

Case Study



CLIENT OVERVIEW

Givsum is a comprehensive management and engagement platform that allows charitable organizations to integrate their operations, fundraising campaigns, and an active community of supporters, all in one place. By providing a simple online platform for creating fundraising pages, selling event tickets, accepting donations, managing volunteers, and tracking donor behavior, Givsum helps charitable organizations free up valuable time and resources to pursue their worthwhile missions.

THE BUSINESS NEEDS/CHALLENGES

Given the nature of the problem they were dealing Givsum was facing the following challenges:

- Scaling, maintaining, and optimizing existing online platform built on Ruby on Rails became a challenging task for the client.
- Technical team scaling was a major hurdle for the client to run their online platform smoothly. It was difficult to maintain and manage their existing online platform without right skilled Ruby on Rails professionals.
- Hiring and retention of the technical team was becoming day-to-day challenge for the client.
- Maintaining consistent website performance and availability to support an ever-expanding user base was tedious for the client.
- Further to add, to stay ahead in the competition, client was looking for the technical team to help update and innovate the features of the platform.
- Boost user experience and enable the existing platform to handle the growing volume and the number of transactions.

They were looking for experienced and professional technology partner who can work with them as a team and can help them manage, maintain, and upgrade their existing online portal with all the necessary changes required with the help of skilled Ruby on Rails professionals.



- **Industry:** Software Development
- **Headquarters:** California, US

CLIENT OVERVIEW

THE SOLUTION

TechnoMark stepped in with its dedicated team, offering a comprehensive solution to fix the major issues. Skilled Ruby on Rails developers worked with client for bug fixes, code reviews, feature enhancements, optimizations etc., to improve the Givsum online portal.

As a technology partner, TechnoMark provided comprehensive solution tailored to Givsum's needs, ensuring the platform's growth and operational excellence:

Quick Team Augmentation/Ramp Up:

We rapidly deployed a skilled team to integrate with Givsum's existing workforce, addressing immediate technical needs and fostering innovation.



CLIENT OVERVIEW

THE SOLUTION

Feature Enhancement and Development:

Introducing new features, such as advanced search filters, mobile responsiveness, and personalized user dashboards, to enrich the platform's functionality. The high-level list of features/enhancements include:

- Dashboard
- Donation receipts through payment
- Multiple image auto slider
- Open AI integration for text edits
- Payment features
- Apple wallet
- Email open/ clicks information
- Adding Financial supporter details
- Adding Stripe-based search filter
- Changing look and feel of Campaign

