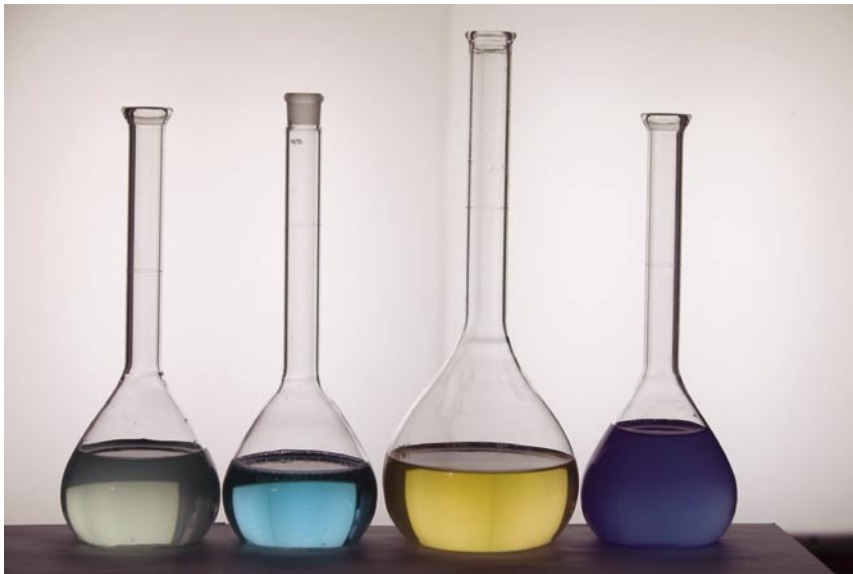


When Juvenile Diabetes Research Foundation put customer relationships under the microscope, office integration was the answer



Overview

■ Challenge

Juvenile Diabetes Research Foundation is the world's leading non-profit, non-governmental diabetes research contributor. In Australia the organisation has 25 employees in 6 offices and needed to improve their efficiency and the effectiveness of communications with sponsors while keeping overheads low.

■ Solution

An integrated, fast and reliable network which allows the Foundation to act as one entity and

- have a scalable network that allows them to only pay for the bandwidth they use, without buying more equipment
- build closer relationships between researchers, stakeholders and sponsors
- prepare for future growth and expansion with an extensible solution

The following hardware was used: Windows 2000 server, Citrix server, Web server with Connexus Business SDSL and Cisco 1800 router.

■ Key Benefits

- Closer relationships with supporters
- Quick and easy event registration on line, improved event management
- Raised productivity – file sharing saves at least 1 hour per person per day
- Faster upload speed (up to 10x) and unlimited traffic between Sydney and Melbourne offices at no extra cost.

Background

Founded in 1970 by parents of children with juvenile diabetes, Juvenile Diabetes Research Foundation (JDRF) is now the world's leading non-profit, non-governmental contributor to diabetes research. The organisation's mission is to find a cure for diabetes and its complications through the support of medical research. In Australia, JDRF has a staff of 25 and offices in Sydney, Melbourne, Brisbane, Adelaide, Canberra and Perth from where they manage and coordinate their fund raising activities.

The organisation relies on a large number of volunteers to help raise funds through events such as Walk to Cure Diabetes, Jelly Baby campaign and other community activities. The Walk alone attracts around 80,000 participants around Australia.

“We wanted to move from an event focus to a donor centric approach in our marketing, using technology to give us a unified view of our supporters and the ability to tailor activities to their needs.”

Mike Wilson, CEO, Juvenile Diabetes Research Foundation.

In 2002, IBM assisted JDRF to move from a fax and limited technology environment to a networked, multiuser technology platform. The cornerstones of that design were the use of ADSL and a Virtual Private Network (VPN) to provide secure end-to-end access for JDRF users. This design proved very successful, allowing them to substantially improve their business productivity to the point where usage caused a ten fold overrun of estimated network loadings. "The network was the primary constraining factor – it was a simple structure which they outgrew in 12-18 months," said Ron Gottschalk, IBM.

A re-evaluation and re-design was necessary and IBM took up the challenge, to provide a low cost solution with the ability to expand capacity as required.

"We wanted an end-to-end solution, giving us an integrated view of our supporters and the ability to tailor our activities to their needs. Rather than each of our offices acting individually, we wanted to act nationally as one entity. The ability to have one view of our supporters would also help us move to a relationship focus rather than an event focus."

