



Strategy | Consulting | Digital | Technology | Operations

Transforming Nonprofit Performance with Salesforce®



High performance. Delivered.

Forward looking nonprofits are making cloud computing an integral component of their operations. And for good reason. Cloud computing and software-as-a-service (SaaS) solutions provide new opportunities for them to engage their many constituency groups, from donors and beneficiaries to employees and volunteers. They can enable process efficiencies and boost productivity, which allow the organizations to run smarter, leaner and more flexibly than ever before. SaaS solutions also represent a remarkably cost-effective alternative to customized IT solutions, which means nonprofits have options and can choose to spend less money on IT without compromising on value.

In all these ways, cloud computing and SaaS solutions simply make nonprofits better at what they do. They enable high performance.

From "When?" to "Now!"

To fulfill their missions in today's volatile economic environment, nonprofits have to do more with less. Fortunately, nonprofits now have an opportunity unlike any they have had before.

That opportunity lies in the affordability of cloud-enabled technologies. Nonprofits can truly maximize the "value" from their IT investments and deploy solutions that serve clients, donors and constituents much more effectively.

Cloud computing solutions alone, however, will not enable them to achieve the outcomes their constituents expect and deserve. What is also needed is the ability to integrate cloud and SaaS solutions into existing IT infrastructures and, more broadly, into the fabric of the organization. Equally important is the expertise required to not only align cloud solutions to the nonprofit mission, but also to use cloud technologies to drive improvements in constituent relationship management and overall organizational performance.

Accenture is uniquely positioned to help nonprofits achieve a SaaS-enabled, constituent-focused vision and solution for high performance.

Accenture + SaaS Expertise = Better, Faster, More Reliable Outcomes

Accenture is a leading provider of cloud and SaaS solutions. We are also Salesforce's number one global alliance partner. We have more than 6,000 Salesforce resources available around the world and double the number of Salesforce®-certified professionals than any other systems integrator.¹

Our innovative methodologies and rapid implementation approach, coupled with Salesforce's industry-leading cloud computing solutions, offer a powerful combination of capabilities that help nonprofits integrate cloud services faster, more reliably, and with a focus on improving organizational performance and mission outcomes. Our powerful, effective solutions are developed based on our extensive experience:

- We are the recognized leader in Salesforce implementations worldwide.
- Over the last two years, we have deployed Salesforce to more than 1200 users to improve nonprofits' account management, communications and outreach, fundraising, events management, and grant management capabilities.

- We deliver many solutions that incorporate products from AppExchange, salesforce.com's cloud computing marketplace. These products include Conga, which generates custom proposals, account plans, contracts and more; DrawLoop, which automates document creation and enables users to merge data into Word, Excel or PowerPoint; and DocuSign, the most widely used eSignature solution.
- We have developed a number of proprietary SaaS delivery assets, including: Accenture Cloud Computing Accelerator which can take a nonprofit from a standing start to a full-scale pilot in as little as one month; SaaS Global Deployment Accelerator which helps drive consistency in an enterprise-wide deployment; and SaaS Proof of Value Accelerator which delivers a pilot approach nonprofits can use to validate metrics prior to scaling for a larger implementation.
- We have partnered with the Salesforce Foundation to implement NGO Connect for nonprofits, including FoundationConnect for grants management. The NGO Connect app offers best-of-breed relationship management tools for nonprofits on Salesforce, and Accenture fits those tools to your organization. Together, we provide nonprofits with accelerated CRM delivery and improved adoption.

1. Salesforce.com App Exchange



Accenture helped Ashoka, the world's largest association of social entrepreneurs, take advantage of its greatest asset—its vast international network—by designing a flexible CRM SaaS solution using Salesforce. Ashoka's new Salesforce solution provides an up-to-date snapshot and history of interactions and processes, and enables employees to work more effectively. And because no server purchases or software installations were required, the organization has reduced its IT effort and expenditure.

Accenture + Nonprofit experience = An unwavering focus on constituents and mission outcomes

Accenture's nonprofit practice works with a broad range of entities—from mission service organizations and associations to foundations and cultural, educational and humanitarian institutions.

In helping our nonprofit clients, we bring leading edge insights, flexible tools, and a broad range of constituent relationship and donor management capabilities that can help extend their reach and more effectively meet the needs of the communities they serve. Our services and solutions include:

- Business & go-to-market strategy development, IT strategy development, organization development, donor management, channel management, marketing operations planning and management, client segmentation and business process re-engineering services. Together, these services help nonprofits optimize their outreach efforts and develop more effective channels for reaching their target audiences.
- Service Cloud® and case management implementation capabilities specifically designed to help human services organizations manage important day-to-day activities such as assessing beneficiary requests, determining eligibility, routing cases and adhering to privacy regulations (e.g. HIPAA).
- Grantee relationship management services that combine the Salesforce capabilities of salesforce.com constituent relationship management and the Force.com® platform to address the specific needs of charitable organizations. These services can, for example, help nonprofits develop dedicated grantee portals, process applications, comply with policies and regulations, and help confirm accurate and timely disbursements of funds or services.
- Volunteer management services, which can help a nonprofit attract volunteers and deploy them in a way in which they will have the greatest positive impact. As part of our volunteer management service portfolio, Accenture also helps organizations define, govern, integrate and deliver consistently accurate and complete volunteer information.
- Repeatable, continuous, end-to-end marketing analytic capabilities, which use nonprofits' existing constituent data to drive more fact-based management decisions. Insights gained from such analyses can enable nonprofits to become more proactive, more effective, and more precise in their efforts to achieve high performance.

Accenture is ready to help

Accenture offers the blend of cloud computing and constituent relationship management capabilities that nonprofits seek. Importantly, we also have a deep understanding of the environment in which nonprofits operate.

Nonprofit performance is not measured in terms of profitability or market share, but rather by the quality and scope of services that can be provided to constituents. We provide nonprofits with the insights and cloud computing expertise to help them focus on fulfilling their missions. And we enable them to achieve the outcomes that matter most.

To learn more, please contact:

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About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 336,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is www.accenture.com.

About Accenture's Nonprofit Group

Beyond our commitment to our clients is our dedication to improving the way the world works and lives. To learn more about how Accenture can help your nonprofit organization connect its vision to its practice to improve outcomes and lives, contact nonprofitgroup@accenture.com or visit www.accenture.com/nonprofit.

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