

KRG- American Youth Soccer Organization: Case Study

Domain: Custom Application Development

Client: American Youth Soccer Organization (AYSO). With humble beginnings as a simple dream of soccer enthusiasts, AYSO today is the flag bearer in popularizing the sport of soccer among the American youth. With more than 50,000 teams and an astounding 650,000 plus players, AYSO now helps children from all strata of society and places to realize their soccer dreams.

Project Status: Commenced in September 2008, the design phase was completed by December 2008 with implementation rolled out in November 2009.

Business Scenario: To help reach a wider consumer base and integrate its various partners, people and players, AYSO in 2002 launched www.eayso.org, its extranet website. The basic purpose of this site was to streamline the business process by reaching out to a greater number of volunteers, parents and NSTC (National Support & Training Center) staff. The subsequent rise in the number of players and people associated with AYSO and their use of and interaction with the website led to requests for further changes in the application. Moving beyond a simple upgrade at the earliest became critical not only for success but the very survival of the website.

Client Challenges: With a constantly widening member base and the rising needs and expectations of its users, re-working with the basic architecture of the website became the first priority for AYSO. In realizing its objectives the client faced innumerable challenges, including:

- Identifying areas of concern.
- Re-engineering the application architecture.
- Recognizing and integrating the latest technologies.
- Ensuring minimum time taken for carrying out re-engineering.
- Ensuring hassle free migration with the least disruption in services.
- Making changes with a focus on the long term future.

KRG Solution: KRG leveraged its experience in custom application development and expertise in architecture re-engineering to redevelop for the client its extranet website. KRG carried out the project in a skillful and efficient manner with least interference in the operations of the website.

Design: Through close engagement with the client, the KRG team understood the challenges faced by the client as well as other intricacies involved with the project. Our team analyzed the problem to the minutest detail and a suitable re-engineering project design was developed to carry out the task. This design was shared with the client, project timelines were finalized and project was executed after the client's due approval.

Development & Deployment: The architecture of the website was worked upon, with the appropriate identification and rectification of all its weak points. The extranet website was upgraded with advanced technology and infused with latest features that were tested in a live environment before deployment. The application was reconfigured to make it more resilient and dynamic. To widen the reach and scope

as well as make it more effective, multilingual support was also added to the website after running appropriate tests.

Client Benefits: The complete re-engineering of the architecture of the website led to numerous benefits to the client. The implementation of the new design revealed a drastically improved website with better and enhanced features that are supported by the latest technology. The newly added features and other enhancements that have ensured more than a million unique hits per month include:

- Support and registration of innumerable players as well as volunteers from more than a 1000 regions.
- Flexibility to support registration and functions for players, coaches, referees and volunteers.
- Ability to create teams, appoint referees and manage board information.
- Convenience to schedule matches and tournaments online.
- Support for the entire national office business process over the website.
- Convenient online registration for children by their parents.
- Multilingual support for a wider reach and better interface.
- More than 800 dynamic pages for easier navigation.
- More than 200 business intelligence reports for better track of developments.