



**COUNTER
TOOLS**

Case Study · United States

ABOUT COUNTER TOOLS

Counter Tools is a **non-profit** organization working with **US state and local agencies** to give every citizen the opportunity to live a healthy life in an equitable place.

They achieve this by providing **training and technical assistance** to communities working to promote public health in the retail environment.

HOW IT WORKS

1



Document
the problem

2



Formulate
policy solutions

3



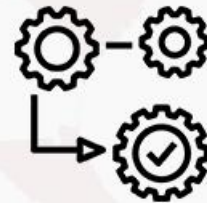
Engage strategic
partners

4



Persuade decision
makers to enact
policies

5

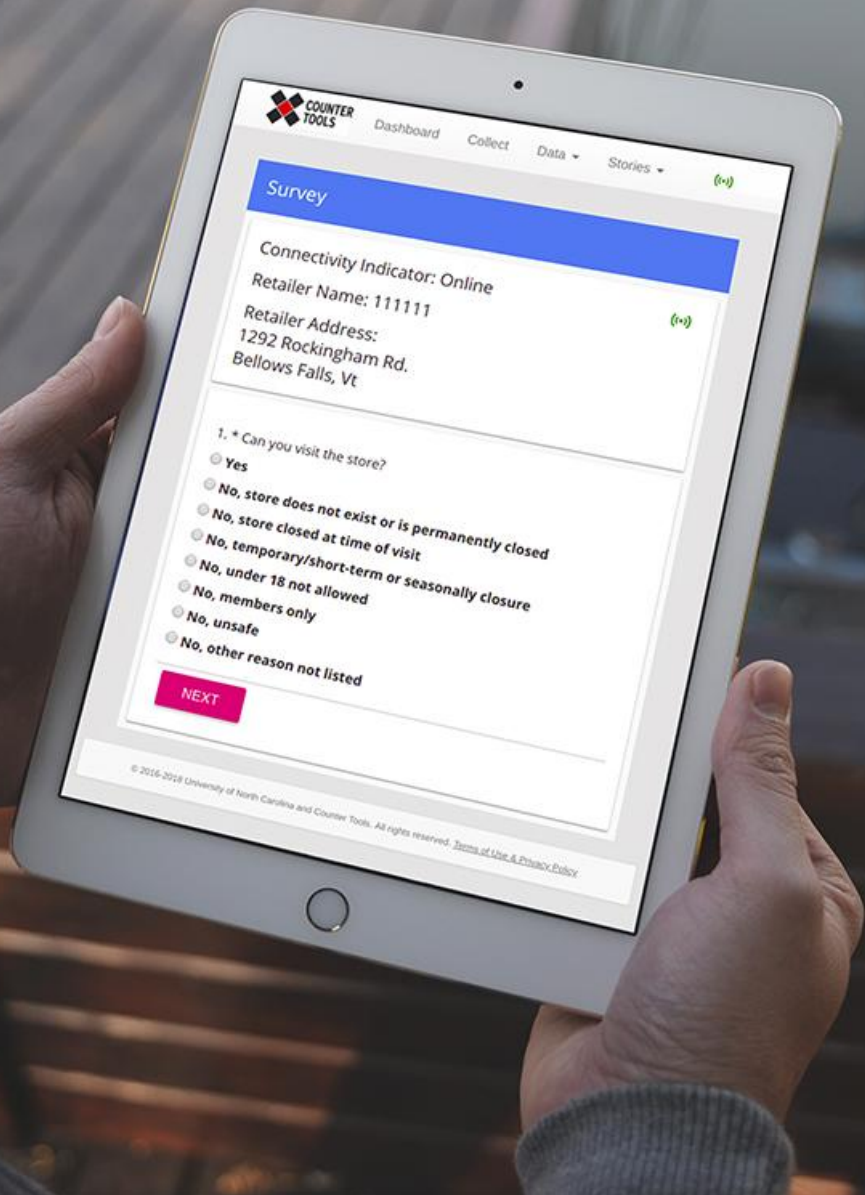


Enforce and
evaluate solutions

6



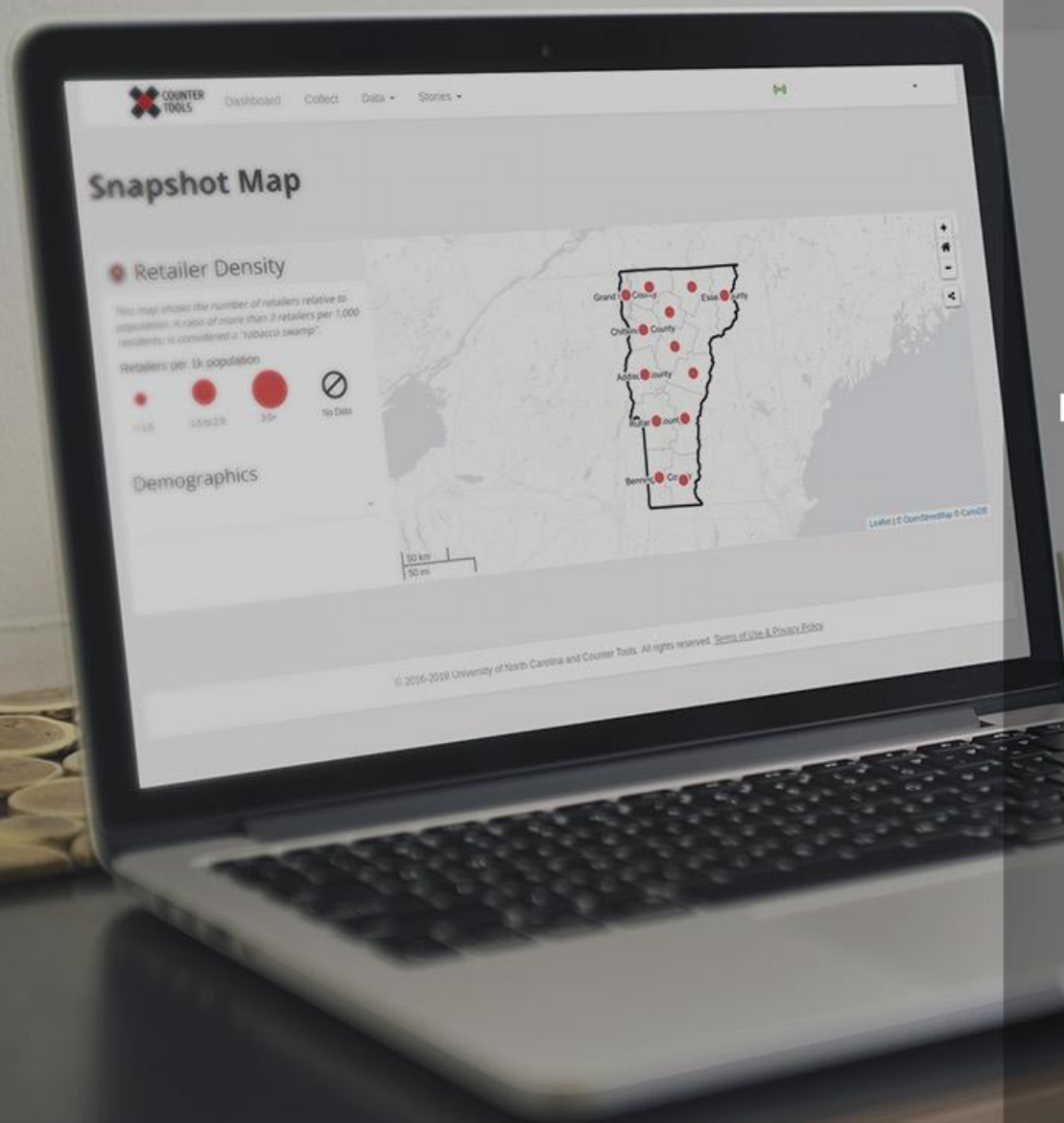
Raise awareness



THE CHALLENGE

Counter Tools has proprietary software tools that help communities **gather information** to gain a greater understanding of the retail environment in order to support **policy change** and education efforts.

They needed a team to help them **optimize and improve** one of their data collection applications.



WHAT WE DID

We provided **consultancy** services on a **redesign of the entire database**, creating concept tests to find an optimal solution.

Additionally, we **improved the usability**, security and added new features to the existing system.



Django



AngularJS



Celery



AWS Gov

RESULTS & TAKEAWAYS



The outcome of the project not only resulted in a **robust solution** with a modern and flexible backend but also an ongoing **collaborative partnership** with Counter Tools.

Our team of engineers are **privileged to be an extension of their team** and a contributor to ongoing innovation for their organization.



Anna Davidson

Director of Product & Technology

Innuy's responsiveness has been critical to our success in moving development from the United States to South America, and for adapting to changing business needs.

Their CEO and staff have consistently worked with our team during vendor source selection, and to adopt and modify agile processes and efficiencies that work for a small organization.



READY TO START?

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