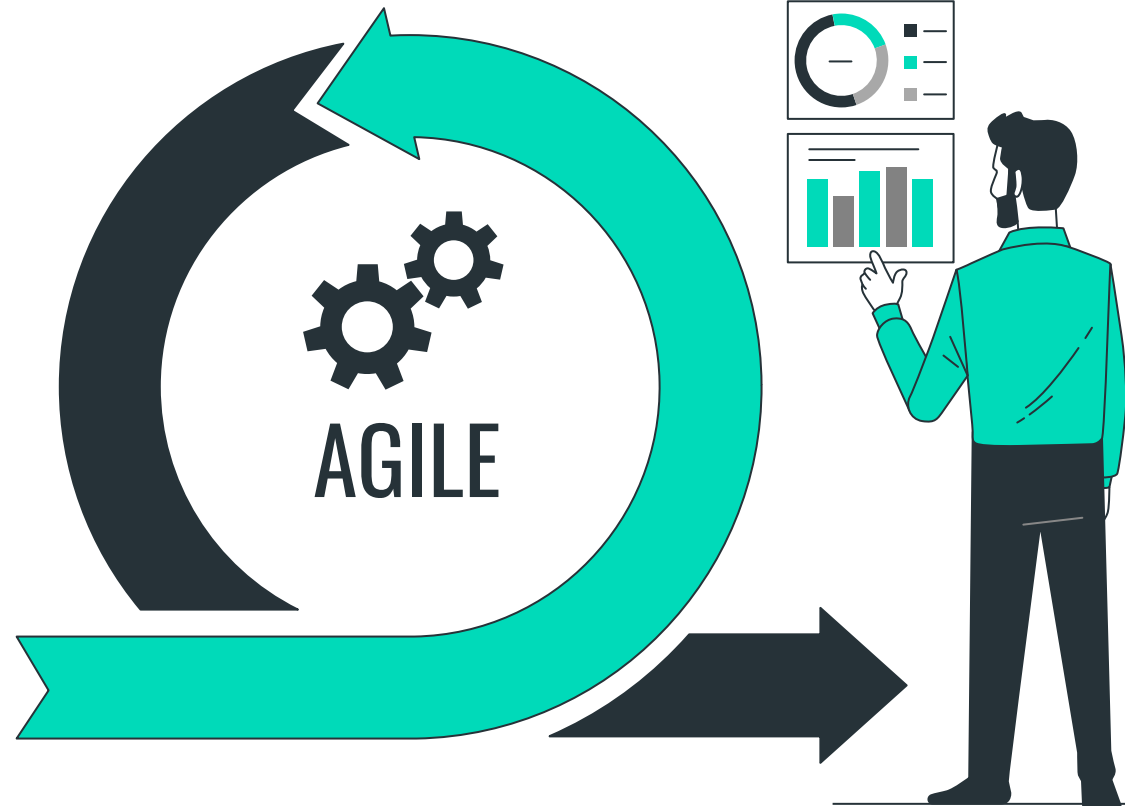


CLIENT OVERVIEW

THE SOLUTION

Agile Development:

Employing agile methodologies for the rapid development and deployment of new features and enhancements.



CLIENT OVERVIEW

THE SOLUTION

Bug Fixes & Code Review:

Helped client to rectify critical functional and technical issues in a timely manner and ensure that code review is done thoroughly to avoid any technical glitches.

User Feedback Integration:

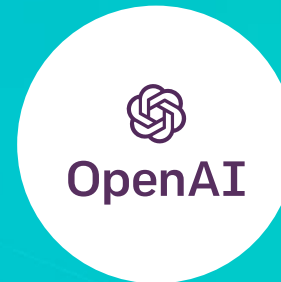
Regularly collecting and analyzing user feedback to inform necessary improvements and feature updates.



TECHNOLOGIES WE USED



Ruby on Rails



Open AI

FINAL OUTCOME

Milestones & Deliverables

Fulfilled requirements of clients to hire dedicated experienced Ruby on Rail professionals and leverage their technical expertise immediately to ensure its long-term success. Also, helped client to mitigate not just hiring and retention challenge, but also helped maintain, manage, and scale up their existing online platform. The client has provided good feedback and appreciated the experience working with TechnoMark.



FINAL OUTCOME

Achievements



Significant improvement in **DEVELOPMENT SPEED**

We've helped Givsum to leverage an improved and faster development with the help of experienced Ruby on Rails professionals and team scaling of 2x.



Improved **SCALABILITY**

Givsum can now effortlessly handle increased traffic, supporting its growing user base without compromising performance with increased scalability of 70%.



Helped boosting **OPERATIONAL EFFICIENCY**

Within a short time-span TechnoMark helped achieve a remarkable improvement in website features, uptime and reliability with increased efficiency of 1.5x.



AUTOMATION *in text edit using Open AI*

Turned conventional text editor into an AI-powered text editor with Open AI integration to make amendments to a given text input and a lot more.

CLIENT IMPRESSIONS



“With TechnoMark’s support, we’ve experienced a significant improvement in our **project’s development speed, efficiency and quality**. Their commitment to excellence, coupled with their **proactive approach** to problem-solving, has made them an **invaluable partner** in our journey.

