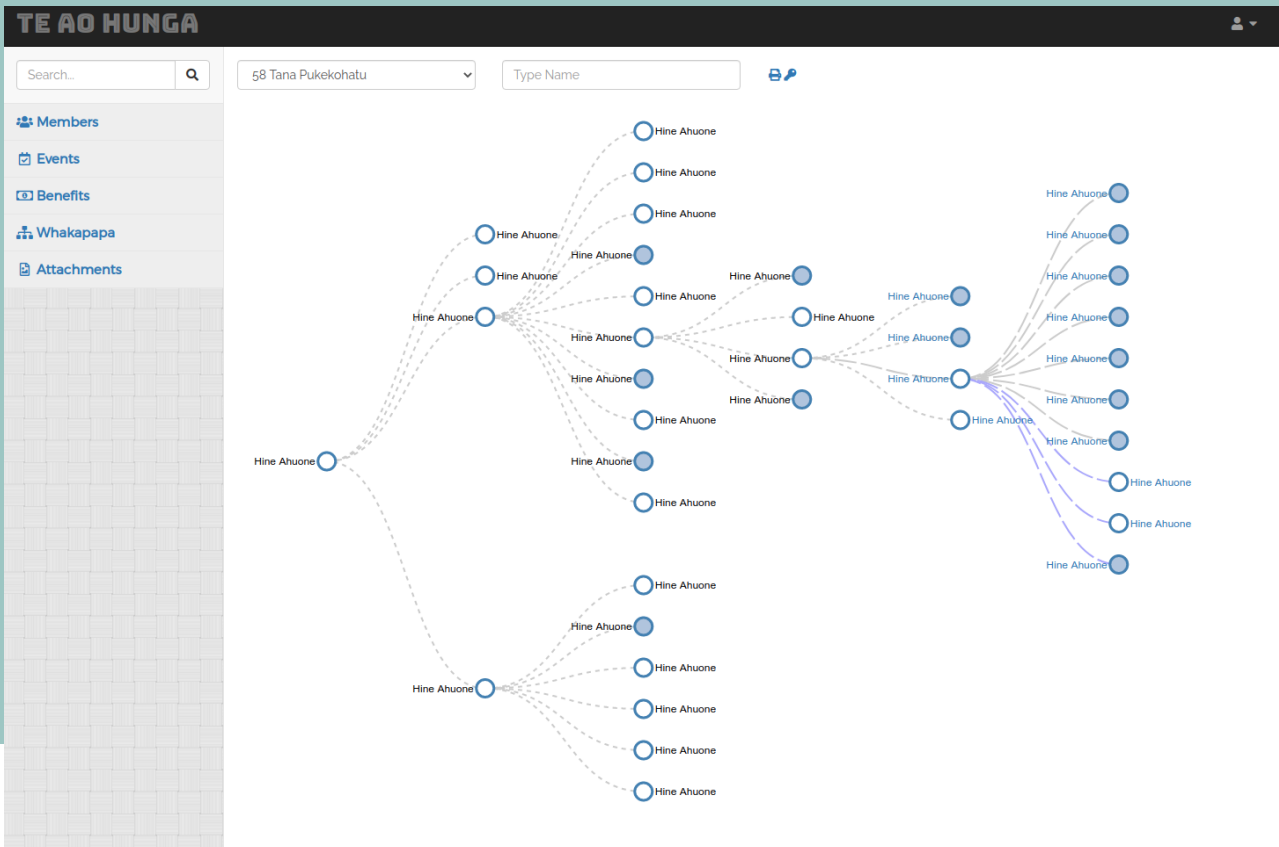


Te Ao Hunga



AN INTEGRATED MEMBERSHIP
AND WHAKAPAPA DATABASE





An accessible, intuitive way to visualise whakapapa

Whakapapa database management that does what **your** iwi needs

Jeremy and Melissa Banks, Plink Software's founders, understand the importance of clear, accurate whakapapa data management.

That's why they developed **Te Ao Hunga, a customisable, cloud-based application that makes managing whakapapa a breeze.**

It was designed in response to issues many iwi have managing their data - clunky interfaces with non-intuitive user experiences, one-size-fits all generic databases and poor customer support.

Plink understands that every iwi is different, and they've kept that in mind when creating Te Ao Hunga.

Te Ao Hunga is specifically engineered to **make data gathering and analysis easy and flexible, so that clients can spend less time administering data and more time connecting with their community.**

Te Ao Hunga is a versatile system that keeps precious data safe and easy to find, and makes it easy to share when appropriate.

"Easy is good when you're busy..."

With Te Ao Hunga, whakapapa record keeping related tasks take Lea Hemi a **quarter** of the time that it used to take her

Lea Hemi, the office manager for Ngāti Kuia Trust, used a very popular database that she says was "very generic and based on other peoples' needs. **If we had something we wanted done or needed changing, it had to suit everybody or we couldn't get it done.**"

For example, the last database she used had a very quick timeout, so she found herself having to log in constantly and keeping people waiting while she did.

