

# Digital Agency in Sydney Rolls Out a Childcare Management Software

A new childcare management software enters the Australian market with the aim of reducing the use of paper within the early education sector.

**Sydney, Mar 17, 2019 ([IssueWire.com](http://IssueWire.com))** - Pocket Full of Dreams Pty. Limited, a leading [digital agency](#) in Sydney has entered the Australian childcare software Industry with its in-house built software solution named Cubsta.

Cubsta is a [childcare management software](#) that has been developed in-house by the agency and currently comes with 5 features and more to come in the near future.

The company is led by Divij Mehta, who came up with the Idea of developing Cubsta after experiencing childcare services firsthand when he sent his 1 yr old to a leading childcare services provider in late 2016.

Within a few months of his child being enrolled in the daycare, Divij started noticing that there was too much paper being used within the centre and this was leading to inefficiencies across the operations.

Upon further research, he found that this was an Industry-wide problem rather than being a centre specific problem. Given that he had no background within the early education sector, he approached Industry workers and worked closely with them to understand the processes that they needed to undertake for fulfilling compliance requirements and their pain points.

Taking in all the feedback, Divij hit the drawing board and started planning the architecture of the software. After countless rounds of meetings with the UI/UX designers and programmers, Cubsta finally came to life at the end of 2018.

Cubsta currently comes with 5 features with more being rolled out in the near future, these include:

- **Daily Sheets:** Providing educators with the ability to share meals, drinks, nappies/toilet information with parents.
- **In-class Activities:** Allowing educators to share learning milestones as they happen using narratives and images.
- **Newsletters:** This function allows daycare managers to send out center-wide notifications to parents via email.
- **Notes:** An In-app chat system that allows educators and parents to communicate in a private setting.
- **Child Records Management:** Enables the recording of a child's personal information including emergency contacts, immunization records, and medication.

Some other features that the company is working on include: Enrolment, Billing, Checklist Creator and Quality Improvement Plan (QIP) and more.

Cubsta is currently a web-based software and comes with three user types, two of these are for the centre management & educators and the other one for parents. This allows parents to get better insights into their child's early learning journey. From the meals being served to the educational activities being undertaken at the centre, parents can view all of this information using a simple dashboard.

The vision is to make Cubsta a complete software solution that allows day care centres to manage the entire operations, from enrolment to graduation.

This will reduce the Industry's dependency on paper and create a more efficient system, overall.

What sets Cubsta apart from other [daycare software](#) solutions in the market place is the ability to customize functions for daycare centres based on their unique needs. Rather than adopting one-size fits all approach, Cubsta has been architecturally designed to allow centres to make changes to the existing functions or develop completely new functions to meet their unique functional needs.

The company also plans to explore other markets with their software solution and has a particular interest in the Asian countries where childcare services is an emerging Industry.

For more information on Cubsta, visit their [website](#).

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