

**Pets at Home:  
Our journey so far of  
a headless Optimizely  
experience**



# Meet our panel



**Andy Todman**

Director of  
Development



**Justin Masters**

Chief Technology  
Officer



**Minesh Shah**

Solutions  
Architect

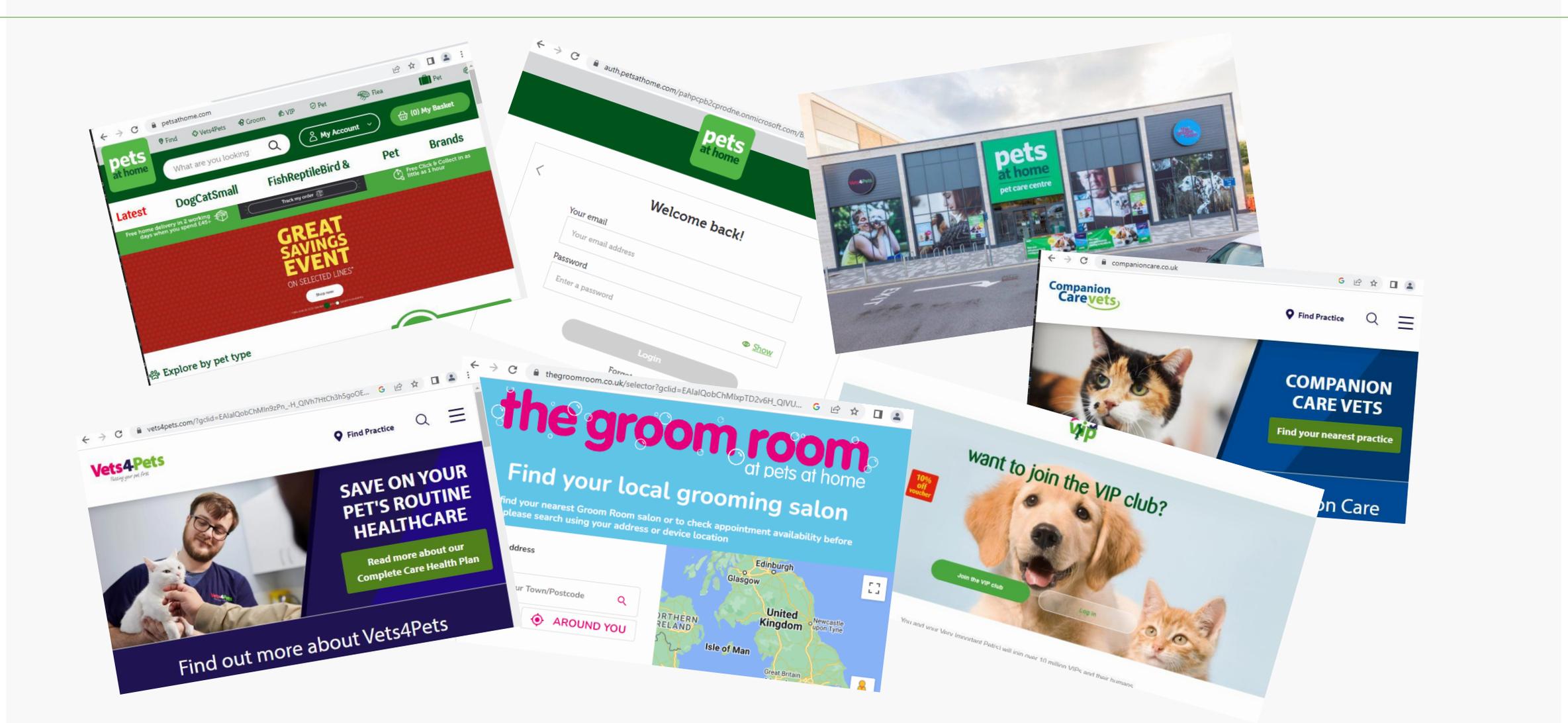


# Pets At Home: More Than a Petshop!

**To build the world's best pet care platform**

One integrated business    Consumer centric    Omnichannel    Sustainable

# Customer Starting Point: Disjointed Experience!



# Pets at Home



# Time for questions



**Pets**  
at Home

 **Optimizely**

**「NETCEL」**