



# AN INTEGRATED APPROACH TO DIGITAL HORSE Care



When Founder and CEO of BarnManager Nicole Lakin and her team first developed the stable management software in 2012, they kept in mind all that goes into traditional barn management, including detailed record keeping, managing logistics, coordinating staff, vendors, and clients, and navigating the complexities of running a business.

"The old-fashioned methods leave room for errors and inefficiencies, and without a safe, centralized place for information, managers and owners are creating more work for themselves in an already demanding line of work," said Lakin. "BarnManager is a cloud-based solution that enables horse owners to access the information they need to keep their horses and businesses operating smoothly anytime and from anywhere," she explained.

"One of the core beliefs at BarnManager is that technology will never fully replace classic horsemanship. This belief informs the way that we build our technology and the way that we market it."

By  
Jullana Chapman

Photos by Jump Media



Nicole Lakin, Founder and CEO of BarnManager  
and her beloved mount, Capitaine De Flobecq



## A SUBSCRIPTION SOLUTION

Currently, BarnManager offers two subscriptions: Starter and Essentials. The difference is in the features included, not in supporting the number of horses in your barn — BarnManager supports barns that have three horses up to 200.

“Most of our barns have more than 20 horses, but we believe that proper horse care and management are

**■** *One of the core beliefs at BarnManager is that technology will never fully replace classic horsemanship. ”*

crucial no matter how many horses you are responsible for. That is why we try to make our services affordable regardless of size,” said Lakin.

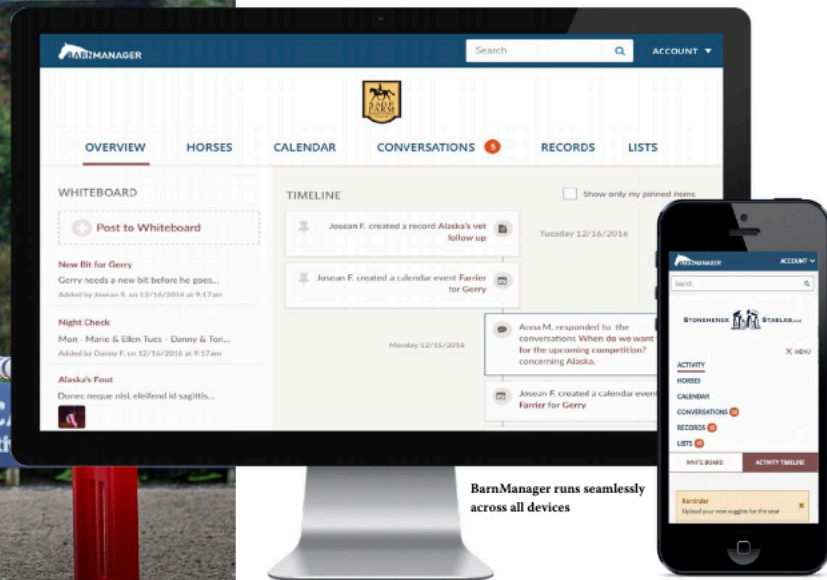
Both subscription options give users access to unlimited horse health, information and wellness recording. Users can easily upload attachments directly to their horses’ records to access them whenever needed and, thanks to a partnership with US



Equestrian, a horse’s full USEF record, results and identification card can also be imported in just a few clicks.

Searchable barn-wide conversations and messaging, a virtual whiteboard, and customizable tables and free-form lists are among the other features available at both subscription levels. The Essentials

subscription offers additional features including detailed feed, supplement, medication management and ‘discharge’ reports. By hitting one “discharge report” button within BarnManager, users can quickly download a full, well-organized report of any and all information on



the horse they would like included, from training notes to vaccination, farrier records and more. “It’s really important to me that, when I send a horse out, I’m sending as much information about the way that I’ve cared

about that horse in the past,” said Stacia Klein Madden, who utilizes BarnManager’s discharge report feature when horses are sold out of her Beacon Hill Show Stables. “That way, those people can have the same information if they choose to care for the horse in the same way. I don’t like it to be a science experiment. We’re able to send a horse out with

the feed listed, the vet care listed, the dental records, the vaccines and any special instructions.”

## BARNMANAGER PRO – SNEAK PEEK

An exciting new subscription category that is still in development, with a projected 2021 launch date,







will be called BarnManager Pro. This new category will include a host of new features including a much-requested offering focused on accounting capabilities.

As Lakin regularly speaks with users and potential users, she has heard over and over they are currently unhappy with their scheduling and billing options outside of BarnManager.

"Billing is literally the bread and butter for many of our users. They spend a lot of time on it each month, and it is how they ensure that they are getting accurately paid for their

services," shared Lakin. With a majority of users using QuickBooks, she found they are happy with the accounting features, but the actual invoicing is cumbersome and doesn't meet their specific needs.

"It is very important when you are trying to develop solutions, that you dig deep and uncover what your users are actually requesting. What became clear was that the challenge was in trying to bill out reimbursement charges across multiple clients or multiple horses, and that is where they run into trouble. I started to hear how people

are dependent on QuickBooks Desktop and remote servers in many cases and can't generate invoices on the go," she said. "There were problems that existing solutions weren't necessarily solving very well. And it was something that with a lot of research, patience and open-mindedness, I believed that BarnManager could."

"In our design, we focused on minimizing steps, maximizing access to the right information, and enabling time-saving operations like splitting items across multiple customers or horses on multiple invoices, creating, reviewing and



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sending multiple invoices at once, processing online ACH payments from customers and creating invoice templates for regularly recurring charges," said Lakin. After the team at BarnManager finished their first customer walk-through, they came back with insights and made revisions to the initial design and workflow. Once updated and reviewed, the customer told the team she would hands down switch from QuickBooks to BarnManager.

