

14 December 2020

Regarding: Intellimedia

To Whom it May Concern:

I am pleased to provide recommendation for the abovementioned company and for its owner, Ahmad Jawad. We have had a working relationship for nearly eight years now, spanning two school divisions at opposite ends of the province. While both shared needs, the structures and operational cultures are each distinct from the other. Ahmad and his team worked, and work, well with both.

While we make use of other applications, our primary solutions have been Dossier and School Engage. Both applications work well, and Ahmad and his team have worked to ensure that start-up and transitions have been as seamless as is reasonable. Where challenges have been encountered, the response of Intellimedia has been prompt, professional and supportive of system goals.

At Medicine Hat Public School Division, a critical goal was ease of operation for staff who can be required to interact with multiple software applications in the span of a day. As much as possible, we seek single sign-on access to devices. Intellimedia manages the integration of data between their software and PowerSchool extremely well, creating a user experience that is efficient and that staff appreciate.

Ultimately, Intellimedia seeks to add value to the work that we do with students. While certainly built on a business model, they bring to their work an understanding of the specific needs of school systems (functionality, security) as well as the fiscal climate within which we all function. When engaged in discussion about current and future work, one feels respected and heard.

Please do not hesitate to call should you have any further questions.

Be Well,



Mark Davidson, Superintendent
Medicine Hat Public School Division