We highly recommend TechnoMark to any organization in need of reliable, expert assistance in software development and project management. Their dedication and professionalism have truly set them apart compared to other outsourcing companies with whom we worked in the past.”



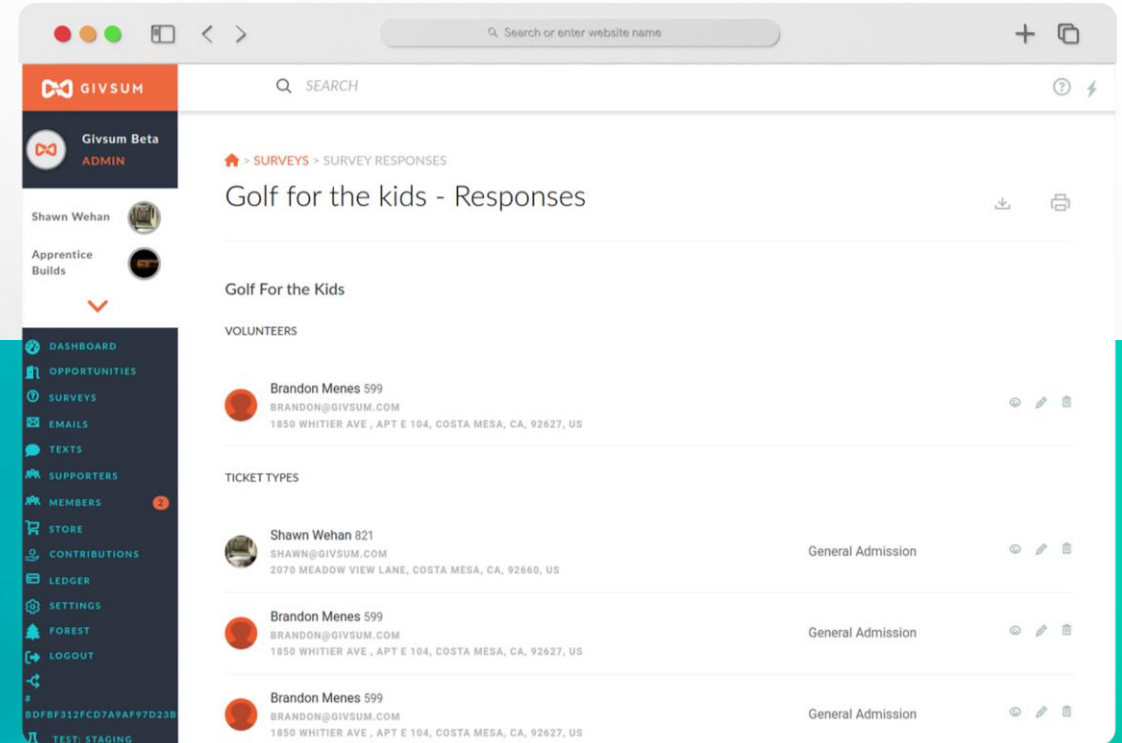
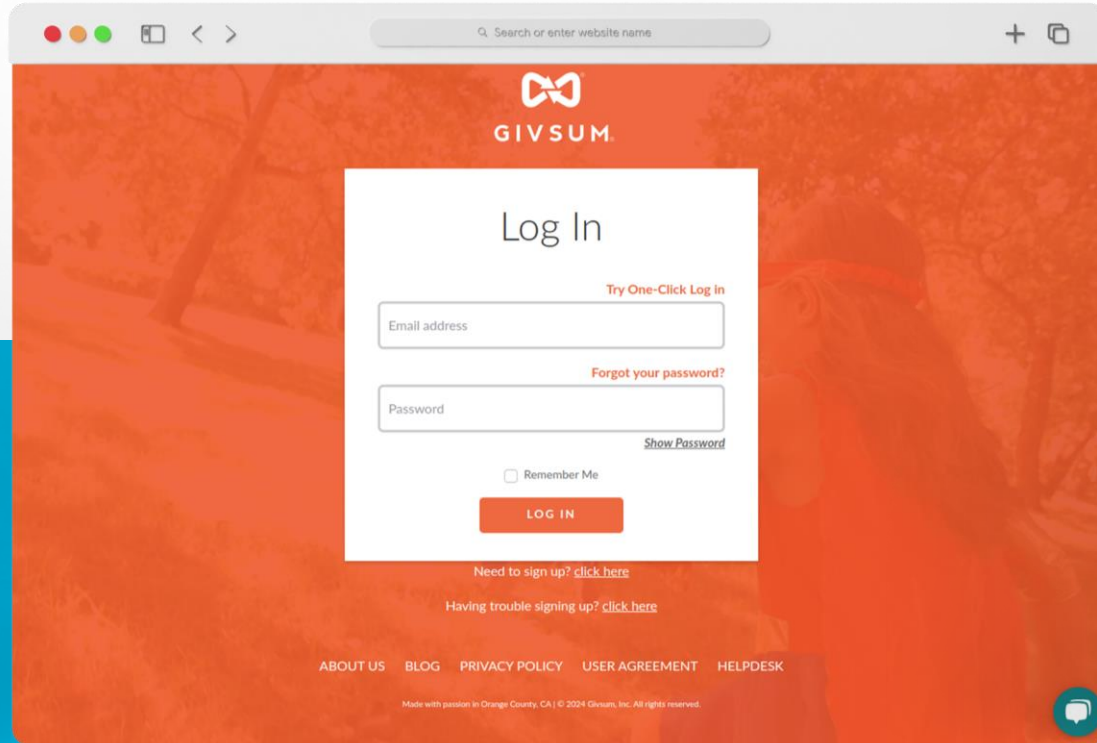
Shawn Wehan

