



Phrendo is an online social community created for athletes and active people with diabetes. As part of the Insulindependence partner network, Phrendo community members create personal profiles, host events and swap health management strategies with others who share their recreational interests and life challenges.

Challenge

Limited internal IT resources to satisfy growing user base requirements

With a very niche target audience of athletes with diabetes, Phrendo wanted to make sure they provided a supportive and rich online user experience. In order to grow their community membership, Phrendo realized they needed to enhance their website and back end data systems. However, they lacked an internal IT team to get the job done. In order to apply for and secure grant funding, they had to present a technology plan and cost-analysis. Phrendo needed to enlist an outside web and database developer to enhance their system functionality and privacy settings.

Solution

Fairway served as technology experts and delivered more than client anticipated

The leadership at Phrendo turned to Fairway Technologies to help develop their IT strategy and manage and execute the necessary web and database changes. As part of this solution, Fairway Technologies:

- Helped prioritize and make technology recommendations that would add the most value
- Researched how to optimize administration of the platform
- Developed, tested and launched new server into production
- Provided important new enhancements that the community was requesting
- Evaluated security, extensibility and privacy concerns and implemented appropriate changes
- Successfully transitioned system administration to Phrendo
- Exceeded Phrendo's expectations of what they could do with their initial round of IT funding

Benefits

Phrendo realized the following benefits as a result of this solution:

- Successfully improved the online community to help Insulindependence fulfill their mission of inspiring 24 million people with diabetes to live fit and healthy lives
- Increased user membership while also optimizing the site for improved performance, long-term stability and usability
- Scalable and secure solution allowed Insulindependence to market to an expanded demographic
- Enhanced brand visibility within their target audience
- Attracted new users with additional features and functionality

Technology

The following tools and technology were used to implement this solution:

- PHP
- MySQL
- SocialEngine