Case Study

GIVSUM

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.

GIVSUM

- **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:

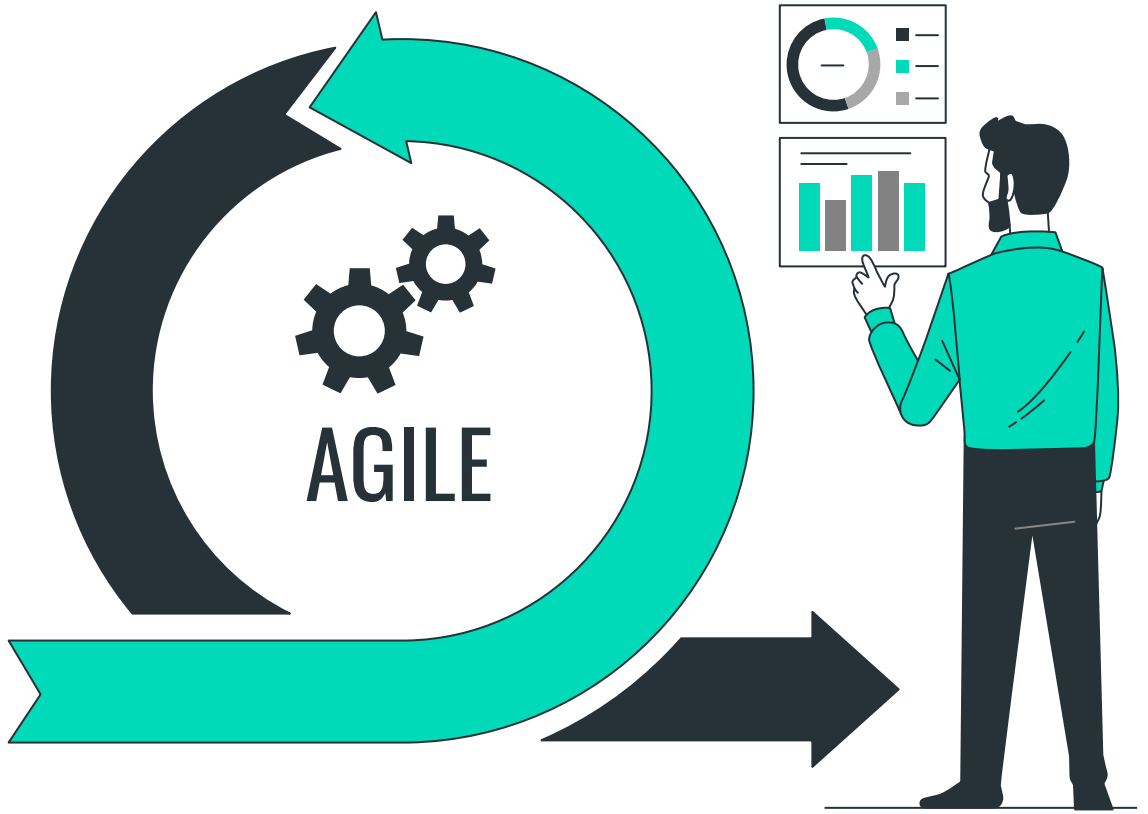
- Dashboard
- Donation receipts through payment
- Multiple image auto slider
- Open AI integration for text edits
- Payment features
- Apple wallet
- Email open/ clicks information
- Adding Financial supporter details
- Adding Stripe-based search filter
- Changing look and feel of Campaign

CLIENT OVERVIEW

THE SOLUTION

Agile Development:

