

USRider and Xeo



BACKGROUND

Founded in 2002 by Mark Cole, USRider set out to provide roadside assistance uniquely tailored for horse owners. Beyond traditional roadside support, USRider offers help locating veterinary care and stables for stranded horses when tow vehicles break down.

CHALLENGE

USRider's initial software setup included a basic Access database for managing member data. By 2004, with 150 members, Cole realized he needed a more robust solution and approached Xeo for help. He sought a web portal to enable online membership services, such as joining and renewal, and required specialized features for marketing and vendor integrations.

“Over two decades and two acquisitions, Xeo has been instrumental in USRider's growth, scaling the business from 150 members to 150 times that number.”



Murph McIver, son Ben, with Annette & Mark Cole • June 2024, Cumberland Falls, KY

SOLUTION

Xeo replaced the Access database with an enterprise-grade system backed by two dedicated web portals:

1. **Back Office Portal:** This browser-accessible portal allows employees to manage operations efficiently.
2. **Account Manager Portal:** Tailored for members, this portal supports joining, renewing, and account management.

To provide strategic insights, Xeo added a dashboard that enabled Cole to track marketing performance, customer satisfaction, and membership growth. Over the years, the platform evolved, with each enhancement carefully evaluated for its return on investment (ROI).

Key integrations streamlined operations. For example, caller ID from the phone system automatically loaded a member's profile, saving time during service calls. Additional integrations linked with dispatching and direct mail services to automate renewal notices through the Back Office portal.

RESULTS

In 2011, Cole sold USRider to Active Interest Media. The software contract with Xeo was structured as a 'work for hire,' meaning USRider owned the intellectual property, which played a pivotal role in acquisition negotiations.

The new owners retained Xeo, with a heightened focus on growing memberships through innovative partnerships and integrations with equestrian interest groups. This strategy thrived, leading to the eventual sale of USRider to Equine Network in 2020. Under this new ownership, Xeo expanded its role significantly, creating brand-specific versions of the Account Manager portal while maintaining a unified Back Office portal for operational efficiency.

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CLIENT REFLECTION

Mark Cole and Murph McIver, the founder of Xeo, have stayed connected over the years, often skiing together. During a visit in the summer of 2024, McIver spotted a USRider ad on his phone. He shared the ad with Cole, who expressed pride in seeing how successful his original vision had become.