Mike Wilson, CEO Juvenile Diabetes Research Foundation.

Acting as one entity

JDRF wanted to integrate their state offices and head office in Sydney with one network in a cost effective way. They wanted technology that would support their desire for closer relationships between their research arm, their stakeholders and their major sponsors, as well as the ability to personalise their communications with each group.

"Efficiency was another major objective – the old technology was no longer able to support our requirements and was simply not being used," said Mike Wilson.

Fresh thinking

IBM set themselves the task to use fresh thinking and innovative ideas from various parts of IBM to come up with a low cost, but effective solution for JDRF. "We sat down with them to understand their strategy and business objectives, as well as their infrastructure and how they needed to work in order to maximise efficiency," said Ron Gottschalk. "We wanted to not limit them in any way, but find a suitable way to achieve their goals."

Containing costs and maintaining a low operating budget was a key parameter set by JDRF. "We only have 25 employees and very low overheads. It was an important objective for us to keep it that way," said Mike Wilson.

IBM decided to leverage Internet based network technology. That would allow JDRF to only pay for the bandwidth they actually used, but also gave them the ability to easily increase their service levels without needing to buy more equipment. "We leapfrogged them into advanced network technologies to give them an end-to-end solution that meets both current and future needs," said Ron Gottschalk.

IBM GSA designed and implemented an integrated network and office solution and also selected a service provider for the network bandwidth in order to deliver a turn key solution. The new network is a scalable, adaptable design, able to meet the organisation's needs nationally by making use of internet technology, which provides the cheapest network access for small operations.

"We put a server in the Sydney head office and one in Melbourne with background replication between the two offices – a very powerful solution. A third server hosts applications for the state offices, using Citrix. There is no LAN access – with a standard platform across all offices, they simply log in to the same server in Melbourne to get their desktop applications and direct access to files. This design gives them control of their network, easy cost management and the flexibility to grow," said Ron Gottschalk. "The implementation is totally extensible and would even allow them to go international."

Using technology to enable the business

"Since the new solution was put in place, we have had an explosion in usage and bandwidth," said Mike Wilson. "Our employees have adopted the new system completely and it's become an integral business tool for us. It represents a big change in how our employees work and has greatly improved efficiency. The improvement in response time and office effectiveness has been astounding, saving as much as one hour per employee in our Sydney office every day."

The not for profit market is a \$70 billion industry in Australia, according to BRW, yet it has been slower than business in adopting technology solutions. "Like any company of a similar size, we should take advantage of any technology that will help us achieve our objectives effectively," said Mike Wilson. "We have seen a much greater return on our efforts since the implementation, and processes are now available to us that were simply not possible before, such as Customer Relationship Management (CRM). It allows us to see the current status of any relationship we have, when they were contacted last, what the nature of the communication was and the outcome."

"In a nutshell, we have been able to harness technology to improve our relationships, our employee effectiveness and the security of our operations," said Mike Wilson.

"The end-to-end IT solution has also given us the ability to offer online activity such as online donations, events registration and an online store. We can publish, interact and transact online."

Why IBM?

"The relationship with IBM has been exceptional. They provided clear lines of responsibility and we have had only one account manager who has been our conduit into IBM and who has earmarked the resources we have needed," said Mike Wilson.

"The rollout took 12-18 months and during that time we had direct access to any technical support we needed. It meant we got immediate resolution of any issues that came up."

IBM has the resources and breadth of expertise to assist any size organisation with solutions to meet their business challenges.

"JDRF can now deliver on their strategy. They have more than doubled their revenue as a result of using enabling technology, proving the lack of effective technology was constraining the organisation and limiting what their staff could achieve," said Ron Gottschalk.

For further information

If you would like to speak with an IBM Sales Representative please call 132 426 (in Australia) or 0800 801 800 (in New Zealand), or visit us at

ibm.com/services/au/its/nis



© 2006 Copyright IBM Australia Limited
ABN 79 000 024 733

IBM Australia Limited
55 Coonara Avenue
West Pennant Hills
NSW 2125

Printed in Australia
05/06

All rights reserved

IBM, the IBM logo, are registered trademarks or trademarks of International Business Machines Corporation in the United States and/or other countries.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products and services do not imply that IBM intends to make them available in all countries in which IBM operates. These services are provided by IBM Australia Limited.

Designed by the IBM Grafxlab.
GL_7658