

Snapplify opens up access to their award-winning tech

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Global edtech company offers reliable software solutions to growing businesses

Global edtech company Snapplify has a long history of working to address issues of access to ebooks and e-learning tools. Striving for radical inclusion, Snapplify has developed a marketplace to [meet the e-learning needs](#) of educators and students across 17 African territories. Now, recognising that its award-winning technology is more broadly applicable to other businesses across a multitude of industries, the company has launched [Snapplify Cloud Services](#) – a strategic move designed to foster collaboration and open up further partnership opportunities.

The edtech company has seen enormous growth in recent months, securing [\\$2 million in expansion capital](#) via Knife Capital and Hlayisani Growth Fund, and acquiring other education-focused companies. Set to facilitate closer collaborations with partners, who will be able to use and benefit from the tech, Snapplify Cloud Services underpins the company's partnership strategy.

The software solutions will offer support to local and international businesses, giving them reliable and practical tools that they can use immediately, without having to develop their own infrastructure. Now, growing businesses using Snapplify's authentication technology can consolidate user management, providing users with quick and easy access to their services. With the integration of major payment gateways (including EFT, credit card, and [M-Pesa](#)), online businesses can offer their customers efficient and secure payment options. Finally, Snapplify's API technology allows partners to expand their product offering by integrating with the company's extensive and ever-growing catalogue of digital products and services.

'Snapplify's business story is rooted in collaboration,' shared Snapplify's CEO, Wesley Lynch. 'Our work with a variety of local and international partners, and the conversations we continue to have with key stakeholders in the education and tech industries, have facilitated and fast-tracked our own growth. We're pleased and proud to open this technology to new and existing Snapplify partners.'

Snapplify has met with United Nations policy makers; participated in the Innovating Education in Africa expo twice and been officially recognised by the African Union as one of Africa's most promising education innovations. Lynch, a member of the African Leaders Network, has been invited to participate in the annual gathering of dynamic and influential leaders from across the continent.

In October 2019, after receiving an invitation from the French Ministry for the Economy and Finance, Snapplify attended Ambition Africa in Paris – a Franco-African event focused on investment and innovation on the continent. The company was also present in Reunion Island at NxSE 2019, a key event for digital innovators; and attends Innovation Africa, the continent's official ministerial summit, annually. Snapplify's work has received recognition from leading global organisations, including the London Stock Exchange Group (LSE) who have selected Snapplify twice consecutively as one of their [Companies to Inspire Africa \(2017 and 2019\)](#).

As a socially minded company, Snapplify has always been committed to supporting others and creating sustainable change through collaboration and innovation. 'Our focus on real change, and our understanding that this change comes from walking together with others, is what drives our commitment to make our tech available for broader applications,' said Lynch.

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Snapplify is at the forefront of edtech solutions, having developed original technology solutions to common problems experienced across the education ecosystem.

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