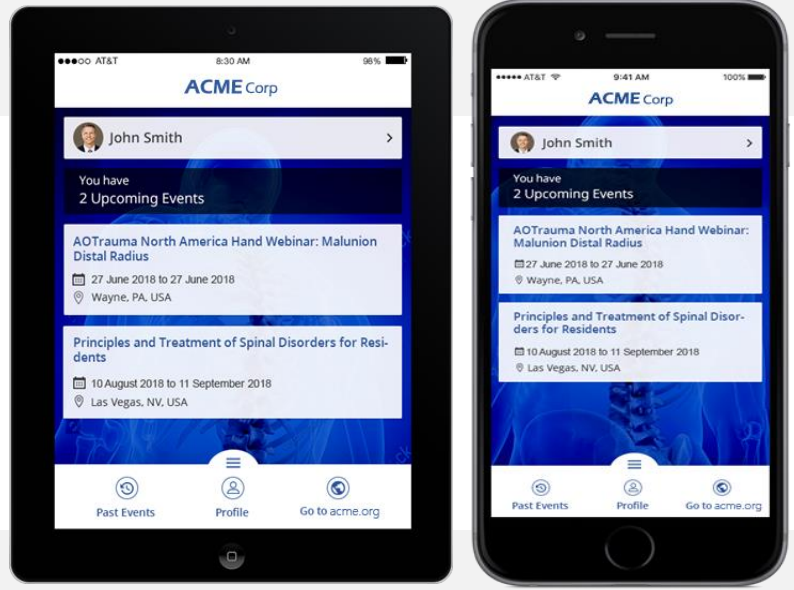


A non-profit organization enhances customer experience using Event Management Solution built on Azure & Xamarin



The customer is an independent, non-profit, regional affiliate of one of the foundations.

It is dedicated to the advancement of patient care in orthopedic, hand, craniomaxillofacial, spine and veterinary surgery by building and expanding the foundation's heritage in North America.

The Customer Challenge

The medical faculties and experts of the company conducted regular events/courses for other fellow medical practitioners to share their knowledge and case studies. All the participants are required to register to the event through the legacy application.

Due to the outdated technology and the increasing number of applicants there was considerable delay in the registration process. Moreover, the legacy system did not have capabilities to access the application on mobile devices.

The details related to the event like event description, agenda, faculty information, their biodata, Continuing Medical Education and Learner Objectives were inorganized resulting in inconsistency and confusion to the candidates.

The major challenges include:

- Lack of structured and easy access to event data
- No actionable insights from the unstructured data
- Slow, outdated legacy application hence delays in the event registration
- Application not accessible on mobile devices
- No reports to see the summary of events, registration trend, popular courses/faculty

Consequently, the company was looking to rebrand the entire application to enable easy access to structured data. The company also wanted to improve the look & feel (desktop and mobile version) and overall performance.

WinWire Solution

WinWire helped the company develop the rebranded version of the desktop application and mobile app leveraging C#, ASP.NET core, **Web APIs, Azure App Services and Xamarin forms** that allowed both faculty and participants to use the application seamlessly. The solution was designed to ease the faculty and participant registration and provide event details at a glance in a structured manner.

The application is widely accepted by participants, faculties, and administrators of the company due to its modern, user-friendly interface. The application provided the real-time stats related to events. The reporting feature in the application provides insights on registration trends and topics of the interest enabling senior executives of the company to identify popular courses and take right decisions.

The desktop application is public facing site and mobile app is available for free in both Android and iOS stores.

The Business Value

- Enhanced faculty and participant productivity
- Increased revenue due to ease of access and speed
- Improved decision-making process due to structured data availability at a glance
- Better insights for the executive team