

CUSTOMER STORY

Trafera accelerates innovation in instructional technology with RapidScale and Google Cloud



Trafera is an educational technology company that supports K-12 school districts across the U.S. by providing classroom devices, support, and professional learning. Their team of former educators helps districts integrate technology to enhance teaching and learning in the digital era.

To support its mission, Trafera created **TRAILS** (Technology-Rich Activities and Investigative Lessons for Schools), a curated library of high-quality lesson plans designed to demonstrate what effective technology integration looks like in the classroom. However, as the library grew, maintaining and scaling it became increasingly difficult.

Challenge

Trafera developed more than 700 technology-rich lesson plans designed to show teachers how to effectively integrate digital tools into classroom instruction. While the content was valuable, the delivery model created several operational challenges.

Key challenges included:

The original TRAILS platform relied heavily on static lesson content and manual updates, which made it difficult to maintain and scale.

- Outdated systems: Their MSP pushed obsolete equipment and was unresponsive during critical issues.
- Service gaps: Their other locations suffered from slow support, latency, frequent app downtime, and poor user experience.
- Resource drain: Day-to-day IT tasks left the in-house team unable to focus on strategic projects.
- Compliance risks: The company needed centralized management for compliance, identity controls, data leak prevention, and security.

A scalable, secure, cloud solution became essential.



"We had a vision for an application, and we were able to build a prototype that did what we wanted it to do, but it wasn't scalable and we couldn't deploy it.

RapidScale took that vision and turned it into a fully functional, scalable platform that we could deliver to our customers."

Dr. Josh Ratliff,

Director of Education Strategy
Trafera





The organization's goals included:

Modernizing the TRAILS platform with a scalable cloud-native architecture

- Leveraging generative AI to dynamically create lesson plans tailored to classroom needs
- Reducing manual content management and operational overhead
- Expanding lesson coverage across subjects, grade levels, and learning scenarios
- Delivering a deployable application that school districts could easily access and use

However, Trafera lacked the internal engineering capacity to transform its prototype into a production-ready application.

Solution

Trafera partnered with RapidScale to design and build TRAILS 2.0, a modernized, AI-enabled platform capable of dynamically generating instructional content for educators. RapidScale worked closely with Trafera to translate the enterprise-grade solution built on Google Cloud Platform (GCP).

This solution included several key components:



Cloud-native application architecture that allows the platform to scale efficiently while supporting future feature expansion.



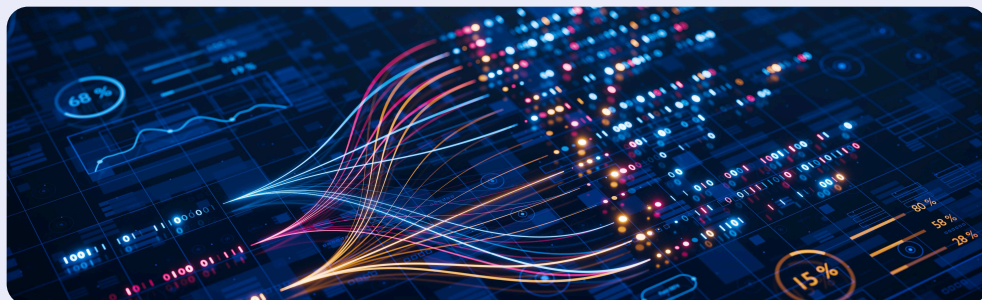
Continuous integration and deployment automation enable Trafera to release updates faster while maintaining stability. This allows TRAILS to evolve as capabilities are added.



Generative AI-powered models to generate structured and standards-aligned lesson plans based on teacher inputs.



User Interface Integration allows educators to easily interact with the platform, generate lesson plans, and access instructional resources.



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Key outcomes & business impact:

By partnering with RapidScale, Trafera successfully transformed a prototype concept into a production-ready platform that supports educators at scale.

Key outcomes include:



SCALABLE AI-DRIVEN LESSON CREATION

Instead of manually writing and maintaining thousands of lessons, educators can now generate customized instructional plans dynamically. This use of generative AI dramatically reduces the time required by Trafera's customers to produce high-quality instructional resources grounded in research-backed teaching strategies.



REDUCED OPERATIONAL OVERHEAD

By shifting from static lesson maintenance to AI-driven generation, Trafera can allocate its team to focus on more impactful projects.



FASTER INNOVATION

This new structure enables faster content updates. The cloud-native architecture allows Trafera to introduce new features and capabilities more quickly as the platform evolves.



EXPANDED VALUE FOR SCHOOL DISTRICTS

School districts now have access to a more flexible and scalable platform that helps teachers integrate technology into instruction more effectively.

Ultimately, TRAILS 2.0 enables Trafera to better support its core mission, improving teaching and learning outcomes through effective technology integration.

Why RapidScale?

Trafera selected RapidScale because of the company's ability to bridge the gap between vision and execution. While Trafera had already proven that generative AI could produce high-quality lesson plans in a prototype environment, the team needed specific expertise to transform that concept into a scalable, deployable platform. RapidScale provided the cloud architecture, engineering expertise, and development capabilities required to bring the vision to life.

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