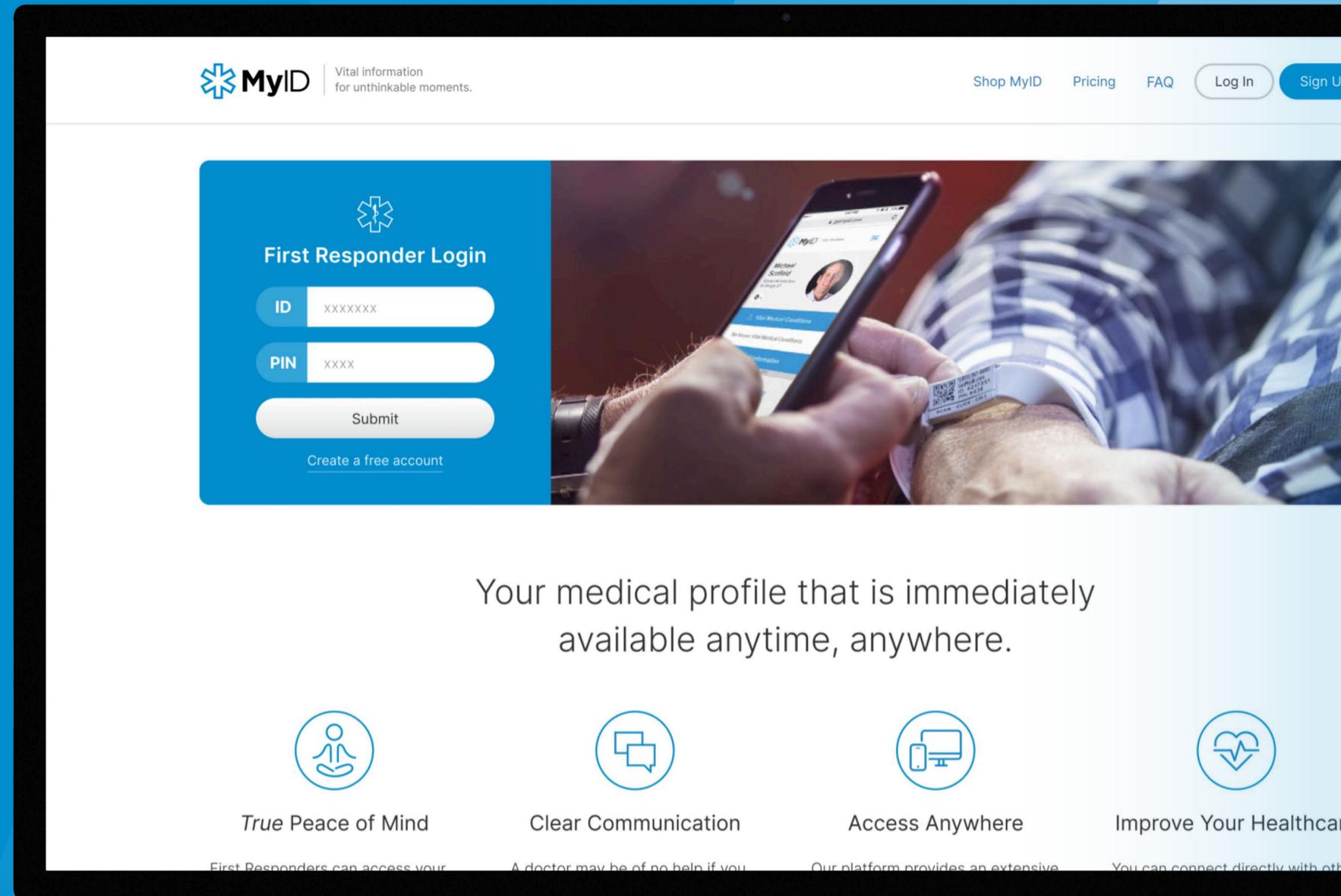


CASE STUDY

# Empowering Emergency Readiness: A Case Study on MyID and NUS Technology's Development Journey

Client: MyID

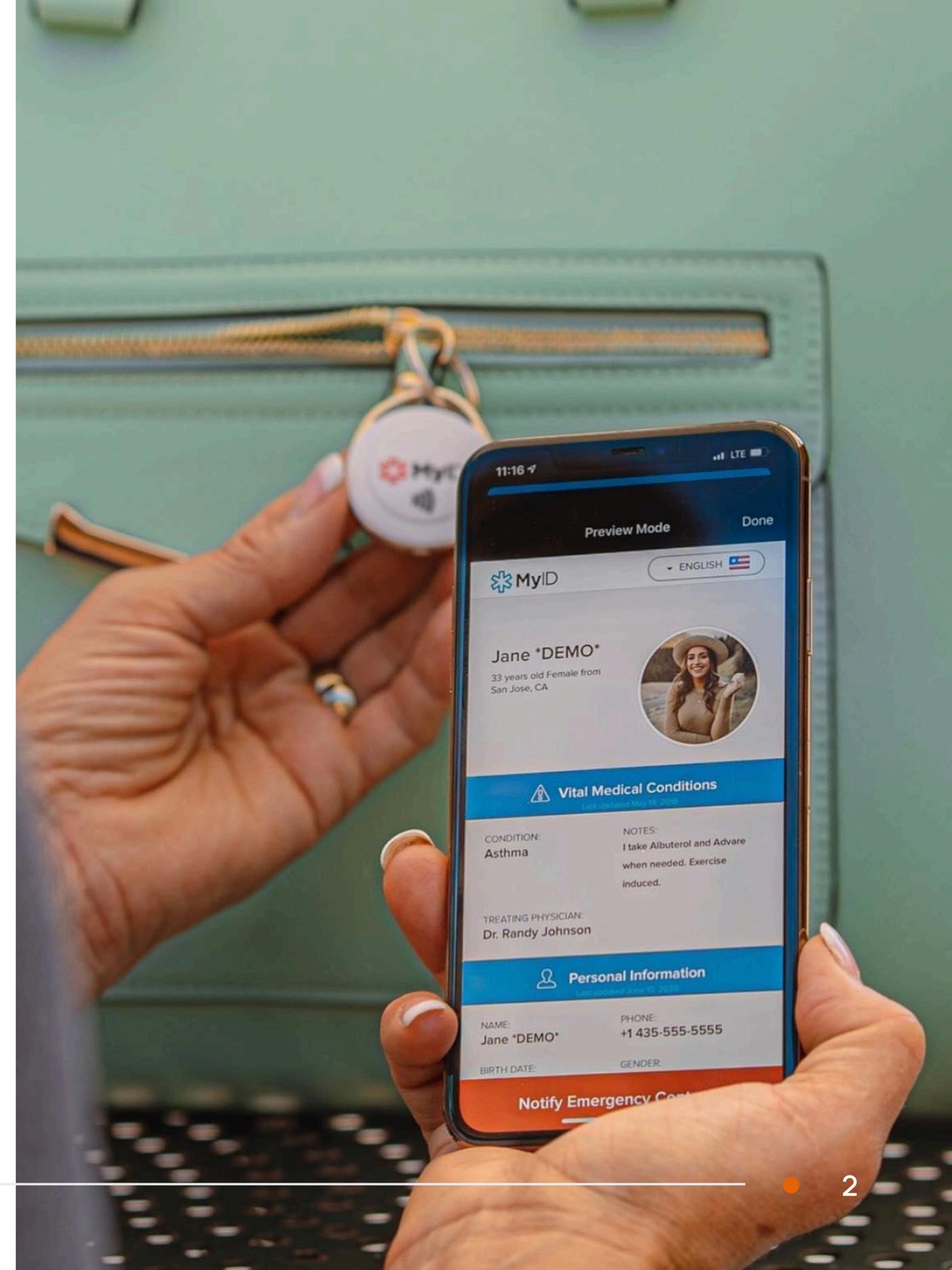


# Overview

MyID was founded with a simple but powerful mission: to ensure that critical medical information is available when it matters most. By giving individuals a secure, online medical profile that could be linked to wearable products and accessed via QR code, the platform provides peace of mind in emergencies. Whether faced with an accident, an allergic reaction, or a sudden health condition, first responders and caregivers can instantly retrieve essential health data to make informed decisions.

In 2014, MyID partnered with NUS Technology to strengthen and expand its offering. The goal was to transform an existing but underperforming system into a reliable, scalable, and user-friendly platform that could serve individuals globally.

