wonde

DATA CONTROL

EASY INTEGRATION

MANAGE SECURELY

Case study:

MagicBooking

How MagicBooking scaled operations and reduced data management by 40% with Wonde

MagicBooking automates everyday operational tasks for over 2,000 schools and clubs across the UK. The platform handles everything from bookings and payments to parent communication and financial reporting.

By removing manual admin, MagicBooking allows educators to spend less time managing systems and more time focused on children and staff. The Wonde partnership reflects an ongoing effort to modernise the tech stack at scale, supporting efficiency, simplicity, and meaningful time savings.

The challenge: Overcoming legacy limitations

Previously, MagicBooking relied on a management information system (MIS) integration that had become a bottleneck for growth. The legacy system lacked a modern REST API, leading to:

- **Fragile connections**
  Integrations were unstable and difficult to troubleshoot.

- **Scalability barriers**
  As the customer base grew, the manual effort required to maintain data flows became unsustainable.

- **Onboarding complexity**
  Some schools used MIS systems that MagicBooking simply couldn't support, creating friction for the sales and technical teams.

The solution: A modern future-proof integration

MagicBooking partnered with Wonde to implement a modern, API-first integration layer. To ensure a seamless transition, the team executed a phased rollout, migrating schools gradually to maintain data accuracy and continuity of service.

The Wonde integration provided:

- **A Robust REST API**
  This allowed for structured, secure, and consistent data syncing across all partner schools.

- **Broad MIS coverage**
  MagicBooking can now connect to a much wider range of MIS platforms, instantly expanding their addressable market.

- **Industry credibility**
  By using Wonde, a widely recognised and trusted name in the education sector, MagicBooking added a layer of reassurance for prospective customers during sales demos.
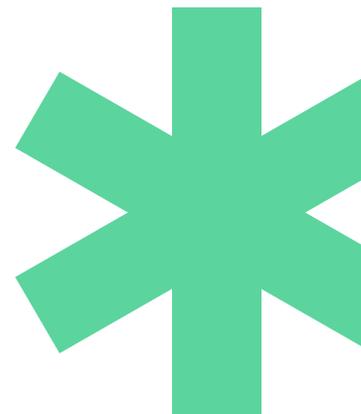
The impact

The shift to Wonde fundamentally transformed MagicBooking's operational efficiency and market positioning:

- **40% operational gain**
  Streamlined data management reduced the manual effort required by technical and support teams by nearly half.

- **Faster onboarding**
  The complexity of connecting to new schools has been significantly reduced, leading to higher customer satisfaction from day one.

- **Increased reliability**
  A more robust integration means fewer syncing issues and a smoother experience for the 2,000+ schools and clubs they serve.

Key perspectives

"Through our integration with Wonde, MagicBooking has streamlined MIS data management by up to 40%, enabling us to scale with confidence, broaden MIS coverage, and deliver a highly reliable experience for schools."

Theo Merlin, COO at MagicBooking

"All the data is managed and maintained from a central account. Our clubs could see medical information, emergency contact information and more. When working directly with a school, MagicBooking links to the school's MIS."

Energy Kidz (School Club)