



**3E**  
Enrich. Enhance. Empower.

# 3E SOFTWARE SOLUTIONS

24, CMH Road, Indira Nagar II Stage, Bangalore  
Karnataka - 560038, India

[www.3esofttech.com](http://www.3esofttech.com)

## CASE STUDY - BOAB BOATS



### Boab Boats

Boab Boats is a Boat Licensing Company based in New South Wales, Australia

#### ***What were the Problems / Opportunities?***

*Boab Boats, partnered with their franchisees, were delivering Boat training and licensing courses to their customers through a Cloud-based LMS*

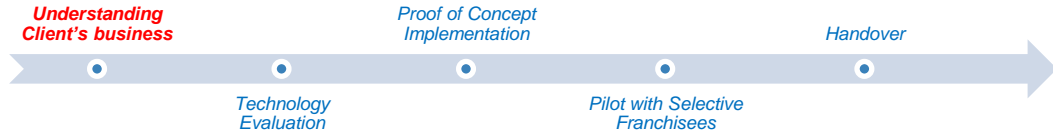
- *High operational costs of Cloud-based LMS in terms of the subscription model determined by number of site users.*
- *High operational costs transmitted to higher course delivery costs, hence higher pricing thereby losing their competitive advantage.*
- *The functionality in the Cloud based LMS was complicated for the Admin and Franchisees in addition to being costly.*
- *More time spent in assisting Course vendors in Course and Sales Management.*
- *The features were limited and no support to Split the Payments between the business and Franchisees in real time.*
- *It was also not Mobile-friendly and the Design was not user-friendly.*

## CASE STUDY - BOAB BOATS EDUCATION



### Boab Boats

#### What did 3E do to enable the Client achieve the objectives?



#### **Understanding Client's Business & History of Existing Cloud LMS**

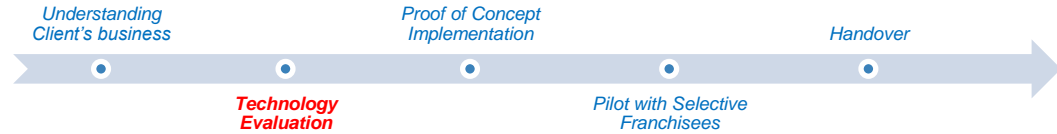
- *Fair Understanding of Boab Boat's Licensing & Training Business*
- *Understanding & Demos of Existing Cloud LMS*
- *Analysis of Reasons behind signing up with Cloud LMS & Challenges that are forcing the Client to move out of Cloud LMS*
- *Gap Analysis*

## CASE STUDY - BOAB BOATS EDUCATION



### Boab Boats

#### **What did 3E do to enable the Client achieve the objectives?**



#### **Technology Evaluation**

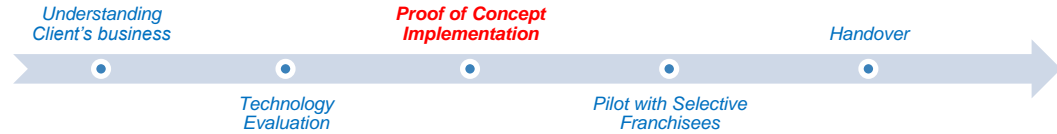
- *Identification of the right LMS platform (Moodle)*
- *Most viable of Choices of eCommerce platforms (Magento or WooCommerce)*
- *Evaluations of LMS and eCommerce integration architectural choices*
- *Multi-Vendor Marketplace Implementation and Adaptive Payment integration architectures*

## CASE STUDY - BOAB BOATS EDUCATION



### Boab Boats

#### What did 3E do to enable the Client achieve the objectives?



#### ***Proof Of Concept Implementation***

- *Finalizing Magento as the eCommerce platform.*
- *Migration of Course contents from Cloud LMS to Moodle to ensure compatibility.*
- *Magento and Moodle Integration with Adaptive Payments and Marketplace for Franchisees.*
- *Feedback & Improvements through Client Collaboration.*

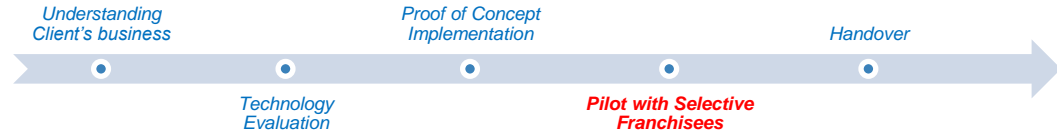
*Basic On-Premise LMS is ready.*

## CASE STUDY - BOAB BOATS EDUCATION



### Boab Boats

#### **What did 3E do to enable the Client achieve the objectives?**



#### ***Pilot with Selective Franchisees (Beta)***

- *Pilot implementation with Selective Franchisees*
- *Improvements per their feedback*

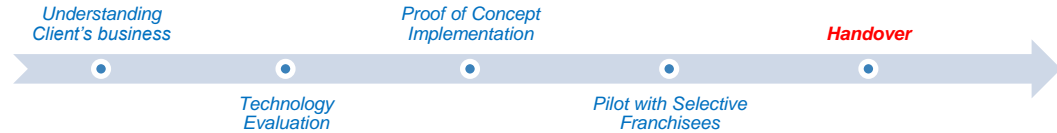
*A complete LMS Marketplace is functionally ready*

## CASE STUDY - BOAB BOATS EDUCATION



### Boab Boats

#### **What did 3E do to enable the Client achieve the objectives?**



#### **Deployment and Handover**

- *Final product improvements (functional, user interactions, ...)*
- *Deployment and UAT, including more Franchisees.*
- *Transition & Handover.*

**Migration from Cloud-based LMS to Open Source and On-Premise LMS successfully completed.**

## CASE STUDY - BOAB BOATS EDUCATION



Boab Boats

### ***And now...***

- *Due to the migration to Open Source Platforms in a self-hosted environment, the Total Cost of Operation was reduced to 25%.*
- *Due to the Marketplace features implemented, the vendors were able to handle the course and sales management without the Client's assistance. Integration of the Paypal Adaptive Payment resulted in live automatic payment splitting between the Client and course vendors. These resulted in a reduction of 60% in operational resources spent.*



## CASE STUDY - BOAB BOATS EDUCATION



Boab Boats

### ***What were the Challenges?***

- *Choosing the right platforms for the client for eCommerce and eLearning features based on the current requirements and future scaling plans.*
- *Integrating the eCommerce and eLearning platforms with SSO, Course details syncing etc.*
- *Development of a Multi-Vendor Marketplace where multiple franchisees can register and sell their courses.*
- *Adaptive Paypal Payments implementation for the Owner and Course Vendors.*

## TESTIMONIAL



Boab Boats



***3E undertook a very challenging learning management system for us, which also involved point of sale through a shopping cart set up, while we have used them for other projects also. The quality of their work and performance has been of an extremely high standard and their time delivery was excellent. They provided a very good skill set and knowledge as applied to the project And continued to communicate all aspects of the project. I would highly recommend their services and know that they would deliver to any clients needs.***

***- Paul Gelfius  
Director, Boab Boats***

# THANKS!

## Any questions?

Connect with us at

- ▶ [hello@3esofttech.com](mailto:hello@3esofttech.com)
- ▶ [www.3esofttech.com](http://www.3esofttech.com)
- ▶  /Software3E
- ▶  /Software3E