- Industry  
Healthcare / Medical Information Management
- Market  
Global
- Frontend  
React Native (Mobile),  
Bootstrap (Web)
- Backend  
Ruby on Rails
- Database  
MySQL
- Infrastructure  
AWS
- Integrations  
Stripe, HealthKit, Google Maps

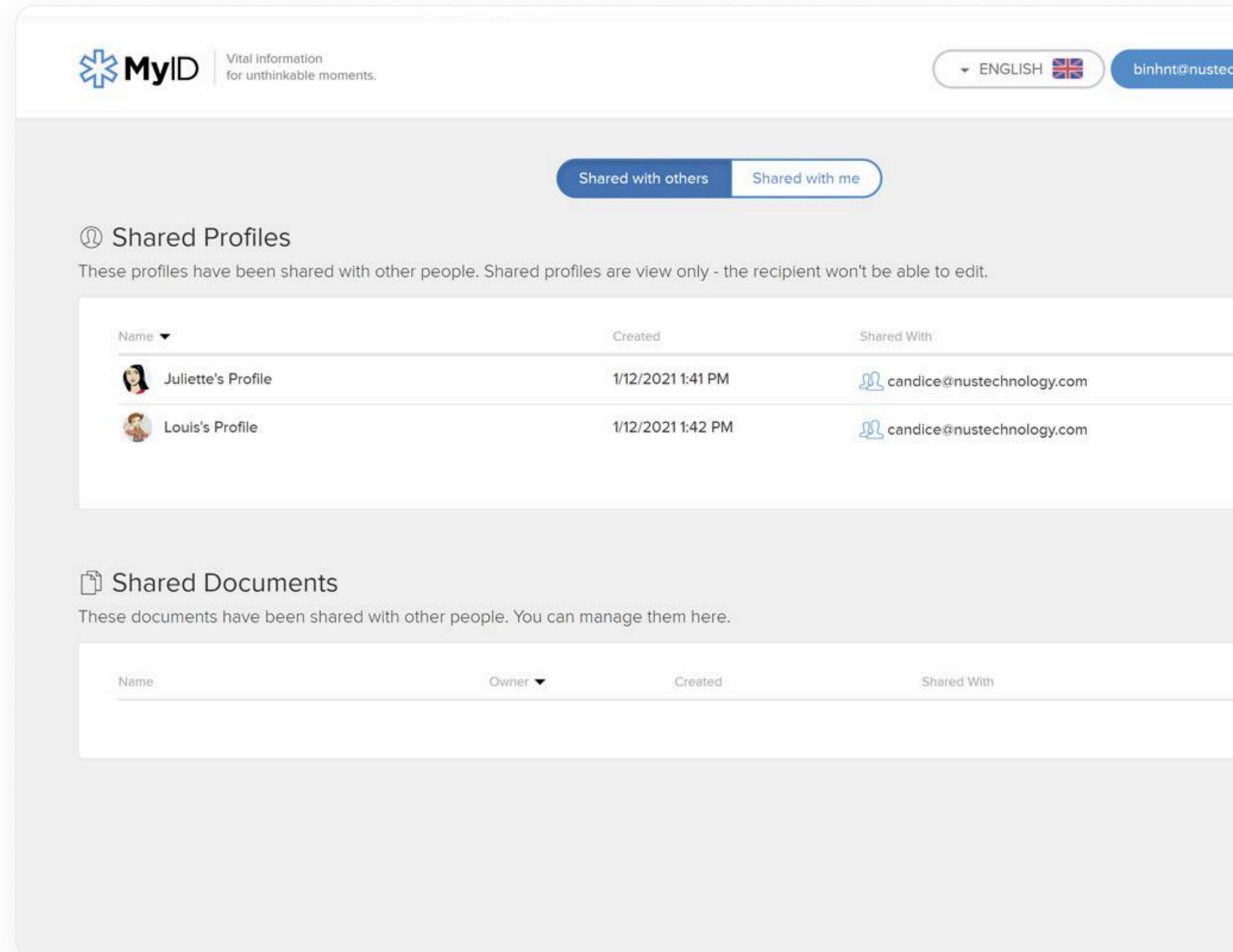


## THE CHALLENGE

# A Platform in Transition

When MyID first approached NUS Technology, the company already had an application in place. However, the existing platform struggled with performance bottlenecks, limited scalability, and a development pace that could not keep up with product demands. For a solution intended to provide life-saving access to information, these issues posed serious risks to user trust and adoption.

The challenge was not to start from scratch, but to take over an existing codebase, stabilize it, and guide it toward a stronger technical foundation. This required both technical expertise and a flexible development process that could adapt to ongoing needs.