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



CLIENT OVERVIEW

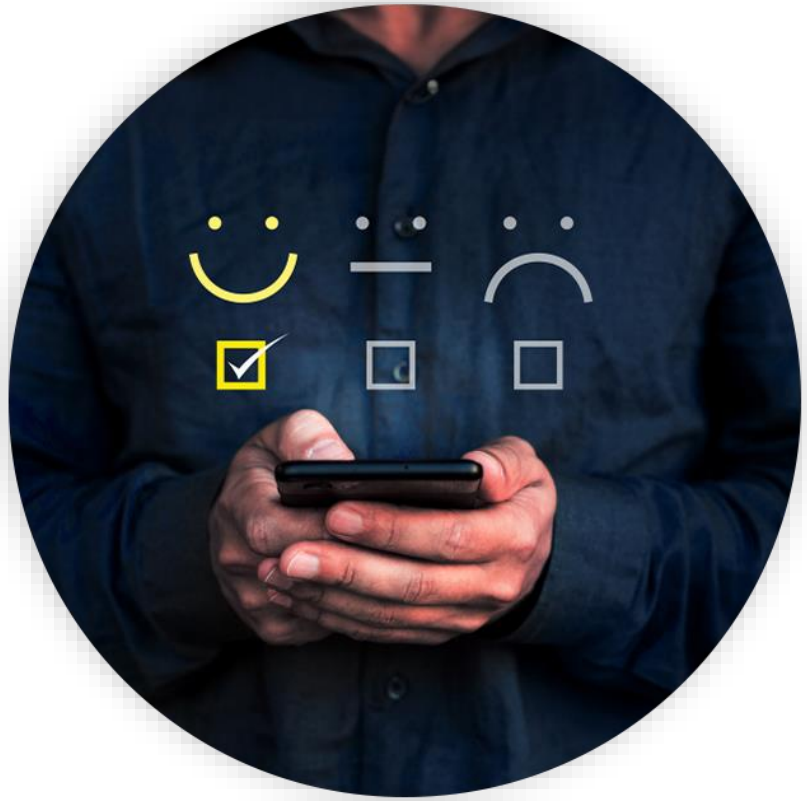
THE SOLUTION

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.

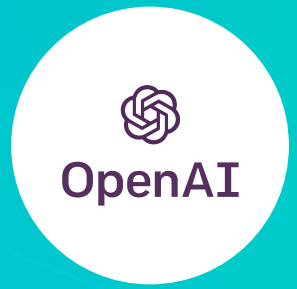
User Feedback Integration:

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

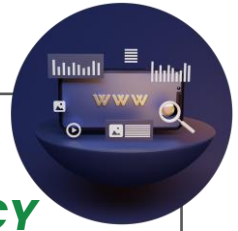
Achievements

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

GIVSUM®

"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."

