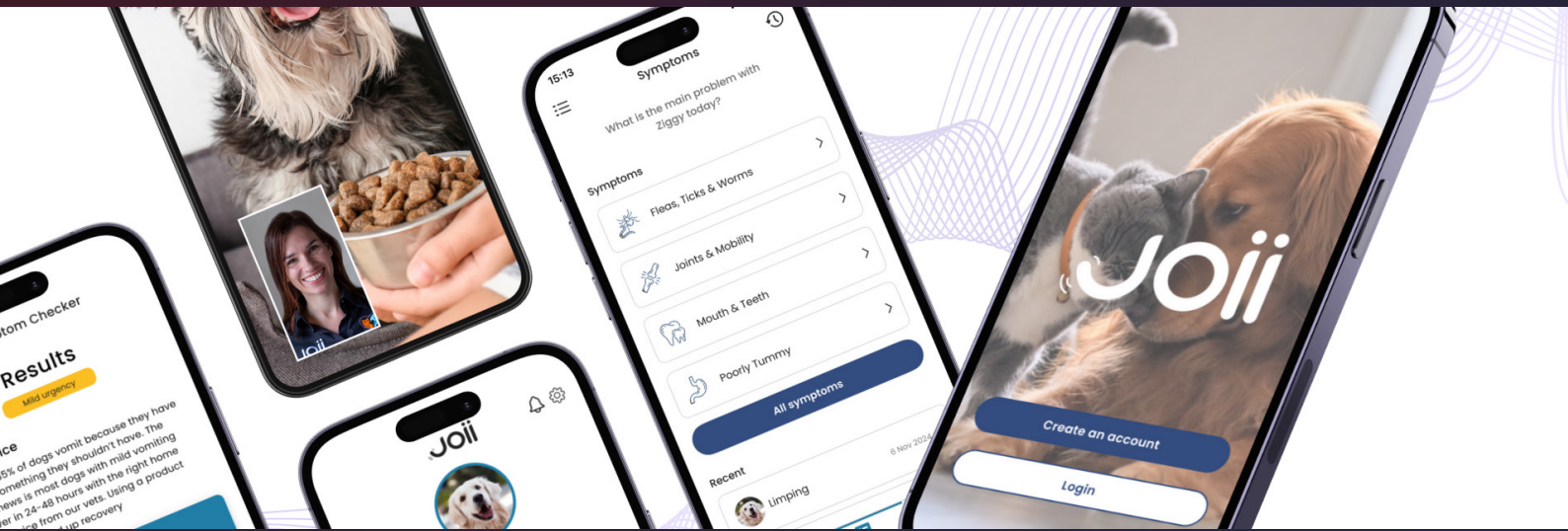
About Vet-AI



Vet-AI is disrupting the £100 billion veterinary market by offering a solution that provides pet owners with access to professional veterinary advice and treatment in just a few taps. Committed to reshaping pet healthcare by making it accessible, affordable, and convenient for all pet owners, Vet-AI combines advanced technology with veterinary expertise. Their goal is to deliver reliable, real-time pet care solutions, placing quality clinical advice directly into the pockets of pet owners.

The company works with world-leading academics, vets, and data scientists to create clinically validated AI tools. This collaboration ensures their solutions reach as many pets as possible, fulfilling their mission of healthier pets.

[Learn more](#)



Joii Pet Care Application: Automated, Accurate Clinical Guidance

Joii Pet Care blends telemedicine with purpose-built AI to reshape veterinary care. Pet owners can connect with licensed vets via video or chat anytime, making expert care more accessible and affordable. Behind the scenes, the large language model draws on a proprietary dataset of more than 400,000 labelled consultations and 4 billion data points, giving the solution a clinical accuracy score of 81%, outperforming Gemini (69%) and ChatGPT (50%) during blinded testing. With over 60% of UK pet owners searching online for care advice and nearly 80% of vets reporting high stress levels, this rapid, targeted rollout helps owners get reliable guidance and eases pressure on clinicians.

An AI symptom checker, built on 165 vet-authored algorithms, triages the most common conditions in seconds and recommends seeing a vet, speaking to a vet, or caring at home.

