



CASE STUDY

Asian Venture Philanthropy Network builds a cloud strategy to increase employee engagement

Avanade outlines a Microsoft Dynamics 365 transformation blueprint in just two weeks

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Business situation

Growing pains impeded operations for a very good cause

Asian Venture Philanthropy Network (AVPN) helps make the world a better place. While most companies would love to make the same claim, this idea is central to everything AVPN does. The Singapore-based non-profit funders' network is committed to building a vibrant, high-impact philanthropy and social investment community across Asia by connecting its nearly 500-member organizations with charitable groups in need of services. Together with its members and corporate partners, AVPN takes a collaborative approach to delivering resources that will help address the social challenges facing the region both now and in the future.

As it continues to help grow Asia's social economy, AVPN found that its existing CRM system was no longer able to meet the needs of an organization its size. Functionality limitations offered no easy way to share information or consolidate a 360-degree view of its members and supported groups. Users had to manually pull data and reports from separate sources on an ad hoc basis, opening the door for potential miscommunication and errors. Furthermore, nearly 40 users shared only 10 licenses, which made it nearly impossible to effectively scale operations. This complicated, inefficient way of working left many employees hesitant to adopt the CRM platform at all, further reducing the efficiency of business processes.

In response to these issues, AVPN leadership wanted to explore how new cloud solutions could better suit its operations and employees. It knows that insight and innovation are crucial to enabling continued growth, and that intelligent business applications offer the best way to manage the network's wealth of member, partner and client information. Specifically, AVPN wanted to understand the capabilities of Microsoft Dynamics 365, and needed a trusted adviser that could help build a strategy to address its challenges and enable its transformation into an intelligent enterprise.

Due to our experience leading digital transformation projects and our recognition as market leaders for Dynamics 365 solutions, AVPN selected Avanade for this assessment.

Solution

A cross-functional assessment quickly uncovered multiple potential benefits

To fully evaluate the viability of a Dynamics 365 solution, Avanade's team conducted a multi-day, cross-functional workshop with client stakeholders to assess AVPN's CRM issues and to gather requirements from across the organization. Following this engagement, our team brought together all the findings to create and deliver a comprehensive assessment report, which supports the business case for Dynamics 365 and outlines a blueprint for implementation and integration.

Within the report, our team identified several important benefits of the Microsoft Dynamics 365 platform, including:

- Increased scalability, allowing the organization to grow without limitation
- Complete, consolidated view of members, corporate partners and supported non-profit groups for analytics and data-driven decision making
- Single point of truth for improved reporting efficiency
- Increased employee adoption and engagement, with a single CRM process and tool for contact management/marketing
- Enhanced customer service

Key to this initiative is a focus on positively transforming the employee experience. Avanade aims to empower people-first operations and platforms that remove complexity and improve communication among team members. After all, it's AVPN's employees who will be instrumental to the network's future success.

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Results

Looking ahead toward transformation and growth

Avanade's engagement was completed in just two weeks, proving that building an impactful transformation strategy doesn't have to be a lengthy, complicated process. AVPN's CEO and managing director were pleased with the assessment report and recommended direction, agreeing that Dynamics 365 is a viable platform for growth and transformation as the organization expands its mission to promote and facilitate social investments across Asia.

"Avanade's assessment of our current CRM process was very eye-opening and helped us to identify new pathways forward," said Kevin Teo, Managing Director of AVPN's Knowledge Centre. "Dynamics 365 does seem to offer a viable platform for growth that would improve day-to-day processes, helping us to continue to support our mission of growing Asia's social economy. The Avanade team was instrumental in building our transformation strategy going forward."

About Asian Venture Philanthropy Network

AVPN is a unique funders network based in Singapore, committed to building a vibrant, high impact philanthropy and social investment community across Asia. It is an advocate, capacity builder and platform that cuts across sectors to improve the effectiveness of members in the Asia-Pacific region. For more information, visit <https://avpn.asia>.



About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 30,000 professionals in 24 countries. Visit us at www.avanade.com

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North America

Seattle
Phone +1 206 239 5600
America@avanade.com

South America

Sao Paulo
AvanadeBrasil@avanade.com

Asia-Pacific

Australia
Phone +61 2 9005 5900
AsiaPac@avanade.com

Europe

London
Phone +44 0 20 7025 1000
Europe@avanade.com