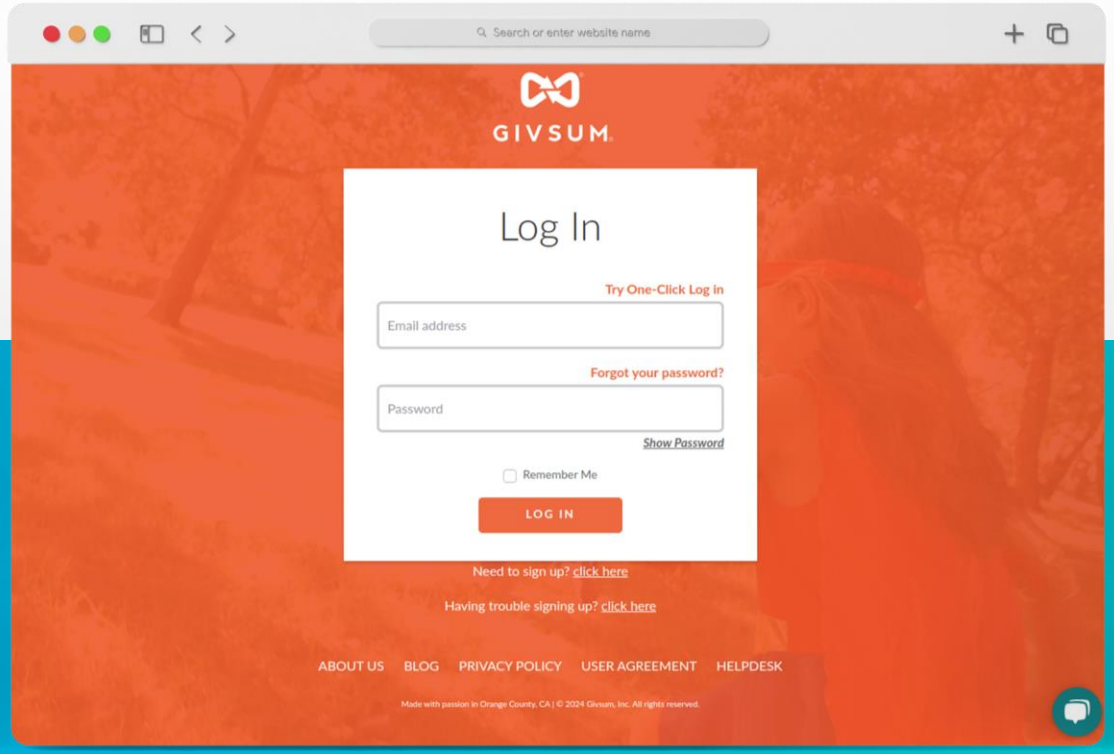
Shawn Wehan

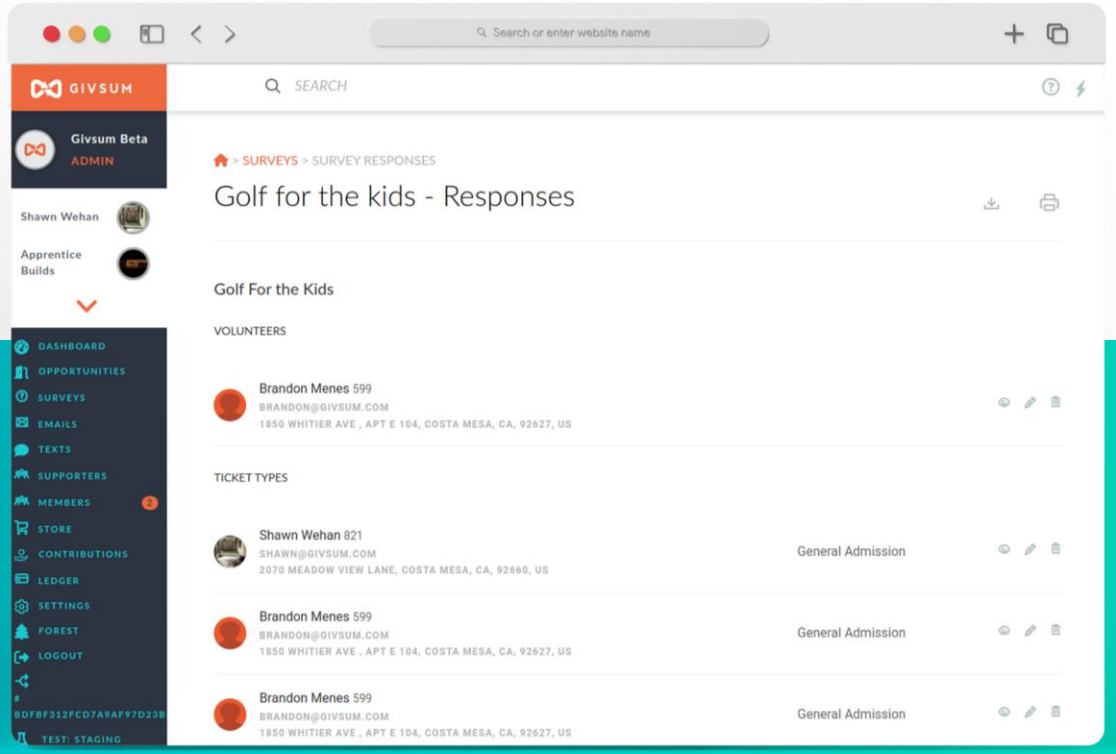
Givsum - Founder

United States

★★★★★

SCREENSHOTS





