



# How o9 Solutions delivered one of the company's most successful events of the year with Deed and Goodera

## Introduction

When o9 Solutions committed to dedicating 1 percent of employees' time to social good through Pledge 1%, the company's Social Impact team needed a way to scale volunteering across a global workforce without increasing administrative burden. By partnering with Deed and leveraging Deed's Goodera integration for global volunteering event services, o9 transformed a single-day volunteer initiative into a highly engaging, multi-region Week of Service. The result was one of the company's most successful employee engagement moments of the year, delivered by a three-person global team.

## Key takeaways:

- o9 Solutions increased engagement by expanding from a single Social Impact Day to a flexible, week-long global initiative.
- Choosing Deed ensured a simple, intuitive experience that reduced friction and boosted employee participation.
- Centralizing volunteering, giving, and tracking into one platform (Deed) streamlined global coordination across 11 locations.
- Deed's integration with Goodera automated volunteering registrations and reporting, eliminating manual work for admins.
- The tech-enabled Week of Service drove measurable impact, engaging 25% of employees and logging 1,264 volunteer hours in one week.

## The Challenge: Scaling Engagement Beyond a Single Day

Social impact is one of o9's five core company values, but initial efforts were largely grassroots and decentralized. After taking the Pledge 1% commitment to dedicate 1% of employee time to social good, the Social Impact team needed a scalable way to turn that pledge into participation.



o9 determined that its annual Social Impact Day was no longer driving engagement. Participation had plateaued, and last-minute drop-offs were common due to competing priorities. The team decided to expand the initiative into a full Week of Service, giving employees more flexibility. However, this change had the potential to significantly increase logistical complexity.

**o9 needed a platform that could support global coordination, simplify employee sign-ups, and track participation accurately, all without adding work for a lean Social Impact team.**

## Why Deed

After evaluating multiple solutions, o9 selected Deed for its ease of use and the enjoyable employee experience it provides.

"Employees already use so many tools every day. We wanted this to be the easiest and most intuitive one."

— Carlos Cuyas  
Social Impact Lead at o9 Solutions



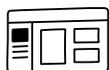
## Key factors in selecting Deed included:



**A clean, intuitive user experience**  
that removed friction for employees



**A strong sense of partnership and the ability to grow together**



**A single platform**  
to centralize giving, volunteering, and impact tracking

Deed quickly became the single source of truth for o9's Social Impact program, supporting both company-led initiatives and employee-driven causes.

## Running a Global Week of Service with Deed and Goodera

o9 used Deed to launch a single Week of Service campaign that housed 42 volunteer events across 11 global locations. All communications directed employees to a single landing page on Deed, simplifying the discovery and registration of volunteer opportunities.

To manage nonprofit partnerships at scale, o9 leveraged Deed's integration with Goodera, which connects companies to curated in-person and virtual volunteer opportunities with a global network of vetted nonprofits. Participant data flowed automatically between Deed and Goodera, enabling o9's admins and regional event ambassadors to manage logistics, materials, and facilitation without relying on manual entry in spreadsheets or endless back-and-forth emails.

Powered by Deed, o9's Social Impact team delivered a seamless Week of Service from sign-up through follow-up using:

### **Easy event search and signup**

for employees

### **Seamless event management**

for event ambassadors and admins, with Deed and Goodera handling registrations, attendee lists, volunteer hour tracking, and impact reporting in one connected workflow

### **Duplicate events and waitlists**

made it easy to open additional sessions as popular events filled up

### **Automated reminders**

confirmed registrations, shared logistics, and prompted employees to log volunteer hours

“When you're running global initiatives with a small team, you need technology that makes things easier, not more complicated. Deed gave us a single place where everything could happen, and that made it possible for employees to engage without friction and for us to manage the program at scale.”

— Carlos Cuyas  
Social Impact Lead at o9 Solutions



## **The Impact**

What began as a single Social Impact Day in 2022 has evolved into a full week of volunteering, engaging over 25% of employees and powerfully demonstrating o9's deep commitment to social impact.

Employees supported their communities through in-person, hands-on activities, such as building skateboards and learning robots, preparing meals, assembling backpacks, and supporting nonprofits through career coaching and creative projects.



## Global Week of Service Highlights:

**789**

employees participated across

**11**

global locations

**42**

volunteer events  
managed globally

**1264**

volunteer hours logged



“The Week of Service became one of the most engaging moments of the year for our company, not just for social impact but for o9 as a whole. Seeing employees across regions come together around a shared purpose really showed us what’s possible when you give people the right opportunities and the right tools.”

— Carlos Cuyas  
Social Impact Lead at o9 Solutions

## About o9 Solutions

o9 Solutions is a leading Enterprise Knowledge and AI-powered platform helping companies build Agile, Adaptive & Autonomous Planning & Execution Models for transforming enterprise decision-making in environments of rising volatility and uncertainty. Whether it is improving forecast accuracy, matching demand and supply, and driving collaboration across the multi-tier supply chain to improve resilience at optimal costs and inventory, or optimizing new product and commercial initiatives to drive revenue growth and margins, decision-making processes from long-range to tactical to execution horizon can be made faster and smarter and connected on o9’s Digital Brain Platform.

o9 brings together game-changing technology innovations — such as innovative enterprise knowledge graph modeling, big data analytics, advanced algorithms for forecasting, demand/supply balancing, scenario planning, real time learning, collaboration, generative and agentic AI, easy-to-use interfaces and cloud-based delivery, and innovative management methods — as well as organization, process and change management best practices to transform decision-making speed and intelligence.

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