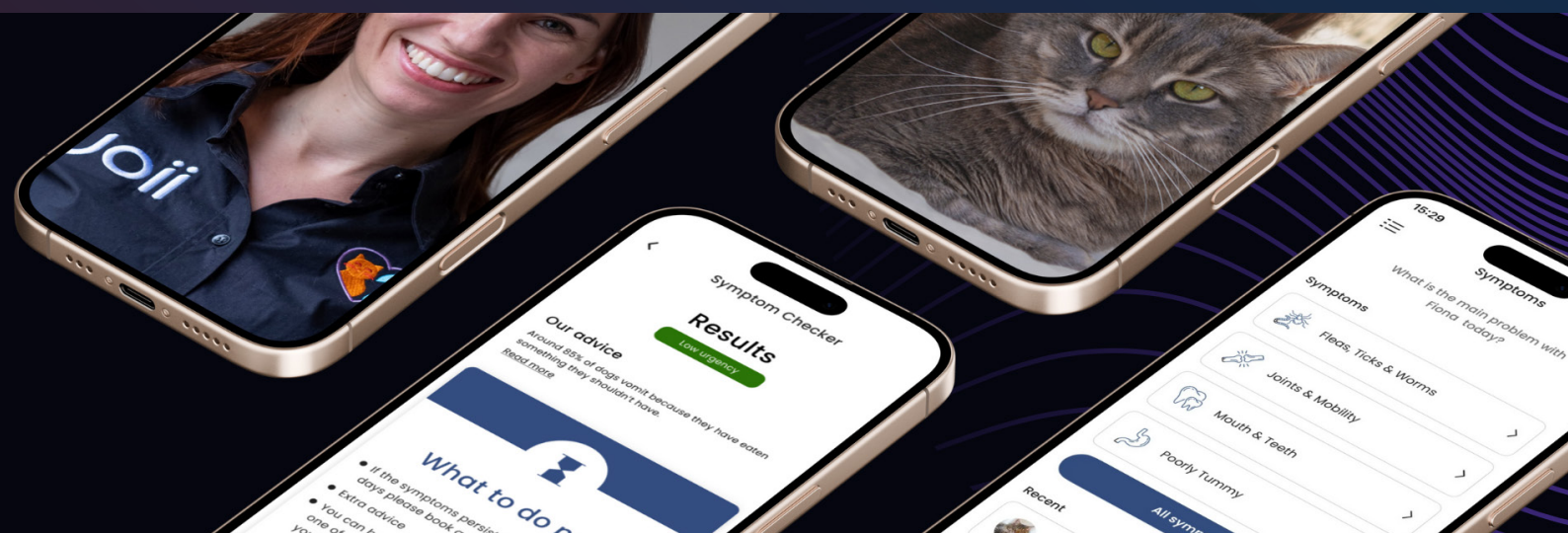
Powering Vet-AI: The Engineering Backbone Behind Smarter Pet Care

By the end of 2023, Vet-AI faced a critical inflection point typical of scaling startups: its existing technology stack had become complex, unstable, and increasingly incompatible with essential platforms like Shopify and key partner integrations. With pressure to accelerate growth and secure new investment, the company recognized an urgent need for a complete rebuild. Vet-AI had just four months to deliver a robust, scalable, and stable platform. To meet this challenge, the company needed deep technical expertise and rapid execution.

To tackle this goal, Accedia quickly built a dedicated team of nearly twenty engineers, spanning front-end and back-end development, DevOps, and mobile engineers.

Together with Vet-AI, we replaced the legacy system under a tight deadline and built and stabilized the new platform. Thanks to the production-ready foundation, Vet-AI saw a twenty-fold increase in release velocity, going from quarterly rollouts to shipping multiple feature updates every week.

Once the core of the solution was secured, the team started introducing new features and enhancements. They integrated the symptom-checker APIs, streamlined diagnostic workflows, and upgraded the trial-management system so Vet-AI's data science and clinical functionalities could run reliably for every user.