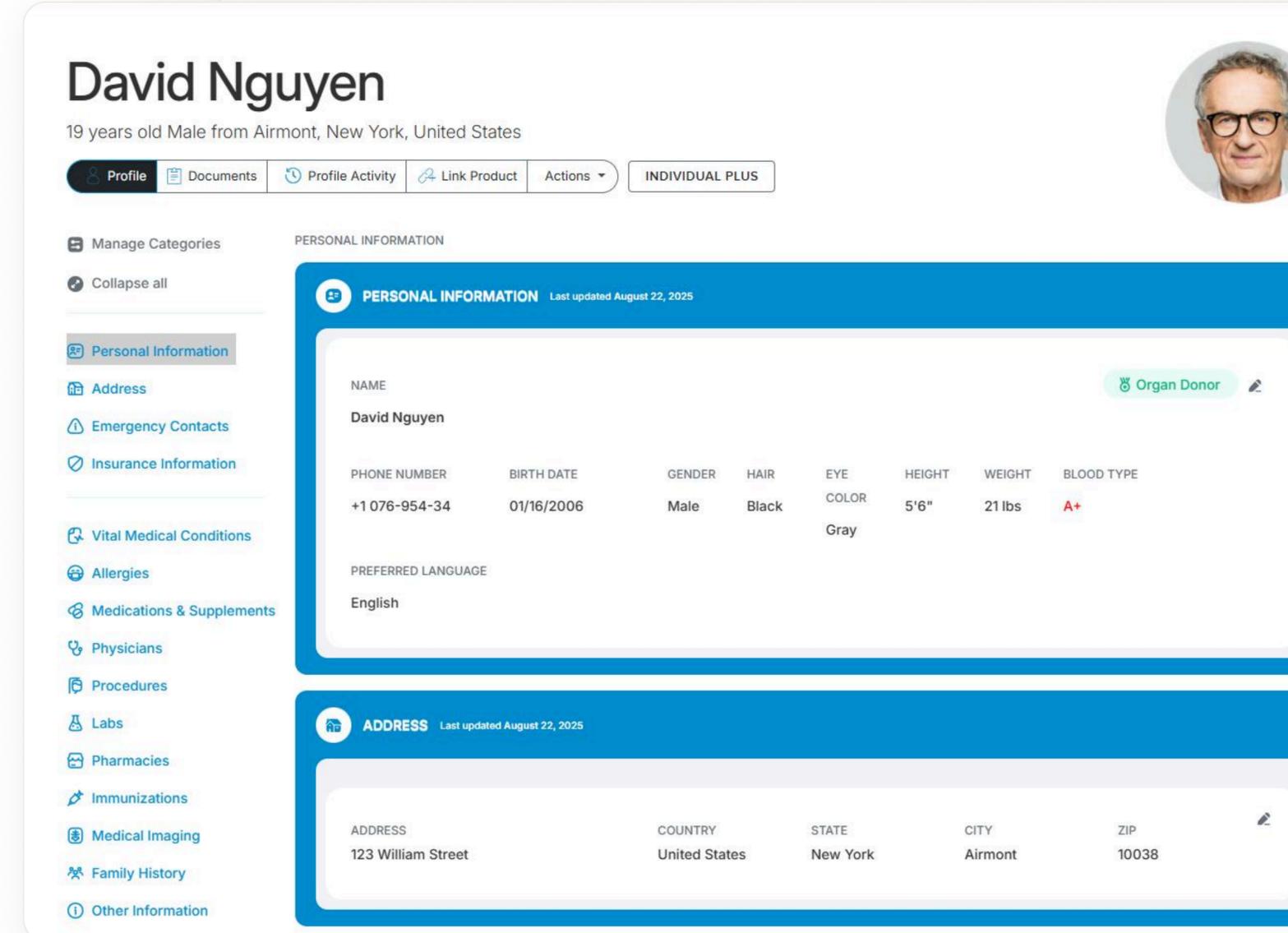
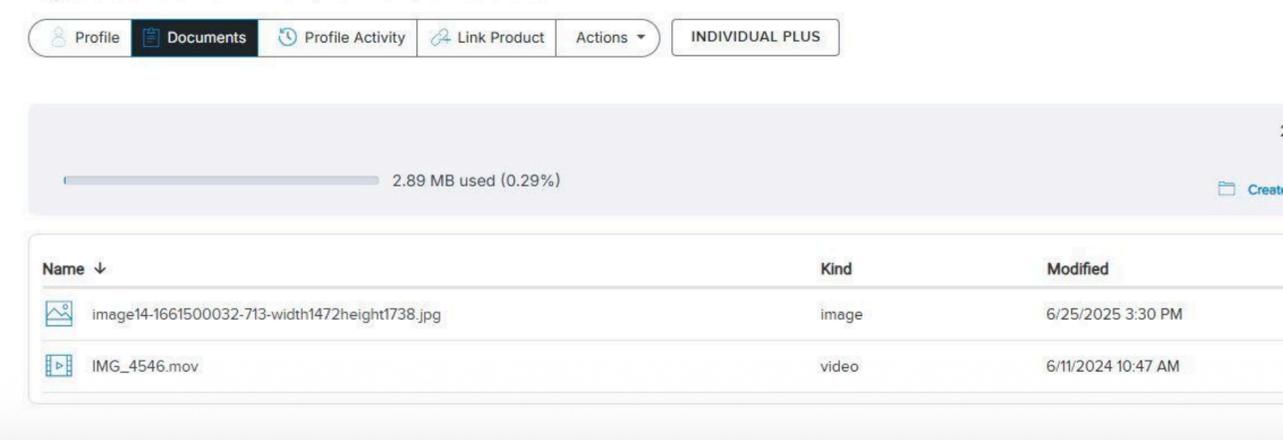