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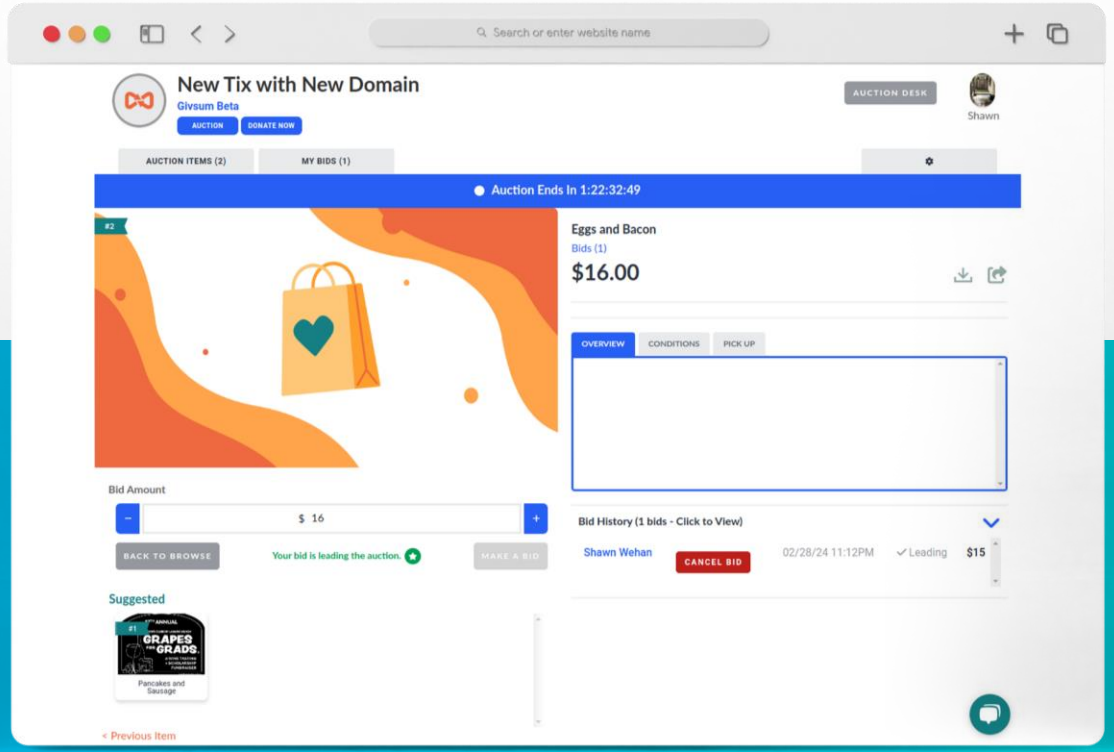

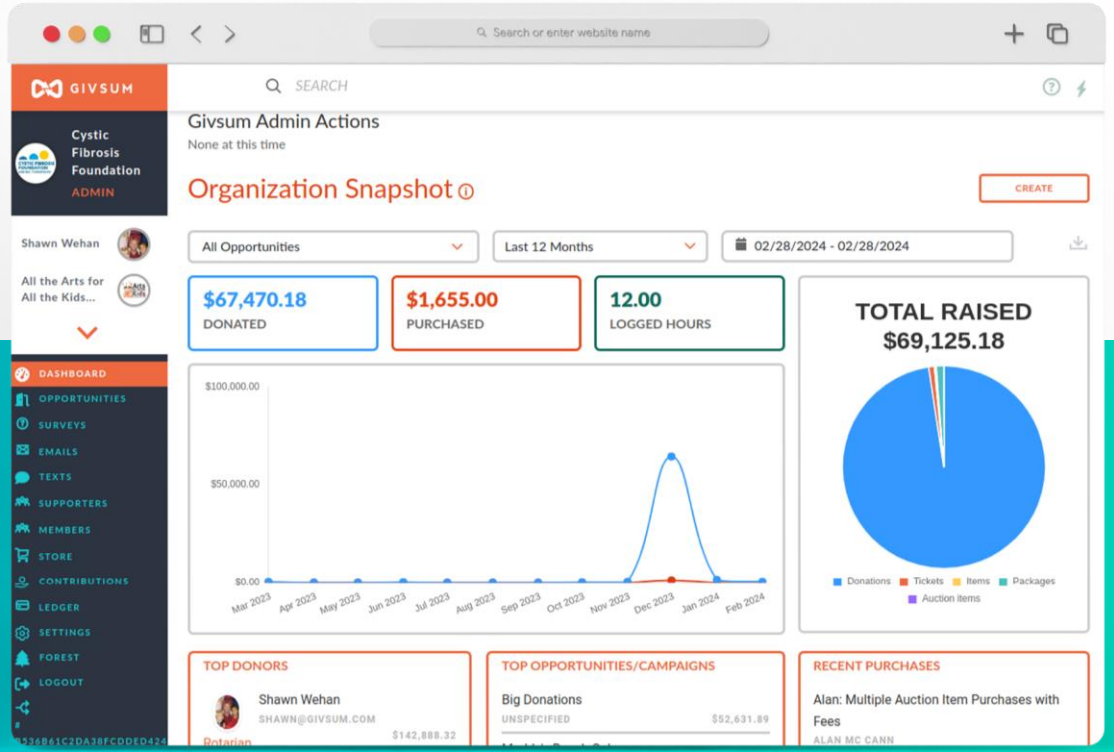

THANK
YOU