



#### CASE STUDY

## Guitars in the Classroom

leveraged solutions from Qualcomm® Technologies to expanded their business by switching from in-person to online instruction.

#### PARTNERS

**SAMSUNG**

**LINKSYS**



#### RESULTS



Online class enrollment **tripled**



**20% increase** in quarterly revenue



Employee productivity **increased 20%**



**Hired 20 new** full-time employees



## CHALLENGE

**Guitars in the Classroom (GITC) is a small business in San Diego, California** that supports highly-engaged student learning in public schools by training, equipping and inspiring teachers and school staff to sing, play folk instruments, lead, compose and integrate music with academic instruction and social-emotional development.

In early 2020, GITC transitioned to working from home and quickly realized they lacked the technology to keep employees connected as their outdated desktop computers struggled to run the necessary software and made mobility impossible. In order to keep their business on track, GITC reached out to Qualcomm Technologies for assistance.

The **Qualcomm Small Business Accelerator Program** is designed to help small business owners transition to mobile-first and cloud-based operations that set them up for long-term success.

### Guitars In The Classroom

Industry: education  
XX employees  
XX years in business  
Revenues: TBD

## SOLUTION

**Qualcomm Technologies enabled employees at Guitars in the Classroom to work from home** and accelerated their transition from in-person to online learning.



### Samsung Galaxy Book S—

With the power of Qualcomm® Snapdragon compute platform, the fulfillment team at GITC can manage orders and shipping while moving around their inventory facility. The new laptops also make it easier to share documents and files over the cloud. And the built-in camera and extra-long battery life is ideal for making instructional videos and demonstrating chords and finger positioning to students over Zoom. With this upgrade GITC tripled their online class enrollment and allowed them to hire 20 new full-time employees.

### Linksys Velop MX10 whole-home Wi-Fi 6 system —

Features the Qualcomm® Networking Pro 1200 Platform to provide consistent and optimized internet connectivity, this upgrade dramatically improved connectivity in employee's home offices and as a result increased productivity by 20%.

**Motorola Edge+ Smartphones—** After giving up their physical office space, GITC transferred their office line to Motorola Edge+ phones equipped with new Qualcomm® Snapdragon™ 765 processors, allowing for a seamless transition for existing and potential customers. With access to larger customer network, GITC was able to offer even more online classes, boosting their quarterly revenue by 20%.

"The equipment has liberated us, sped our functionality up and anything that we're doing where we have to communicate with team members, or with the teachers and the schools."



— Jess Baron  
Executive Director

## LOOKING FORWARD

**As GITC returns to in-person instruction at schools,** they are looking forward to utilizing their Qualcomm powered, LTE enabled Galaxy Book S laptops in the classroom and while traveling for conferences and events. The Qualcomm Technologies in their other devices will continue to play a key role in their business expansion.

Learn more at  
[Qualcomm.com/smallbusiness](https://Qualcomm.com/smallbusiness)