## THE SOLUTION

# A Stronger, Smarter Platform

NUS Technology's team began by auditing the existing application and identifying its weakest points. The backend, powered by Ruby on Rails, was optimized for stability and speed, while the mobile applications were re-built with React Native to support both iOS and Android with a single codebase. For data management, MySQL was retained but restructured for better efficiency.

The platform was deployed on AWS, providing a scalable and secure infrastructure. Recognizing the importance of sensitive data, NUS implemented encryption both in transit and at rest, ensuring that users' medical details were safeguarded. Key integrations included Stripe for secure payments, HealthKit for syncing health data, and Google Maps for location-based features.

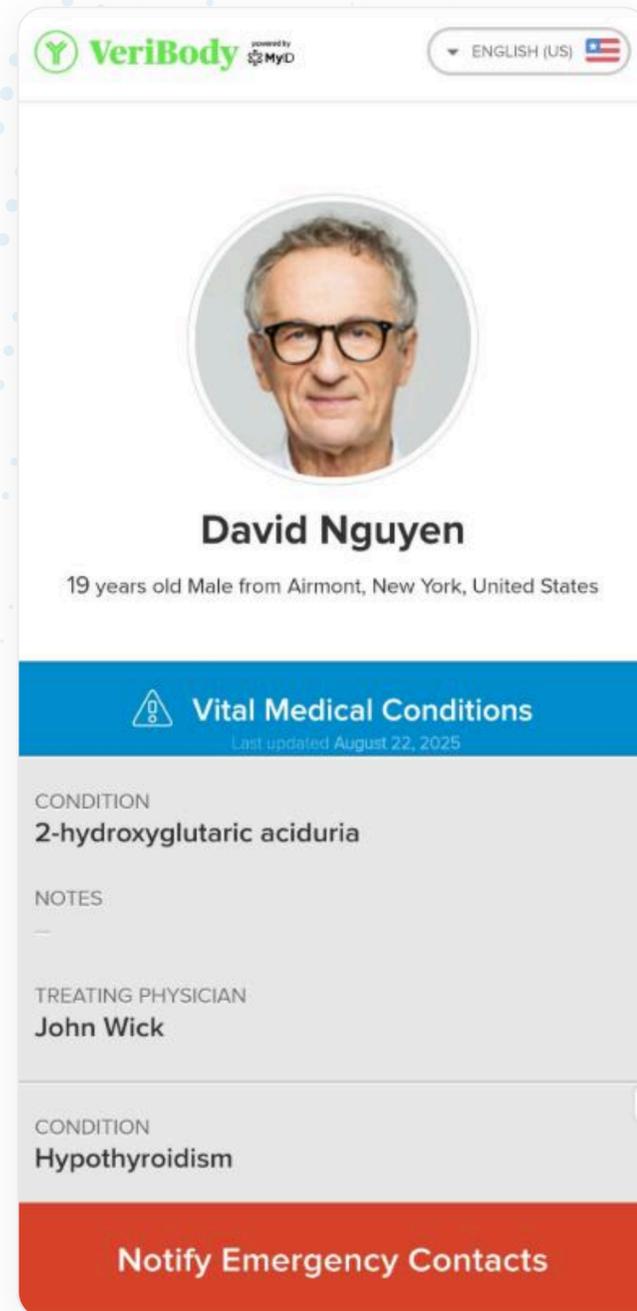
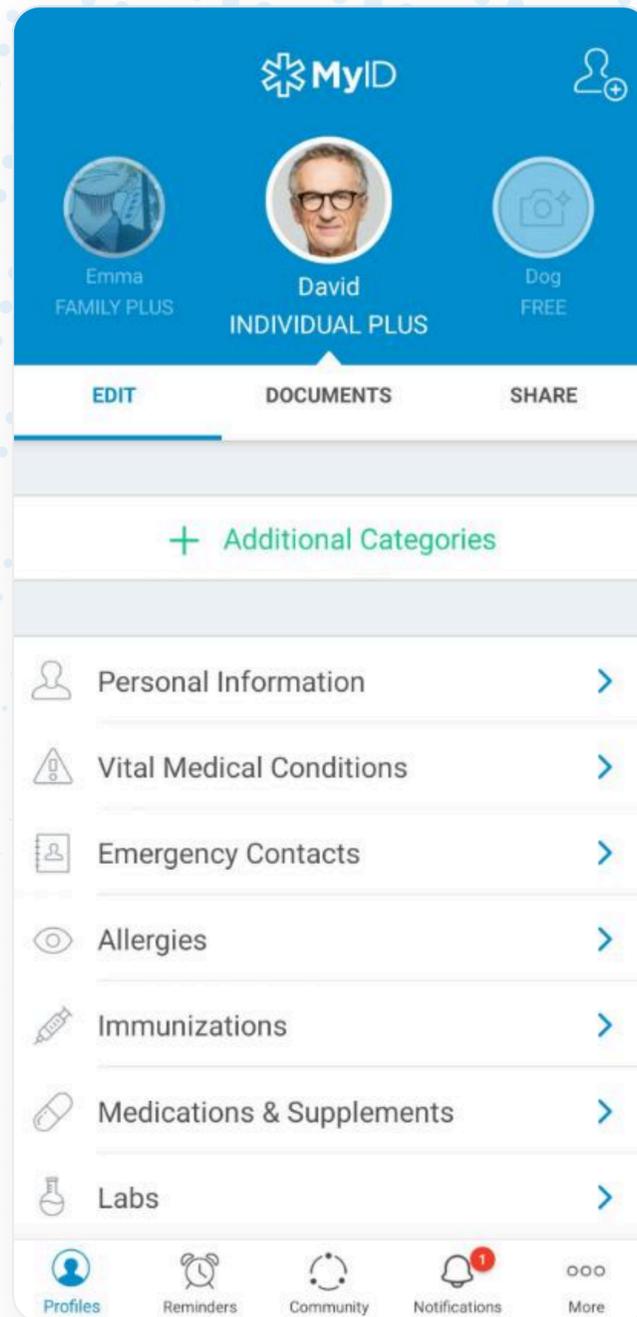


