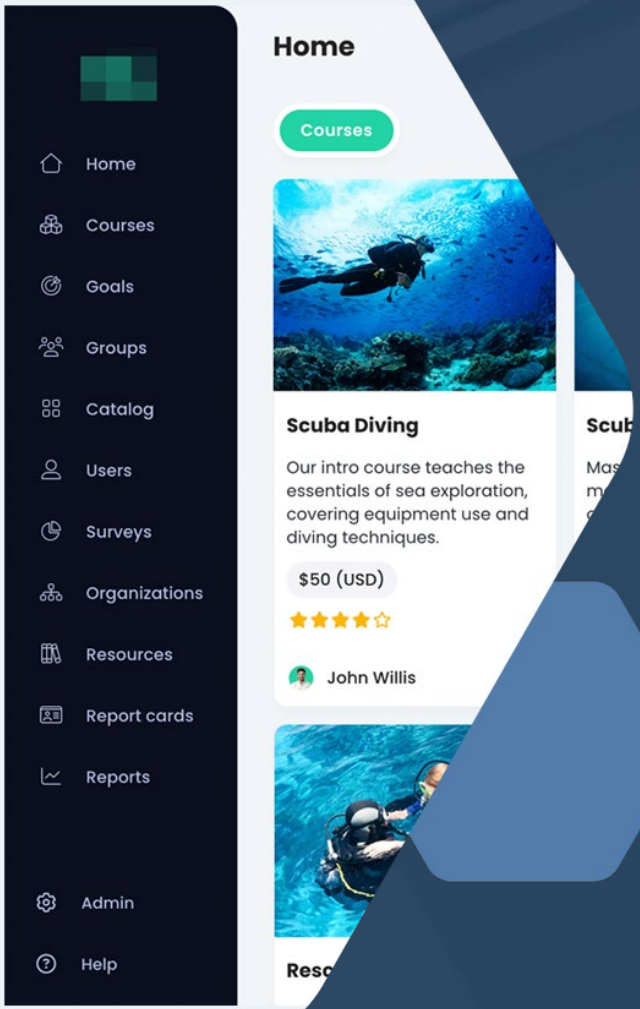

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The Art of Software Development

Intelligent online learning platforms

Key Information

Industry:
Education

Project duration:
11 years (Ongoing)

Team Size:
9-24 specialists

Technologies:
- HTML, CSS, JavaScript
- Ruby, Ruby on Rails
- JQuery, AWS
- AI: OpenAI, StabilityAI, ElevenLabs

Services:
- Software development
- Digital marketing
- Support services

Highlights

- The product offers **intelligent learning platforms** tailored for academic, corporate, and entrepreneurial sectors, sharing core functionalities and design while targeting diverse markets.
- Diverse **AI** technologies were employed for text generation and analysis, image creation, and text-to-voice transformation.
- ArtSoft Consult was enlisted to enhance the platform by adding new features, improving existing ones, and ensuring seamless functionality.
- Meeting the demands of a rapidly growing project was a significant challenge, requiring **quick turnaround times for new functionalities** and technical assistance. Additionally, ensuring prompt technical support responses and maintaining high-quality standards posed ongoing challenges.
- Through proactive marketing efforts, brand awareness increased by **50%**, traffic to the main site surged by over **60%**, and strategic partnerships were established with major tech companies.

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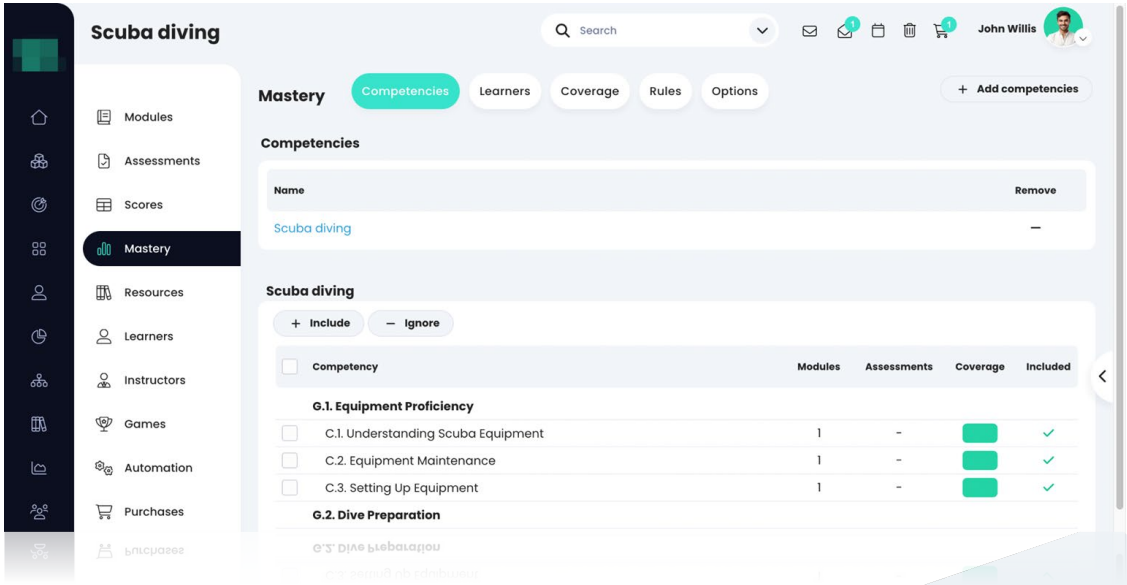
Product Overview

