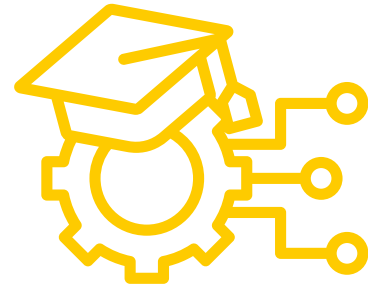


# Empowering Growth in Ed-Tech through Platform Transformation

## Challenge

- As the customer was transitioning from a startup to a more mature organization, they needed to reshape their platform design, integration, and data management strategies to provide seamless e-learning experiences across various business models, products, and locations.
- The inefficient tutor scheduling functionality in the previous system led to lost revenue and negatively impacted the overall user experience.
- Tutors and students experienced inconsistency in their relationships due to the previous system's lack of recurring availability settings, causing frequent tutor changes for students with fixed schedules.



## Strategy and Solution

- Customer collaborated with NJC Labs to create a new, integrated system that leverages multiple platforms, including Salesforce, MuleSoft, Zuora, AWS, Vonage, Datadog, and PostgreSQL, for a more cohesive and efficient experience.
- NJC Labs took the lead in developing APIs in MuleSoft, which enabled subscription management, Tutor Hub user management, and automation of the session scheduling process, ensuring a seamless experience for both agents and tutors.



- Customer and NJC Labs worked closely together to ensure efficient utilization of the MuleSoft platform, focusing on the effective implementation of APIs and aligning with customer's overall design strategy.

## Transformation

- The project was completed within the planned timeline, successfully implementing API-led development across the organisation and fostering a more streamlined and collaborative approach.
- Over 50 assets were successfully synchronised bi-directionally between Salesforce and PostgreSQL, ensuring up-to-date data availability for both agents and tutors.
- The new Tutor Hub allows tutors to easily manage their availability, promoting automated session assignment and improving the overall scheduling experience.
- APIs were designed with reusability in mind, following MuleSoft's recommended three-tiered architecture, reducing the time needed for future projects and promoting efficiency across the organization.



## Results



REUSABLE APIS WERE CREATED AND ARE ALREADY BEING UTILIZED IN OTHER ONGOING INITIATIVES, SHOWCASING THE VALUE OF API-LED DEVELOPMENT.



SUPPORT COSTS ASSOCIATED WITH TUTOR SCHEDULING HAVE BEEN REDUCED, THANKS TO MINIMISED MANUAL INTERVENTION AND IMPROVED SYSTEM EFFICIENCY.



REVENUE HAS IMPROVED BY 116% DUE TO THE ENHANCED TUTOR AVAILABILITY MANAGEMENT, ENSURING BETTER RESOURCE ALLOCATION AND UTILIZATION.