Hemi is very happy with the cloud-based data safety of Te Ao Hunga- **"having it all safe is a really big thing for us** because we do hold a lot of whakapapa and a lot of information.

...it's just nice and easy, it's not a big manual that you have to read to do stuff. It just flows. So it's really user-friendly. But at the same time, it gives us everything we need, all the reports we need to pull out. **Easy is good when you're busy.**"

Another feature that's made Hemi's life easier was intuitive data update abilities. At meetings, instead of taking an attendance list, she says, "we can just type everyone's names in, and then we know instantly if they're registered or not. If they want to vote, we know if they're registered.

We can update their information on the spot, We can click on someone's page and see every meeting that they've been to," she says.

Client
Experience:

Lea Hemi

Ngāti Kuia
Trust

Nelson

"It's awesome to just be able to ring (Plink) up and say, "You know, I had this idea..."

Jeremy will say he'll look into it, and a couple of days later it's done."

- Lea Hemi

Poor UX in other databases led to missing data

Hemi says, "With our old database, we had so many pages to click and to go through and update and stuff like that.

But in Te Ao Hunga, for example, I can go on and update the primary address holder's address. When I do that, everybody who was at the previous address just gets updated at the same time. Whereas the other database was supposed to do that, but it didn't.

I can add people a lot quicker just because of the layout... the old database it was about four or five pages or tabs that I had to click on for each thing. But in Te Ao Hunga it's all on one page."

Clean, accurate data from the start

Another reason why Ngāti Kuia made the move to Te Ao Hunga was so they could **clean up their data** and make sure the spelling of people's names and their important information were correct.

"People would register with us and give us their whakapapa back for four generations. But what would happen is, some people would call their grandfather Peter, and someone would call him Pou... when really they're the same person.

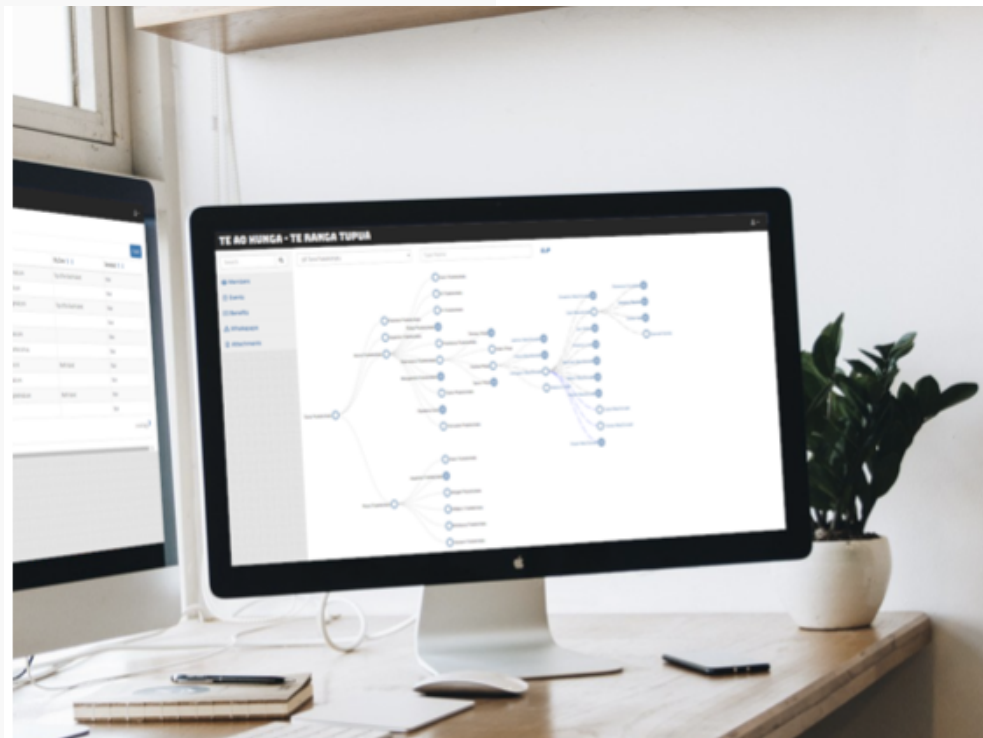
We also had problems with critical data, like gender, getting missed, when the data was uploaded."

Now, mandatory fields ensure that important information doesn't get missed due to simple human error at this critical stage.

Keeping whānau engaged

Ngāti Kuia can also keep a record of what kind of work members do so that if they need help with their operation, they can look in Te Ao Hunga and employ their own people.

"Te Ao Hunga looks nice, and **it gives you the data you need... it doesn't give you stuff that you don't need,**" Hemi says.



"We wanted to work with someone who has a strong understanding of why certain things in our database are precious and need protecting, like the whakapapa.