The product provides an **intelligent learning platform** for each e-learning segment: academic, corporate, and entrepreneurs. The products are built on the same core platform and share some of the functionalities and overall design of the platform, but they're targeted toward different markets.

Requirements

The client hired ArtSoft Consult to help improve their platform. They wanted to add new features, make the current ones better, and ensure the platform worked well. They also planned to create new features for their products, launch new mobile apps, offer **global customer support**, and build a marketing strategy to promote the platform worldwide.

Various **AI technologies** are utilized for text generation and analysis, image generation, and text-to-voice conversion.



Challenges

One of our challenges was to provide **high-quality development** services in a fast-growing project that required a quick turnaround when it comes to new functionalities and technical assistance.

The platform is used by hundreds of companies and academic institutions, so the technical support team needed to ensure a **quick response** to support questions while ensuring a standard of quality set by the client and assisting the development team with testing tasks.

From a marketing perspective, the team was tasked with developing and applying the marketing strategy to **promote the platform at a global level**.

Provided Solutions

The engineering team has created core functionalities for the platform weekly and increased significantly the number of features available in the platform. The new features included integrations with a variety of systems, creating new **complex features** that are now the core part of the platform, and creating **mobile applications** for Windows, Android, and iOS.

The support team provided quality support and testing services, that catered to clients from around the world, by ensuring the support team availability during the time zones required.

The digital marketing team developed the **marketing strategy** at a global level and provided an array of services such as content marketing, email marketing, branding, pay-per-click campaigns, search engine optimization, and more. The marketing team increased the brand awareness for the client's company by 50% through PR activities, boosting social engagement and brand mentions, organizing industry events, and running email and PPC campaigns. Traffic for the main site increased by more than 60% and we launched a successful blog that is among the first 4% of blogs in the industry. We also developed a strong partnership with Amazon, Microsoft, and Dell, and the products have now earned more than **60 awards and recognitions**.

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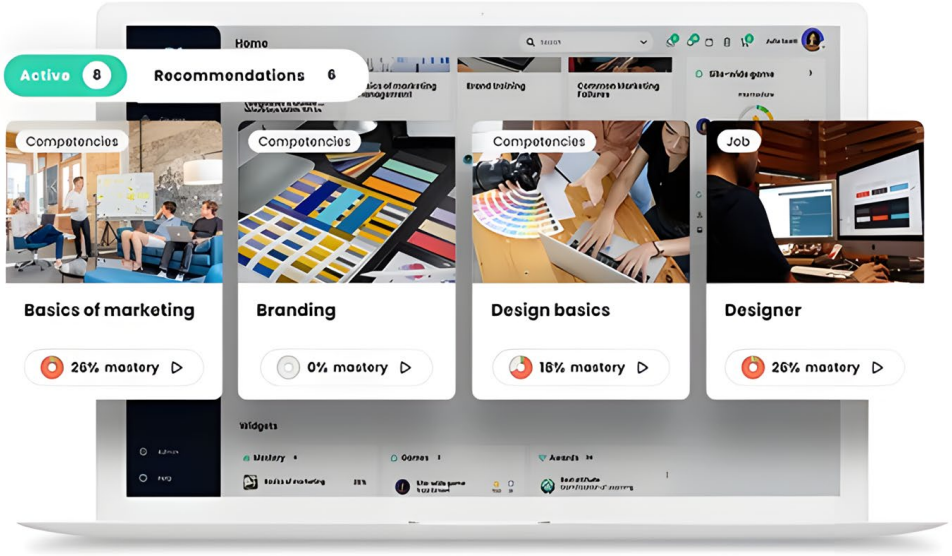

Client Words

"I have been using the services of ArtSoft since 2013, and recommend them highly. They are a great source of talented, hard-working, and enthusiastic software engineers. In addition, their executive team is top-notch and always a pleasure to work with."

- CEO

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Let’s get in touch

ArtSoft Consult is a trusted partner in the IT industry, providing tailored solutions to address your unique business challenges.

With our proven expertise our team delivers innovative solutions and development services.

Drawing from years of experience and industry insights, we deeply understand this industry and we look forward to working with your business.

For more details on our services and team, please **contact us**.

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