

# Case Study: An Affordable, Integrated and Responsive Website Solution

American School of Brasilia, Brazil

## Customer Profile

Est.: September 1964

Grades: PK - 12

Enrollment: > 650

Nationalities: > 40

Implemented: 2016

Vision: To positively impact the world through excellence in academics, activities, arts, leadership, and service.

*"We couldn't continue to keep paying more for a service that wasn't giving us more. Looking at Rediker's RediSite only made sense. We could get the tools we needed at a fraction of the cost."*

Rod Narayan, Technology Director

## The Challenge

In 2016, the American School of Brasilia – or EAB (Escola Americana de Brasília) - faced a dilemma. The PK – 12 international school was maintaining a website that provided them with the tools they needed to engage the school community, but it came with a price. As the school's requirements for content, navigation, customization, and integration grew so did the cost to maintain their website.

The website's annual contract renewal was approaching so Technology Director Rod Narayan seized the opportunity to explore other companies offering website services. With the approval of the EAB Board of Directors, Narayan embarked on a search for a website that not only was less expensive, but offered better integration, communication and marketing solutions.

"It was in the best interests of our school's stakeholders to evaluate competitive website companies," Narayan explained. "We need to consider the impact on EAB's budget and financial status with regard to the (website) renewal increase."

Written approval for a new website provider didn't come quickly and it wasn't until early November when Narayan received the go ahead. This presented another enormous challenge. Narayan needed to expedite the implementation of the website so that it was up and running before the end of the month. If the implementation took any longer, there would be a lapse between website providers.



### School Website:

[www.eabdf.br](http://www.eabdf.br)

### Solution:

RediSite Responsive Website Design and Integration

### Benefits:

- Affordable tools to easily maintain, navigate and customize content.
- Seamless integration with PlusPortals, Online Applications, and other Rediker Software products.

## The Solution

EAB had been a Rediker Software customer for more than 20 years so it seemed only right to look at the website services they offered. Because better integration was one of the key reasons for transitioning to a new responsive website, Rediker's RediSite solution seemed a natural fit. RediSite included integration with Rediker's PlusPortals and Online Admissions applications, in addition to other Rediker products.

Integration was certainly important but cost was significant in creating an entirely new website. Whereas the previous vendor chose to "nickel and dime" the school by charging increasing amounts for minor add-ons and improvements, Rediker Software offered an affordable annual fee that covered everything they were looking for.

"In good conscience, we couldn't continue to keep paying more for a service that wasn't giving us more," Narayan said. "Looking at Rediker's RediSite only made sense. We could get the tools we needed at a fraction of the cost."

Of course, the time factor was not trivial either. EAB was under an extremely tight deadline to have the website up and running before the old one came down. That time period was only a few weeks away. Rediker Software and its team of website developers assured the school that with their cooperation the deadline could be met.

## The Results

EAB is now saving money while operating a professional, responsive website that meets all of their needs. The platform offers an all-in-one integration with Rediker's products and visitors can sign in to their Rediker Software PlusPortals account from nearly any page through an encryption protected login form that ensures parents' and students' information stays secure.

The school is also dedicated to providing information and forms in multiple languages for their diverse families. With Google Translate included in their RediSite website, they are able to translate any text from one language into another. Easy-to-navigate school and district calendars, linked to Rediker's PlusPortals, are also available to the school community.

They also amped up their SEO strategy so when a family searches for the school's name and views search results, they can form an opinion of the school. This good first impression brings the right traffic to their site, boosting inquiries, donations and enrollment.

Furthermore, EAB's RediSite website offers improved intranet functionality. The school's private network shares EAB information and computing resources among employees and can be accessed via their website.

"The RediSite solution has empowered the American School of Brasilia to easily stand out among other international schools with a strong web presence," said Rediker Software President Andrew Anderlonis. "They can now manage their website with ease and communicate more effectively with their school community by using RediSite's user-friendly content management system and integrations with other Rediker products."



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Andrew Anderlonis  
President  
Rediker Software



## School Background

### History:

The American School Association of Brasilia was legally founded on Sept. 15, 1964 with 41 students following a three-year mission to open an English-language school. Classes were held in two embassy apartments in SQS 113 until 1967 when the present site was completed. The immediate goal of the school was to provide six years of education for children in Brasilia. Other goals were to maximize the bi-national and international spirit of the school and to give students and teachers the opportunity to become bilingual.

Each year, new classrooms were built as the diplomatic community increased, and today it represents more than 40 nationalities and myriad religions, races, cultures, and belief systems. The American School of Brasilia enrolls approximately 656 students in grades PK – 12 and offers three college preparatory diplomas: American, Brazilian and International Baccalaureate.

### Mission:

Today, the American School of Brasilia, better known as EAB, is a leading educational institution in Brazil. EAB continues its mission to offer a differentiated, innovative learning experience to cultivate responsible and contributing citizens, leaders, and environmental stewards with a strong foundation of academic excellence.

EAB is a diverse community that provides an English-language based education. It is an International Baccalaureate World School with U.S. and Brazilian accreditation.

### Vision:

To positively impact the world through excellence in academics, activities, arts, leadership, and service.

EAB is now saving money while operating a professional, responsive website that meets all of their needs:

- Integration with Rediker's products, including PlusPortals
- Easy to navigate school and district calendars
- Affordable hosting
- Improved SEO strategy
- Google Translate

Visit the American School of Brasilia's New Website:

[www.eabdf.br](http://www.eabdf.br)

For more information about Rediker Software, visit

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