

# LEADING DIVE TRAINING ORGANIZATION SAVES \$250K IN DEVELOPMENT COSTS

Development

Mobile App



The Professional Association of Diving Instructors (PADI) is the world's leading scuba diving training organization. PADI's global Dive Centers and Resorts provide education, experiences, and diving gear in over 183 countries. The organization also offers services to dive shops, including business consulting, marketing, training, etc.

**\$250K+** cost savings

**8** team members added

**4.8** ★ stars in Apple store

**14k+** mobile app reviews

## Challenges:

- Resources limited due to COVID
- Need to “keep the lights on” hindered development of essential software product
- No bandwidth to execute the product roadmap
- Limited internal training due to high costs

## KMS Impacts:



Developed a digital certification process for diving instructors in a cost-effective and efficient way



Created a high-quality mobile app to meet the needs of divers, enabling PADI to execute their product roadmap even with limited resources



Enhanced development team capacity to meet growing demands as COVID pressure on tourism waned, without adding exorbitant costs



Enabled team to achieve digital transformation even when COVID limited bandwidth and resources



*KMS assisted our development team during a difficult time in our business, since COVID strongly impacted our industry. They were trustworthy, responsive, cost-effective, and they helped us create a high-quality certification product that will transform our business.*



Technology Leader