Givsum - Founder

United States



SCREENSHOTS



SCREENSHOTS

The screenshot shows the Givsum Beta auction interface. At the top, it says "New Tix with New Domain" and "Givsum Beta". There are buttons for "AUCTION" and "DONATE NOW". Below this, there are tabs for "AUCTION ITEMS (2)" and "MY BIDS (1)". A blue banner indicates "Auction Ends In 1:22:32:49". The main item is "Eggs and Bacon" with "Bids (1)" and a current price of "\$16.00". There are buttons for "OVERVIEW", "CONDITIONS", and "PICK UP". Below the item, there is a "Bid Amount" field set to "\$ 16" and a "MAKE A BID" button. A "Bid History" section shows one bid from "Shawn Wehan" for "\$15" on "02/28/24 11:12PM" with a "CANCEL BID" button. A "Suggested" section shows a product "GRAPES TO GRADS".

The screenshot shows the Givsum Admin Dashboard. The top navigation bar includes the Givsum logo, a search bar, and a user profile for "Shawn Wehan". The main content area is titled "Givsum Admin Actions" and "Organization Snapshot". There are three summary cards: "DONATED \$67,470.18", "PURCHASED \$1,655.00", and "LOGGED HOURS 12.00". A line chart shows "TOTAL RAISED" over time, with a peak in December 2023. A pie chart shows the breakdown of "TOTAL RAISED \$69,125.18" into Donations, Tickets, Items, Packages, and Auction Items. The dashboard also includes sections for "TOP DONORS" (Shawn Wehan, \$142,888.32) and "TOP OPPORTUNITIES/CAMPAIGNS" (Big Donations, \$52,631.89). A sidebar on the left contains a navigation menu with items like Dashboard, Opportunities, Surveys, Emails, Texts, Supporters, Members, Store, Contributions, Ledger, Settings, Forest, and Logout.

A hand is shown reaching out from the bottom center towards a glowing blue circular interface. The interface has a futuristic, digital appearance with concentric rings and a grid pattern. The background is a dark, blue-toned space with a grid of light points and lines, suggesting a digital or data environment. The overall aesthetic is high-tech and futuristic.

**THANK
YOU**