



## Case Study: International Relief Organization

### Business Challenge

As one of the largest faith-based, international relief and development organizations, this company is dedicated to helping children and communities worldwide to reach their full potential by tackling the antecedents of poverty.

Operating on legacy systems that were more than 20 years old and without a modern technology platform, the organization had very limited visibility into the effectiveness of fundraising campaigns. Although they received donations from approximately 300,000 donors each month, they were unable to view the long-term activity of donors across more than 30 segmented marketing programs they managed simultaneously.

New management sought ways to bring business processes and skills to the non-profit environment that would fuel organizational growth. Although they had undergone multiple system upgrades, they realized little to no benefit from them.

The international relief organization decided to replace their legacy systems, keeping three goals in mind. The solution had to:

- Provide the ability to implement a Donor Relationship Management product, and ultimately, enhance their ability to attract, retain, and cultivate donors
- Replace most of the aging legacy systems, which were becoming cost-prohibitive to maintain and update in order to achieve key business goals
- Include implementation of both a new technology platform and associated business processes that fueled organizational growth

### The Solution

Hitachi Consulting's experienced team of consultants helped the client eliminate their inflexible legacy systems and guide them through the entire lifecycle of a new CRM system integration, including proof of concept, system selection, implementation, configuration, testing, and deployment of marketing tools and systems.

**The company discussed in this case study is a faith-based relief organization dedicated to helping poverty-stricken children worldwide and to supporting major emergency relief efforts worldwide.**

**Hitachi Consulting collaborated with this company to successfully implement a new enterprise and CRM system, which helped them better manage programs, donors, and emergency relief efforts.**



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Using Oracle as the new platform to replace the outdated client system helped the organization to create a foundation for the future.

Hitachi Consulting and the client used a collaborative approach to:

- Institute business process improvements across the entire company
- Conduct a detailed, participatory software selection process, resulting in the selection of Oracle as the clients comprehensive enterprise and CRM application solution
- Develop the core business requirements with in-depth focus on the client's Donor Relationship Management strategy
- Implement Oracle 11i with particular focus on CRM and campaign management

## Business Benefits

As a result of the project, the client now manages all ongoing marketing campaigns with complete transparency and has a 360 degree view of each of their customers.

The Donor Relationship Management product enables the relief organization to track programs in an automated fashion by geography, country and donor.

From a marketing optimization standpoint, the solution enabled the client to:

- Provide a foundation for continued business improvement and organization growth
- Enhance their ability to understand and support current and future donors
- Increase cross-department coordination and effectiveness
- Enhance internal skill base in both systems and business processes
- Lower their risk of system failure
- Bring key functionality in-house to support their goals of improved donor satisfaction and service
- Become more flexible in programming
- Accept donations via the world wide web

Immediately following the integration of the new enterprise and CRM system, the organization achieved victories through their improved response to several global emergency relief efforts, which reached record levels of funds raised. The most recent response was to the tsunami tragedies in Southeast Asia.



## About Hitachi Consulting

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, Hitachi Consulting is a recognized leader in delivering proven business and IT solutions to Global 2000 companies across many industries. We leverage decades of business process, vertical industry, and leading-edge technology experience to understand each company's unique business needs. From business strategy development through application deployment, our consultants are committed to helping clients quickly realize measurable business value and achieve sustainable ROI.

Hitachi Consulting's client base includes nearly 30 percent of the Fortune 100 as well as many leading mid-market companies. We offer a client-focused, collaborative approach and transfer knowledge to our clients throughout each engagement. For more information, call 877-664-0010 or visit [www.hitachiconsulting.com](http://www.hitachiconsulting.com)

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