## User-Centric Design

The platform's design was tailored to its audience: individuals who wanted control over their own health data and the ability to make it available in emergencies.

The **web application** focused on profile creation and management. Users could enter medical histories, upload documents, and customize their accounts. Meanwhile, the **mobile apps** were streamlined for speed and accessibility. They enabled QR code scanning, quick profile access, and essential features designed to be useful under stress.

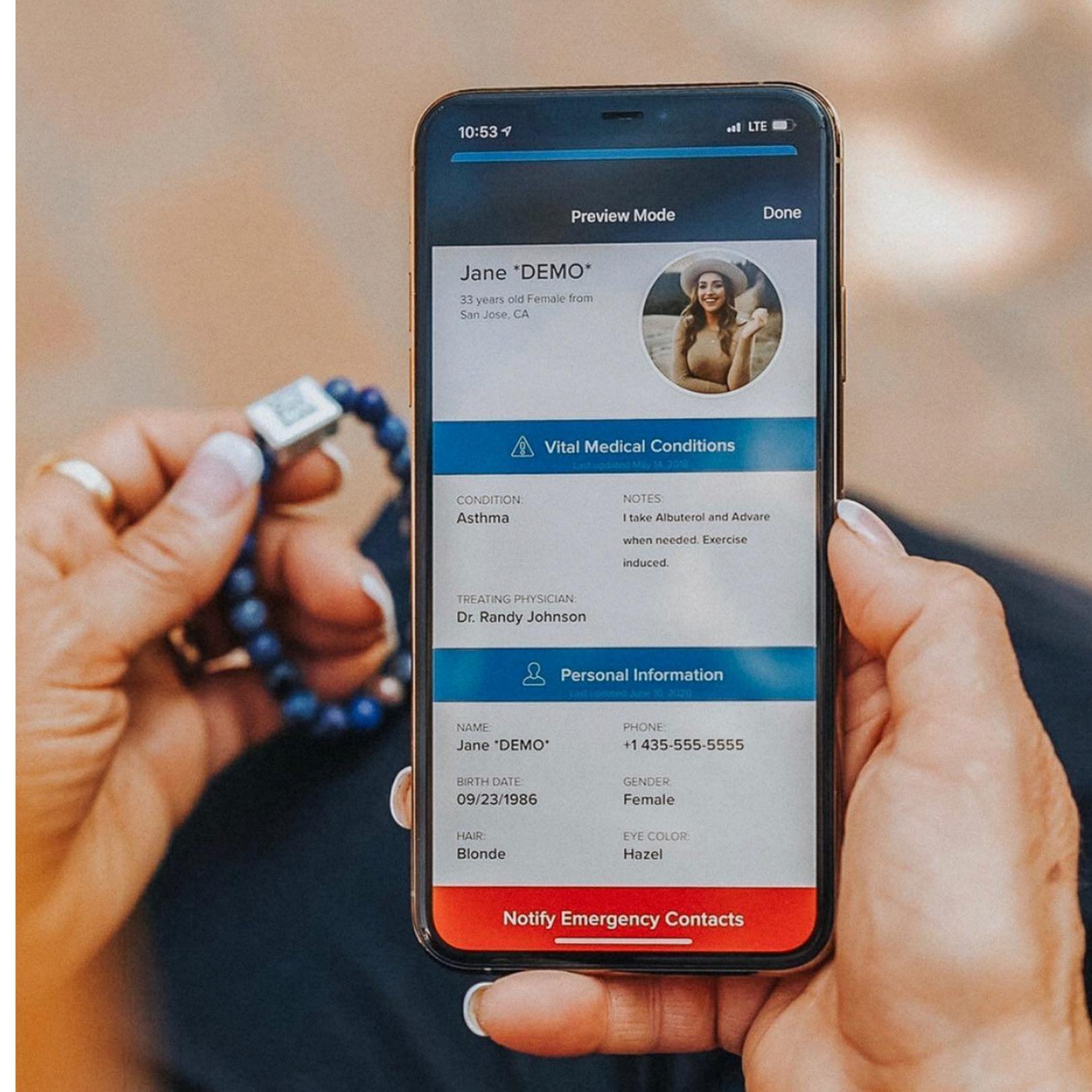
Although the initial prototypes were provided by the product owner, NUS Technology ensured that the final implementation delivered a clean, intuitive experience across both web and mobile.

