



Bright Minds, Brilliant Solutions

SUCCESS STORY
GERONIMO

www.geronimo.com

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Client Profile



Based in Atlanta, Georgia, Geronimo offers vacation property listings combining online search and a reservation system that pairs consumers with vacation rentals. Property managers and owners can use Geronimo to proactively list their inventory of vacation homes. Geronimo has found a way to thrive on charity while at the same time facilitating opportunities for property owners, property managers, renters and the many charities that benefit from the web platform.

Vacation home owners post vacations to Geronimo where they can donate a portion (sometimes 100-percent) of the rent received. In many cases, property owners will take a backseat and instead allow the renters to choose the charity of their choice. Geronimo also assists non-profits with their fundraising efforts by providing turnkey fundraising solutions and promotional services.

Common Values Help Kick-start a Start-Up

What sets this engagement apart from other KMS client-partnerships is the degree of early stage involvement. Being a start-up company, Geronimo needed a trusted partner to build and brand the Geronimo website from the ground up. KMS volunteered its time and talent for an equity position. Deploying a .NET architecture running on Amazon Web Services, KMS effectively became an integral part of Geronimo's IT operation. Support for single sign-on, integration with social media such as Facebook and Twitter, building a mobile client for iOS and Android, were just a few of the things accomplished.

“KMS understood my key business drivers and has positioned Geronimo to quickly grow from a great idea to a thriving scalable business.”



KMS and Geronimo share common values in their work toward giving back to the community. With limited documentation available, team KMS was proactive in proposing new features for the website and mobile apps, managing the site's performance and adopting an agile and fast-paced approach to collecting and executing the requirements. Once the website was operational the team set its focus on third-party database integration, access work that was necessary to bolster the number of available properties.

How Green is my Valley?



Geronimo was founded by a passionate golfer and marketer named Mike Last. In 1998, Mike founded Last Minute Tee Times, to help golf courses more easily sell tee times especially at the last minute. One can see the relationship between open tee times and empty rental homes. Acquired by Comcast, LMTT grew to service 610,000 members and book hundreds of thousands of tee time reservations yearly. But for a business such as LMTT and Geronimo to thrive, it needed inventory. Enter KMS.

One of the largest projects entailed the building of customized software interfaces that provide direct links from Geronimo into property management, reservation and asset management databases from companies such as Barefoot, Instant Software and Razor-Cloud.

“It would be next to impossible to contact individual property owners one by one, since they number in the thousands,” said Mike. “By using KMS to create an automated integration to leading property management software systems, we were able to create



an automated solution representing direct links to about 130,000 property listings. One property manager can now export hundreds of properties to Geronimo with the flip of a switch, and the automated inventory filters developed by KMS make it easy for managers to ensure we feature the vacancies that they want us to.”

Understanding how the business worked was the priority, and the KMS team came up with the idea of leveraging Geronimo’s framework for building skins which the charities could use to raise funds via donated vacation rentals; all of which helped Geronimo achieve brand recognition and traffic. KMS understood what was important to Geronimo’s business and suggested ways to creatively tackle challenging business issues with people and technology to help Geronimo get to the next level.

Case in Point: Susan G Komen

Susan G Komen for the Cure of Atlanta is now beginning to promote Geronimo’s private label website, called OneSpareWeek. KMS developed key features that provide a branded feel for each non-profit partner and enable owners to convert spare weeks into big donations.

To make it easier for non-profits to promote their private label fundraising websites, KMS also developed seamless integrations with Craigslist and created a unique tool for non-profits to create promotional PDF flyers that they can print and or email to supporters.

Thanks to KMS, Geronimo can deliver vacations, technology to book the vacations, and solutions to promote the fundraising efforts. In addition, KMS developed the payment processing links as well as key reporting and affiliate sites to drive traffic to the sites.

Auctions Go Mobile

The banner features two main sections. On the left, under the heading "Geronimo Mobile App", it says "Tell us when you want to go and which charity you care about and we'll find you the perfect vacation! [Learn more](#)". In the center, there are images of a smartphone and a tablet displaying the Geronimo! app interface. On the right, under the heading "Run a Non-Profit?", it says "We are here to help you raise \$\$\$." and "[Learn More](#)". To the right of this text are several small images of vacation homes and people, with the "ONE SPARE WEEK" logo at the bottom.



The next project for KMS involves building applications that will allow for real-time bidding at silent auctions (on smartphones and tablets). Geronimo's in the process of deciding whether to "build our own" or to integrate with existing silent auction software by providing vacation inventory through an API. In either case, KMS will be involved in the development.

With KMS as a partner, Geronimo is helping property owners and non-profits turn spare weeks into spare dollars for charities and non-profits.

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<http://www.kms-technology.com/contact.html>

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