Streamlined Clinical Trials with an Integrated Management System

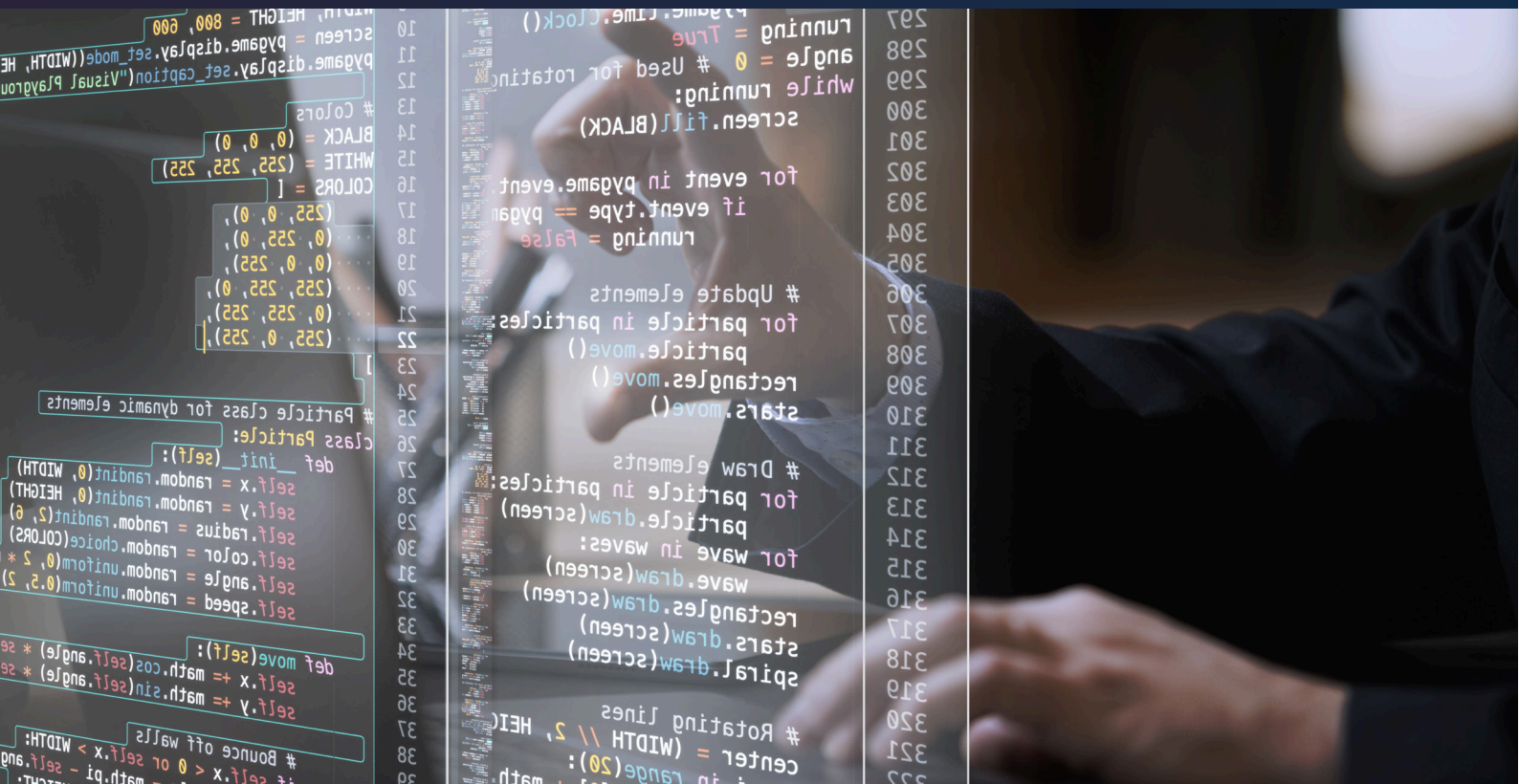
A key component we worked on was Vet-AI's Trial Management System (TMS), the hub that keeps clinical research running. The TMS lets Vet-AI recruit up to a thousand participants in just six weeks, track each pet's progress in real time, and keep trial data structured from day one.

Smarter, automated workflows eliminate most manual hand-offs, cutting trial costs by 40%. Because reminders and insurance checks now run inside the same system, owner drop-off stays below 3% after onboarding. By weaving insurer APIs and clinic schedules directly into the platform, Accedia helped Vet-AI turn emails and spreadsheets into a single, organized data pipeline. Veterinarians, owners, and researchers now see the same up-to-date information, making each study faster, cheaper, and easier to scale.

Technical Challenges Along the Way

During the development phase, Vet-AI encountered a few technical challenges that often arise in fast-moving product environments. One issue involved delayed appointment notifications on both web and mobile, which could have led to missed bookings and idle time for clinicians during internal testing. To address this early, Accedia helped redesign the notification logic and introduced intelligent scheduling, allowing unused slots to be automatically reassigned, improving the platform's efficiency before launch.

Integrating the Joii Pet Care application with supplier systems via Shopify also presented challenges. Slow responses and lagging supplier APIs created dependencies that risked impacting project timelines. By proactively managing communication between Vet-AI and its suppliers, Accedia ensured clarity, minimized delays, and successfully completed the integration, enabling development teams to smoothly continue their work without interruption.



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Working with Vet-AI has always been a pleasure. Their team constantly demonstrates professionalism and is open to communication. Sharing ideas, suggestions for improvements, or assistance in the day-to-day work are key factors for a successful partnership. Our team is grateful to be a part of such an impactful project, and we are looking forward to continuing our collaboration on future initiatives.

Maria Marinova
Engineering Manager at Accedia

Agility, Collaboration, and Open Communication

A significant aspect of the collaboration between Vet-AI and Accedia was its flexible, adaptive nature on both sides. Accedia continually adjusted its lineup, rotating experts by adding new expertise whenever fresh requirements surfaced, so the right expertise were always on hand.