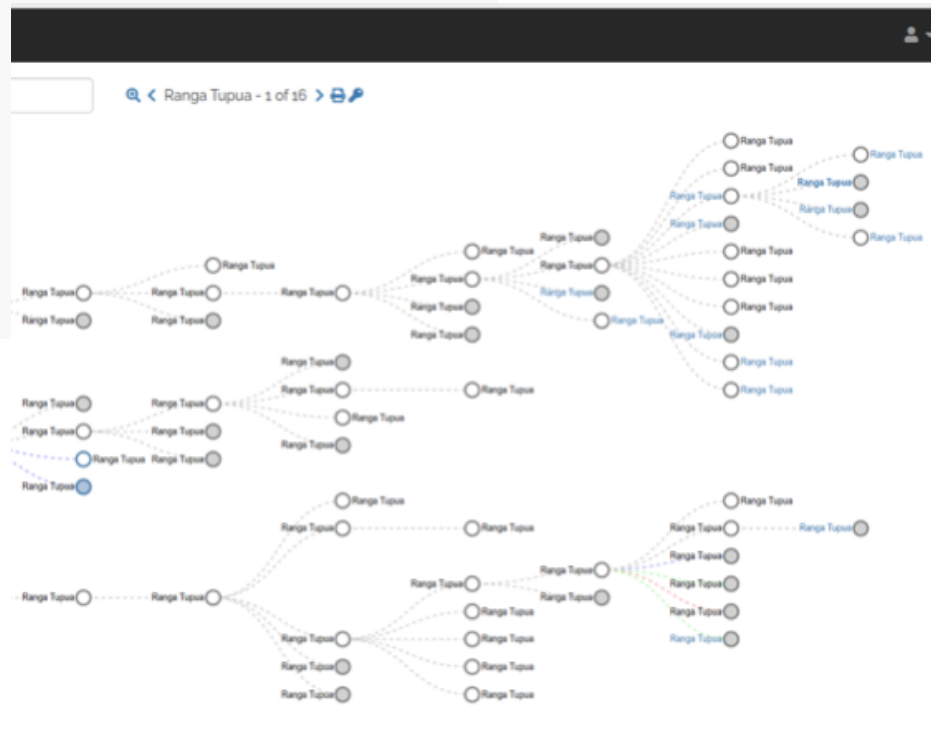
Understanding the iwi side or the tribal side of things is also important to us. **We're not a business, we're a tribe, right?**

There's more at stake in our world."

-Lea Hemi

Te Ao Hunga's Features:

- Customised support
- Software as a service
- Weekly subscription - opex not capex
- Cloud based, hosted on Amazon AWS based in Sydney for quick speeds
- Constantly being updated and improved
- Visual interface for organising and managing whakapapa
- Easy to integrate with your website so members can access their own data
- Regular backups for business continuity and quick and easy disaster recovery
- Plink incorporates customer feedback to constantly make improvements
- Powerful dashboard for reporting
- Regular centralised updates
- Mobile-friendly, can be accessed on any device



Usable, reliable data to inform crucial decisions

Ngāti Rārua Ātiawa Iwi Trust (NRAIT) have been satisfied Te Ao Hunga users since 2016

Nichola Vessey manages NRAIT's database (as well as projects and their office) and could see that **the old database they were using wasn't going to meet their future needs.**

The reporting was poor, she couldn't sort or pull data or statistics accurately, and it was hard to see how people were related on the whakapapa side.

That meant that she wasn't able to trust the repository of information that she was relying on.

She says, "If you're getting statistics together to look at your demographics or where your members are living so that you can make strategic planning decisions, **you need to be absolutely certain that the information that you have is accurate.**

This affects our choices about what services we're going to provide and where we're going to provide them."

NRAIT is dedicated to providing the best services they can to their members, and they need accurate data to do that effectively.

Client
Experience:

Nichola Vessey

Ngāti Rārua
Ātiawa Iwi
Trust

Nelson

Linking disconnected whakapapa

Greater member engagement is easy with Te Ao Hunga

Vessey also appreciates being able to **connect members who might not be able to access their lineage easily** so that they can apply for membership.

She says that many members do not have easy access to information about their lineage, which is a requirement when applying for membership. Te Ao Hunga allows her to help point them in the right direction to access this information.

Vessey can suggest which tupuna they might want to direct their research towards and can also easily see who their close whānau members are that they could get in touch with to help make their connections.

Plink cleaned the existing members' whakapapa data to improve the accuracy of NRAIT's data. They also have an ongoing process to help validate and build whakapapa accurately



"The support has just been enormous.

Jeremy is so accessible, super helpful, and never uses 'geeky talk' - all his communication has been so straightforward."

-Nichola Vessey

About Plink Software

Based in Nelson, Plink Software specialises in kaupapa Māori software.

Plink strives to connect Māori to their identity through the vehicles of language and whakapapa.

They do that by developing apps like Tipu, a te reo Māori learning app for schools and Te Ao Hunga, a platform that enables Iwi organisations to manage their membership information more effectively and connect their members to their whakapapa.

In the modern world where so many of our whānau are dispersed to the four corners of the globe, Te Ao Hunga and Tipu provides an opportunity for them to remain connected to what Māori consider the fundamental aspects of identity, whakapapa and te reo.

Ko te whakapapa, te reo me ōna tikana, te tūāpapa tuakiri o te tangata.



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