"This engaged the team even more, and we knew that we were on the right track with this offering," said Lakin. "I believe that BarnManager Pro is going to dramatically improve the billing process for small and medium barns."

This new subscription offering will be a game-changer. "We really want to build something for all of the people dedicated to operating training facilities, boarding facilities and who provide other critical services because they love horses. Collecting and understanding their income is very important. But it is more of a chore for them. Our goal is to make the

process easier, smoother and better for these hardworking people."

As Lakin and her team define the 'nice to have' versus 'need to have' features for BarnManager Pro, they are spending time to weigh the prioritization of improvements to BarnManager Pro versus improvements to BarnManager's existing features. "We pride ourselves on never releasing a product or feature before it is able to deliver real value for our users," stated Lakin.

### TECHNOLOGY TO THE RESCUE

"Now that we are living in the reality of COVID-19, I have heard from many of our users looking to limit the number of people at their barn at one time, as well as trying to communicate to owners while other barns are closed completely to non-essential persons," shared Lakin. BarnManager can help ease the burden of relaying information in a timely manner by providing users the 'List Maker' functionality to create sign-up sheets for their boarders/lesson students. They set the number of open slots equal to



the number of people allowed to be at the barn within a certain time window. Users can also access the 'Calendar' and notify users on the digital whiteboard of any changes in the rules and restrictions.

In addition, users are documenting all rides and any treatments or appointments in BarnManager. They can give the horse owners/boarders access to their horses' data, and they can log in from home to read updates. BarnManager also allows for unlimited attachments in both the 'Records' feature and the 'Conversations' feature. "This feature

The screenshot shows the BarnManager web interface. At the top, there's a search bar and an 'ACCOUNT' dropdown. Below that, it says 'Lakin Horses' with a 'Back to Lists' link. The main content area is titled 'LIST' and shows a 'Friday April 3rd Riding Schedule'. It includes options to 'Print', 'Export To CSV', 'Edit', and 'Delete'. The schedule is presented as a table with time slots and horse names.

8:00-10:00	10--12:00	12:00-2:00	2:00-4:00	4:00-6:00
Amy	Sue	Kelly	Kevin	Amanda
Alex	Ben		Rachel	

BarnManager allows you to keep track of your horses' schedule and share in multiple formats

The advertisement features the Holiday Inn logo and a photo of the hotel building. Below the photo are smaller images of a swimming pool and a hotel room. A list of amenities is provided, including high-speed internet, complimentary local calls, an in-house restaurant and bar, and an indoor heated pool. Contact information for the location in Wilmington, Ohio is also included.

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allows users the ability to upload pictures or messages for owners who can't visit their horses. Uploading them to BarnManager using the mobile app keeps the barn staff from having to text or email each client individually," she said.

One outcome of the situation is most barns have extra downtime and are

spending that time getting organized. There is always something to clean, to organize, to order and plan for. "It is great to see people taking advantage of this time to demo and try out BarnManager and in a lot of cases, incorporate it into their day-to-day so that they will be more organized the day we are able to return to some sort of "normalcy."

### SADDLE AND SHOW TIME

Lakin is a devoted equestrian and competitor. She recently purchased a new horse and is enjoying the time getting to know her by taking her on trail rides, flat lessons, cavetti work, hand walks and snuggles in the stall. Her horse show schedule is typically light in the summer, but given the current environment, she will be excited to get in the show ring when the time is right. Lakin splits her time between Florida

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in the winter and in New Jersey the rest of the year. "This year, it was a hard decision, but after a great deal of thought and debate, we decided that the horses will ultimately be happier or just as happy at home in New Jersey as they are in Florida."

Once horse show organizers determine set dates, Lakin will assess the situation and hopefully start to build her horses up again to prepare to show.


Out of the saddle, Lakin's focus is on BarnManager.

"My area of expertise is the intersection of horse care/management and user-friendly technology," said Lakin, who graduated from New York University before also receiving a graduate degree in entrepreneurship from Babson College's F.W. Olin Graduate School of Business in Massachusetts.

"BarnManager is a solution that allows you to plan for the best and the worst while being prepared for the unpredictable. You'll experience a stress-free and a fully efficient way

to manage your most important barn records and documents anytime, anywhere," said Lakin.

As technology becomes more common in our everyday lives, the adoption of technology in the horse world is also changing, she said. "While people have been slow to adopt some technologies that are designed to make their equestrian lives easier, they have started to

embrace equine-focused technology more willingly since they have grown accustomed to technology in other aspects of their lives." 

Website: [barnmanager.com](http://barnmanager.com)  
Facebook: [BarnManager](https://www.facebook.com/BarnManager)  
Instagram: [barnmanager](https://www.instagram.com/barnmanager)



**JULIANA CHAPMAN**  
*Palm City, FL*

Juliana is a technology marketing professional and lifelong equestrian who grew up in Rhode Island riding pony and children's hunter in the local show circuit and later showed adult hunter in the Bahamas.

She recently launched her equine technology blog: The Tech Equestrian to provide insights on the latest technology products, software, apps and wearables that are becoming more prevalent in the horse world. In addition, Juliana has written articles for Horse & Style, Connecticut Horse and The Plaid Horse.






# SARAH LOCKWOOD-TAYLOR

*Artist, Printmaker, & Textile Designer*

Sarah's work features hand carved and printed Equestrian artwork. A unique take on traditional printing, this custom artwork is modern yet classic.

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