

**DRAFT**



## Case Study: EDMO

### **Non Profit Pivots to Maximize Local Impact**

*In app development, embracing change is as important as a great idea.*

It was the Fall of 2022 when Sharon Mor, Executive Director of San Francisco-based Summer Camp provider, EDMO, was determined to increase team productivity and its ability to serve Bay Area campers.

Over the years of operations, Sharon's team had combined spreadsheets, computer files, a cloud database, and two separate cloud based applications to schedule and support their summer camp and related programs.

The team was spending significant time copying and pasting data between systems and they thought there must be a better way. And crunch time was fast approaching — their Summer Camps fill up quickly, and most sign up in January.

With a modest budget remaining for few months left in the year, Allied Code was engaged to help them find and implement a solution.

Within a week, Tony Farag, Project Lead at Allied Code met with the EDMO team to understand the current situation, establish objectives, analyze the existing integrations, and research potential solutions, ultimately providing a roadmap to support EDMO during their upcoming January signups and an option to build a platform for long term growth.

Using an Agile approach to developing a solution, the Allies Code team integrated their marketing website with their operational systems, automating how they advertise their many SUMmer Camp programs to potential students, parents, and school districts.

As the project was nearing completion, EDMO had an epiphany. Most of their business was now coming directly from School Districts, but when the system was designed, their focus was on direct-to-student sign ups. Tony and Sharon discussed the situation and helped EDMO pivot the focus of the solution to the new direction.

Under Farag's direction, the development team produced an MVP for EDMO in time for the following sign up season, but this time, with a focus on engaging with and enabling School Districts to provide summer camp slots to their students through unique portals for each district

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