

DOG WORLD STREAMLINED

- Dr. Wenny Wang Bauman of Aces-Up Kennel

For decades, most of the breeders have used spreadsheets for keeping the information on their dogs' registration and certificates, showing record, medical history, and the dog owners, etc. Either on a piece of paper or computer, limitations like one-size-fits-all views and data filtering make spreadsheets tough to use for more complex use cases.

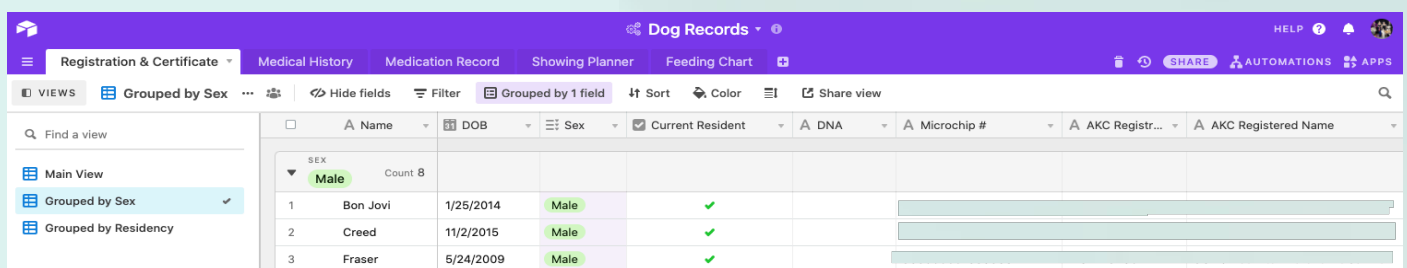
A database that tracks and organizes information in a highly flexible structure, however, allows you to do much more with your data. It can be displayed in a tabular structure similar to a spreadsheet. But it can also contain relational data that can be connected across more than one table. For example, you can quickly select a particular dog from your database to access all the showing, registration, medical information associated with it with one click.

A powerful and easy-to-use online database platform: Airtable.

Airtable is an easy-to-use online platform for creating and sharing relational databases. The user interface is simple, colorful, friendly, and allows anyone to spin up a database in minutes. You can store, organize, and collaborate on information about anything - like event planning, expenses tracking, and customer relation management. You don't even have to learn what SQL stands for, let alone any scripting.

As shown below, The basic components or building blocks of an Airtable database include:

- **Base** - A base is a single database with all the information you need for your project. Your base might be called "*Dog Records*". It contains the information on all your dogs, i.e., name, DOB, sex, microchip #, AKC registration, etc.
- **Table** - A table is used to hold a list of data about one particular type of item. Each base can have one or more tables. For example, your *Dog Records* base can include *Registration & Certificate* table, *Medical History* table, *Showing Planner* table, and so on.
- **Field** - Each column in a table is called a field. Fields are the equivalent of spreadsheet columns, though fields are designed to bring consistency to your data. Each field has a name and can be customized to hold a wide variety of content, like photos, attachments, phone numbers, dates, checkboxes, and more.
- **Record** - Each record is a cell item in your table. In a table of *Registration & Certificate*, for example, each record is a different dog, with data in each field to detail their name, DOB, AKC registration #, and more. A dog name can be associated with multiple tables, i.e., *Medical History*, *Feeding Chart*, etc.
- **View** - Views allow the records fitting certain criteria to be displayed at once. Each table can have many views. For example, the *Registration & Certificate* table can be viewed by sex, or other criteria.



	Name	DOB	Sex	Current Resident	DNA	Microchip #	AKC Registr...	AKC Registered Name
SEX								
Male								
Count	8							
1	Bon Jovi	1/25/2014	Male	✓				
2	Creed	11/2/2015	Male	✓				
3	Fraser	5/24/2009	Male	✓				

You may also further improve your workflows by connecting Airtable with your favorite apps and services through integrations. Airtable has built-in support for many popular apps such as Dropbox, Facebook, Google Drive, LinkedIn, etc. and a robust API.

When engineering meets breeder-owner-handler.....

