



## Israeli nonprofit turns to cloud platform to help achieve social empowerment for underserved communities

Israel-based nonprofit Appleseeds Academy works tirelessly to upskill and uplift underserved communities through large-scale programming and computer science education. With Microsoft Azure services, the organization now provides training in 350 locations country-wide and maintains a 70 percent job placement rate after course completion.



### Customer

Appleseeds Academy

#### Website:

[appleseeds.org.il](http://appleseeds.org.il)

**Country:** Israel

**Industry:** Nonprofit

**Customer size:** Medium  
(50-999)

### Customer profile

Israel-based nonprofit providing programming and computer science training to improve employment and bridge Israel's digital divide.

### Software and services

Microsoft Azure

“With Microsoft’s help, we have implemented high-impact programs that benefit populations across Israel.”

**Daniel Saat, Director of Knowledge Management, Appleseeds Academy**

Founded in 2000, Appleseeds Academy focuses on bridging Israel’s digital divide and providing computer science education to help unlock a better, more connected future for all.

“Appleseeds runs large-scale programming and computer science [CS] programs across Israel,” explains Daniel Saat, Director of Knowledge Management at Appleseeds Academy. “We work with both teenagers and unemployed adults, so that they can find jobs in the tech sector and run advanced courses in CS fields.”

#### **Securing a partner for the future**

In 2005, Appleseeds became a Microsoft nonprofit partner under the Microsoft YouthSpark program. This partnership has been critical in empowering Appleseeds to implement computer science and coding training in diverse communities, such as those with a significant population of at-risk youth or newly arrived immigrants.

“We previously managed our entire infrastructure in-house, with a patchwork solution of different technologies and services providers,” explains Saat. “This was costly, and inevitably, our technologies would end up out-of-date and out-of-sync, causing delays, downtime, and stumbling blocks that affected our growth.”

In early 2017, Appleseeds used a trial grant for nonprofits to begin hosting its technology systems on Microsoft Azure.

“With Microsoft’s help, we have implemented high-impact programs that benefit populations across Israel,” says Saat. “Appleseeds provides 250,000 training hours in 350 locations and maintains a 70 percent job placement rate within six months of course completion. We are a data-driven organization, and we firmly believe that to teach technology the right way, we have to develop and run our own technology at the highest standards. Azure makes this possible, and in the process, allows us to fulfill our vision.”

#### **Paving the way for growth**

Recently, Appleseeds also began developing a new mobile application that both students and trainers can use in the field. “The Digital Classroom app gathers crucial data on attendance, feedback, learning progress, and how well both trainers and students understand the content during each learning interaction,” explains Saat. “That data helps our trainers improve every time they enter the classroom and gives our students a precious platform to take ownership of their learning experience.

“Today, we have around 1,000 students working on more than 75 courses. We aspire to 10 times growth over the course of the next three years as a result of full implementation of the Microsoft Cloud.”

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