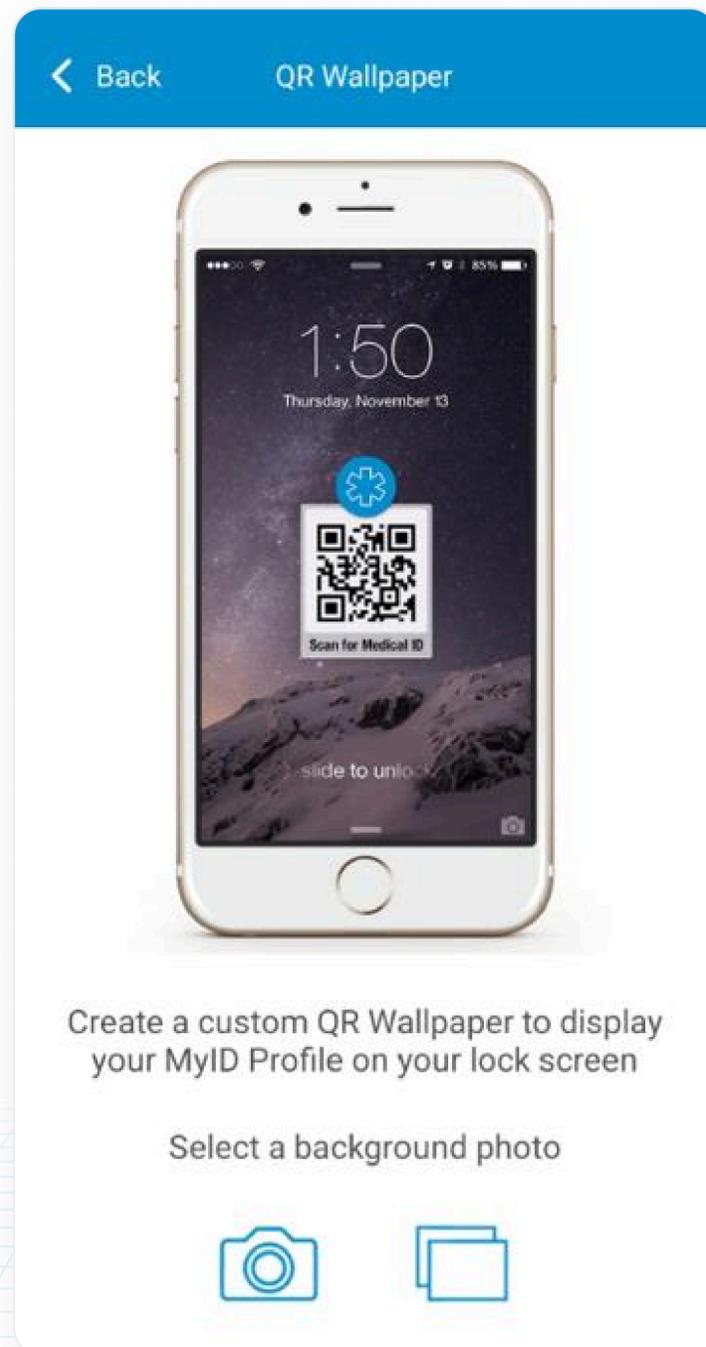


## Overcoming Technical Hurdles

Taking ownership of an existing application meant addressing several technical hurdles. One of the biggest challenges was performance. The original system was prone to slowdowns, which could be critical in emergency use. NUS optimized database queries and refactored key parts of the system, reducing response times by nearly 30%.

Another challenge was file and document management. Users needed a way to securely upload and store medical records, requiring a Dropbox-like file system. The team implemented Marionette for structured file handling and engineered a custom migration solution to transfer data live without downtime.





## THE RESULT

# A Reliable Emergency Companion

Through its partnership with NUS Technology, MyID was transformed into a stable, scalable, and user-friendly platform capable of meeting the demands of a global audience. The system became faster and more reliable, ensuring that users could access their health profiles seamlessly whenever they needed them.

The improvements were especially significant for mobile users, who benefited from a smoother, more responsive application experience. By streamlining the QR-code scanning process and optimizing the way data was retrieved, the platform became much more dependable in emergency situations where every second counts.

Security was also a major outcome of the redevelopment. With stronger encryption and safer data handling practices, users could feel confident that their sensitive medical information was being protected while still remaining easily accessible when required.

Perhaps most importantly, MyID gained renewed credibility and adoption. What had once been a promising but underperforming platform evolved into a trusted companion that empowers individuals to manage their health information and share it instantly in times of need.



### **Platform Stability**

More reliable performance, ensuring consistent access to medical data



### **Mobile Experience**

Smoother app usage with faster QR scanning and improved responsiveness