As a breeder-owner-handler, I always feel like overwhelmed by my hectic schedule between daily care of our Akitas, breeding & puppy care, show planning & preparation, digital marketing, customer relations management, and constant learning. It is true that modern breeders have to wear many hats to succeed in both breeding and showing.

As an engineer, I was trained to think logically and improve the existing systems with creativity and innovation. Therefore, I began to look for a smart cloud-based app a year ago that may help streamline my multidimensional database, improve and automated the workflows. It turns out Airtable is exactly what I was looking for. Even better, it was built from ground up to support effortless collaboration that facilitates the communications and teamwork with our co-breeders, co-owners, and handlers.

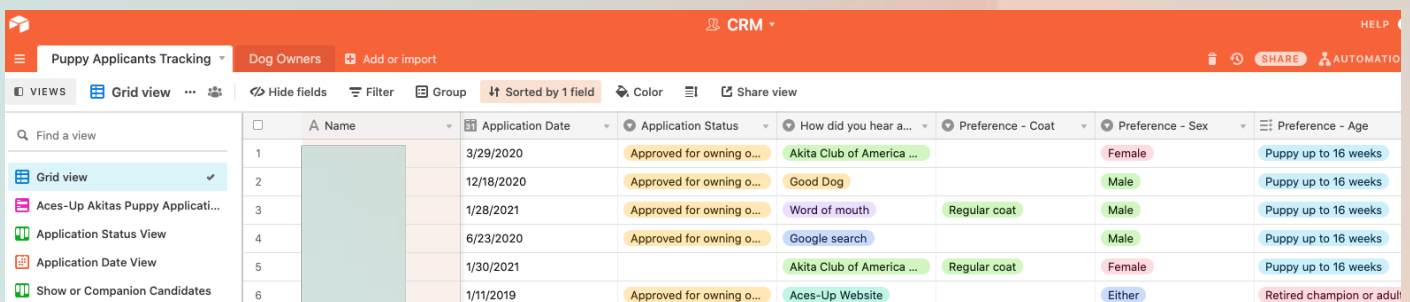
Getting started guide

You don't need to be engineering or software savvy to become a master of managing your data and transforming it to information that drives better decision making in breeding, showing, customer relations, business branding, and so on.

1. Create your account with **Airtable** for free. Download the **Airtable** phone app.
2. Download the templates that fit in your role (i.e., breeder kit) from our account on **Airtable Universe** for free. All the templates come with example data.
3. Input your data and modify the templates if needed.
4. Share your records with your co-breeder, co-owner, or collaborators in one click.
5. Submit a *Consulting Request* if you need any help from us. We will let you know the estimated cost and available appointment date/time (each session is up to 30 mins).

Example: Breeder's CRM (Customer Relations Management)

To improve the breeder's communications with the potential and existing dog owners, automated workflows are created in *Breeder's CRM* base. The *Puppy Applicants Tracking* table is embedded in the breeder's website or email system through a link.



	Name	Application Date	Application Status	How did you hear about us	Preference - Coat	Preference - Sex	Preference - Age
1		3/29/2020	Approved for owning o...	Akita Club of America ...		Female	Puppy up to 16 weeks
2		12/18/2020	Approved for owning o...	Good Dog		Male	Puppy up to 16 weeks
3		1/28/2021	Approved for owning o...	Word of mouth	Regular coat	Male	Puppy up to 16 weeks
4		6/23/2020	Approved for owning o...	Google search		Male	Puppy up to 16 weeks
5		1/30/2021		Akita Club of America ...	Regular coat	Female	Puppy up to 16 weeks
6		1/11/2019	Approved for owning o...	Aces-Up Website		Either	Retired champion or adult

1. When one fills out the online *Puppy Application*, all the contents will be automatically populated to this table in your **Airtable** account.
2. An email will be sent to you that includes the completed application.
3. You log onto your **Airtable** account to update the table when needed, i.e., changes in Application Status, etc.
4. Once a candidate is approved for owning your puppy, an automated email will be sent to the candidate.

Consulting services provided by Aces-Up kennel

Please visit our website at <https://www.aces-upakitas.com/consulting> for free download information, and details of our consulting services.