

CASE STUDY

EDUCATIONAL SAAS APPLICATION FOR PEARSON

Customer Background

Pearson is an international media company with world-leading businesses in education, business information and consumer publishing. With 37,000 employees based in more than 60 countries, Pearson aims to serve the citizens of their brainbased economy wherever and whenever they are learning.

softserve

Business Challenge

Pearson wanted to release a new SaaS application for the education industry. The main goal was to help educators identify students that have a high probability of dropping out of school prior to graduation. The secondary goal was to provide educators with information on the students' progress to help them monitor as well as solve issues that were causing students to drop out of school.

While Pearson had a Flex-based application prototype, the application backend needed improved performance and scalability to satisfy the education market needs. The Pearson and SoftServe teams collaborated to complete the following:

- Keep the same look and feel as the existing application
- Add new features to the backend system (multi-tenancy, scalability, reporting, and integration with the school's information system)
- Ensure support for different browsers (IE, Firefox, Safari and Chrome) and mobile devices like iPad

Project Description

SoftServe identified a number of challenges, including absence of specific application requirements and need for improvements of the infrastructure and architecture. There was also a very short timeframe of three months for completion of the engagement.

The combined teams held a series of assessments and delivered the following:

- Implementation Roadmap
- Architecture solution and technology stack
- Revised and prioritized requirements with detailed scope for first release
- UI/UX enhancement recommendations
- Test Strategy and Test Design
- Revised development process

As a part of the SaaS consulting service, SoftServe created a System Prototype as a proof of concept for the application.

The newly developed product application named "Prevent 2.0" was built on a multi-tier SaaS architecture, which allowed tenants/users to start using services without the installation process. The SaaS teams deployed "Prevent 2.0" in a product environment hosted by Rackspace, and delivered a scalable and fault-tolerant multi-tenant application with high availability. In addition, "Prevent 2.0" was delivered as a fully functional application with support of mobile devices, including iPad. For ease of use, the product was integrated with line of business applications using a Single Sign-On approach.

Business Value

The key factor of success for this solution was that it was completed and implemented for general availability by the beginning of the school year. Otherwise, Pearson would have lost a full year of market presence for their new product. The “Prevent 2.0” application used new web-based code and provided an enhanced cross-browser front-end resulting in:

- Improved usability due to incorporating new UI/UX approaches
- Increased overall performance due to utilizing asynchronous Ajax requests
- Flexibility of application usage from different access points, increasing the users’ mobility

The collaborative efforts of Pearson and SoftServe launched the “Prevent 2.0” application before the start of the school year; and it was the first application for an education system on SaaS platform in the United States.

ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, media, financial services, software, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation—from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience is are built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy—No matter where you are in your journey.

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