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Case Study

unicef ♦
for every child

What matters to UNICEF Netherlands is creating a better future for children

Customized managed services engagement helps employees work more effectively

Do what matters

UNICEF Netherlands is on a mission to create a more hopeful future for millions of children in need. After launching a new donor engagement platform to make fundraising activities more effective, leaders wanted support for day-to-day system management. Now, employees can now rest assured that their ticket requests will be resolved quickly and the platform will remain updated. For example, if someone needs their system access unlocked or needs an upgrade, they now have 24/7 support that can be ready to help within 30 minutes. Instead of spending time waiting on a fix, employees can get on with planning important campaigns to help children.

"On our team, we always say that we're not just here to use the best technology, we're here to make technology work for our colleagues so they can contribute to a better world for children."

John van Strein
Manager of Technology and Data, UNICEF Netherlands

| **Company Name:** UNICEF Netherlands |
| **Country:** Netherlands |
| **Industry:** Nonprofit |
| **Company size:** 150+ |
| **Solution:** Avanade Managed Services, Microsoft Dynamics 365 |

The reusable and repeatable platform – which has been shared with others in the nonprofit industry as an affordable, scalable, "off-the-shelf" solution that can be quickly deployed – provides the nonprofit with better visibility into its donors, increasing fundraising effectiveness for programs that are making a positive impact on millions of children.

"We've moved from big campaigns to targeting groups' specific journeys," says Guus van Dijk, digital transformation lead at UNICEF Netherlands. "We now have one-to-one communication based on what's happening in our donors' lives, and we're now more agile and digitally capable than ever before to quickly respond to crisis situations. For example, we can now stage a fundraising campaign to respond to an emergency situation in only two hours, where it used to take four weeks. That's an incredible change."

Once the platform launched, leadership realized it needed ongoing support for its small IT team.

Business situation:

Managing the "sharing platform"

UNICEF Netherlands, Avanade and Microsoft have been strategic partners in innovation and transformation since the early days of our Technology for Social Good program. To expand and cultivate lifelong donor relationships while making the donation process much more efficient, we replaced the organization's traditional fundraising methods with an integrated ERP and CRM solution using Microsoft Dynamics 365 Customer Insights.

"We have changes, we have incidents and support tickets that need to be handled, but we're not big enough as an organization to have that full support team. For us, there's really no separation between building the platform and managing it. That's why we partnered with Avanade to provide that support so our employees can do their work more effectively."

John van Strein
Manager of Technology and Data, UNICEF Netherlands

Solution:

Creating a bespoke service

We designed a managed services offering for UNICEF Netherlands that's tailored closely to its needs as a large nonprofit.

"While the concept of managed services can be looked at as very generic, we did lots of solutioning with our partners at UNICEF Netherlands and Microsoft to create a truly bespoke, evergreen solution."

Lasse Olsen
Managed Services Lead, Avanade

A full-service team with nonprofit expertise is available on-call around the clock. The organization's small IT team can now focus on their other important work rather than spending time actioning support tickets or waiting for help. UNICEF Netherlands leadership wants to put their budget into helping children rather than maintaining technology, so the offering has been designed to be as affordable as possible.

Our managed services engagement includes:

- Ongoing support for employees so they can submit issues through a dedicated ticketing system
- Evergreen management of new Dynamics 365 releases
- Business logic and integration enhancements for the platform to meet new requirements

This is a platform that is constantly evolving," says van Strein. "Taking full advantage of it is only possible if we combine forces, and that's what we've done with the managed services support we're getting."

What's next for the managed services offering? Like the donor engagement platform itself, it was built to be shared with others in the industry.

"We see it as an important role for larger nonprofits such as UNICEF to step in to help others take the next step. I think in most industries that's not possible, but in ours, giving and helping is something that works since we're all focused on doing what matters for the greater good."

Guus van Dijk
Digital Transformation Lead, UNICEF Netherlands

About UNICEF Netherlands

UNICEF works in some of the world's toughest places to reach the world's most disadvantaged children. Across 190 countries and territories, we work for every child, everywhere, to build a better world for everyone. For more information about UNICEF and its work for children, visit www.unicef.org.

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About Avanade
Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. With 43,000 professionals in 25 countries, we are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com.

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