### **Data Security**

Stronger encryption and safe handling of sensitive information



### **User Confidence**

Renewed trust and adoption of the platform as a reliable health tool

# Conclusion

The MyID project showcases how the right development partnership can turn a struggling platform into a trusted, scalable, and life-improving solution. By combining technical expertise with a focus on real-world usability, NUS Technology helped transform an existing product into a reliable global service that empowers individuals to take control of their health information.

For MyID, this meant not only improving performance and security but also building confidence among users that their most vital data would be available in emergencies. For NUS Technology, the collaboration reaffirmed its ability to step into complex projects, stabilize them, and deliver results that matter.

As MyID continues to evolve, it stands as a testament to the impact of thoughtful engineering, user-focused design, and long-term collaboration, qualities that NUS Technology brings to every partnership.

## Links



**Website**  
[Visit the Website ↗](#)



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**Android**  
[Get it on Google Play ↗](#)

■ TESTIMONIAL

## What Our Client Says



**Nicole Daniels**  
Director of Operations

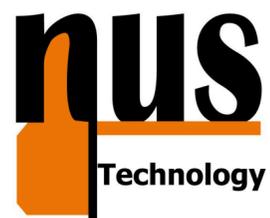
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### **A True Partner That Transformed Our Platform and Elevated Our Mission**

We have worked with NUS Technology for several years now. Working with their team has been a game-changer for MyID. They took on the tough challenge of our existing codebase and transformed it into a fast, stable, and secure platform that our users can rely on during emergencies. They're more than just developers; they feel like a true extension of our own team who genuinely care about our mission. Their partnership has been key to making MyID the trusted service it is today.

# THANK YOU

For Reading Our Case Study



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# NUS Technology