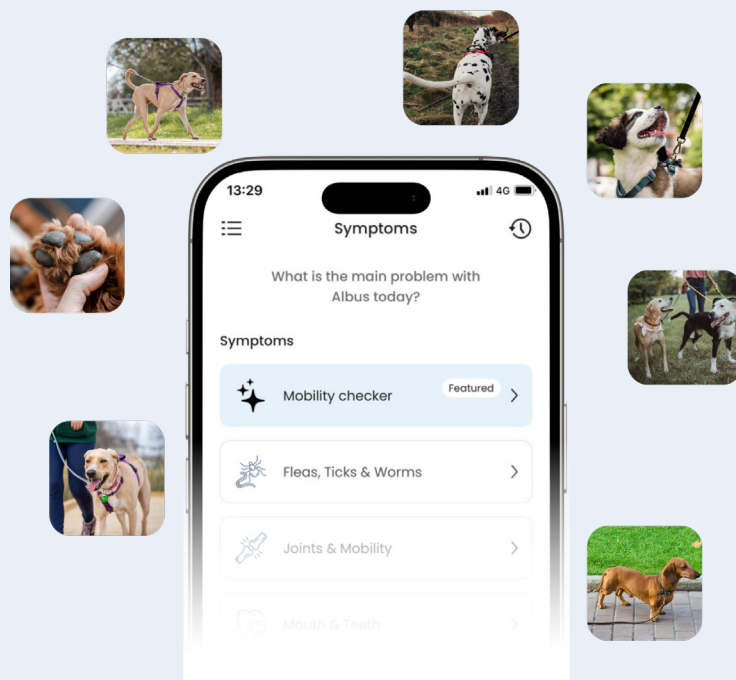
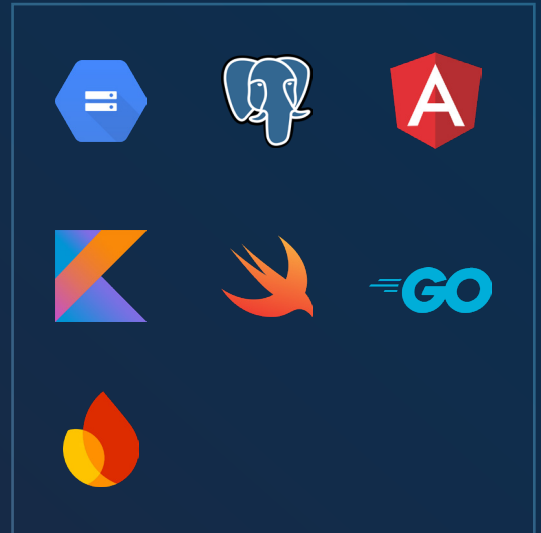
Open, proactive communication kept Vet-AI fully aware of progress and risks, helping them make fast, informed decisions. In turn, Accedia had clear insight into Vet-AI's strategic goals, allowing engineering work to stay tightly aligned with business outcomes.

From day one, both teams were ready to scale and reprioritize as needs shifted.

Technologies

The project employed a diverse technology stack to support the Joii Pet Care application. Using Google Cloud Storage and PostgreSQL, Accedia ensured reliable data management and robust back-end infrastructure. Front-end and mobile experiences were developed using Angular for web interfaces, and Kotlin and Swift for native mobile applications, ensuring smooth cross-platform usability. The DevOps team supported infrastructure standardization and seamless migration processes, enhancing system stability and scalability.

Additionally, the project utilized Go and Firebase to provide consistent back-end performance and real-time notifications, addressing critical reliability issues. Every service comes with full, structured API and user-flow documentation, making integrations and troubleshooting far simpler for Vet-AI's partners.





The collaboration with Accedia has strengthened how we build, enabling faster development, less time to assemble teams, and more focused innovation. A key outcome is our Trial Management System, created to directly address the core challenges of clinical trials: slow execution, high costs, low engagement, and recruitment barriers. This partnership has helped us deliver world-class speed and results across all of our AI and digital health products.

Matt Elcock
COO at Vet-AI

Business Impact

As Vet-AI scaled its operations, bringing in external development capacity helped the team meet growing technical demands and accelerate delivery. Joii Pet Care is one of the UK's most trusted pet healthcare applications.

The solution's modular design also lets Vet-AI onboard new partners in just hours, whether integrating with clinics, insurers, or international marketplaces, accelerating expansion into new geographies without re-architecting core systems. While the company continues to drive its internal AI advancements, Accedia remains a reliable partner, ensuring its technological infrastructure remains robust, scalable, and adaptive.

The platform has already supported 400,000 consultations and 850,000 symptom-checker sessions.

About Accedia

Accedia is a leading European IT services company, specializing in technology consulting and custom software development. Founded in 2012, the company has established itself as a trusted technology partner for clients across 20 countries on 5 continents.

Ready to Write Your Own Success Story?

Find out how Accedia can help you overcome your technology challenges and accelerate growth.

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