



# EDTECH SOFTWARE:

With Basic Organization Comes  
**BREAKTHROUGH**  
RESULTS

[www.squaretree.com](http://www.squaretree.com)

Edtech Software is a company that provides software solutions for schools that aggregate ebook content from different publishers with a school's roster for automatic delivery to students who need them.

## The Problem

The company had been managing its own development process for a number of years. Company leaders would hire a developer and hope those employees had the skills necessary to do their work without a lot of guidance or leadership. Owner Peter Sauer admits that the process was far from organized, and projects that were scheduled to take several months would often take double that amount of time. Sauer estimates that over several years, they'd spent upwards of \$200,000 developing projects that went nowhere.

What's more, the company did not have a solid quality assurance program in place, which had the potential to jeopardize their relationships with customers. Coupled with the lack of organization, Edtech Software was in dire need of help.

## How We Helped

Our first step was to gather the Edtech team together and organize them according to their strengths. At the same time, we introduced the Agile Scrum methodology and unified the team onto one project. By walking the team through the processes and procedures -- including building the backlog, estimating, planning and sprint management -- the team began to deliver on time and built confidence in themselves and with management.

To keep the Edtech team on track for the long term, we also worked closely with the team's IT director, coaching him on how to replicate the process and maintain accountability structure.

## The Results

Within 30 days, the company was already seeing positive results through a more organized structure. Within 90 days, the financial and organizational results were huge.

On the financial end, learning the Agile Scrum methodology saved the company big. Where once they had thrown \$200K in development money toward projects that went nowhere, they were now moving forward and producing far more than they'd ever done before. In fact, Sauer believes the financial and production benefits to be exponential. Even better, Edtech is now able to focus on creating valuable products that matter.

"It's not just financial at this point," says Sauer. "The previous costs are lost, but the products we're producing should now produce breakthrough results. Based on the value alone, it's very worthwhile in the long run."