CommunityIT Innovators®

Microsoft Dynamics and Salesforce: What You Need To Know Before Choosing a Platform

Monthly webinar Series

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Presenter

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Invested

Work exclusively with nonprofit organizations; have served over 1,000

Strategic

Help our clients make IT and IS decisions that support mission

Collaborative

Empower you to make informed choices

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Three things I want to cover today.

Build's strategic comparison

Potential Opportunities

How to succeed

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Build is passionately independent.

We don't accept bonuses or partner with vendors. If we stand to gain from a recommendation that we make in this way, we tell our customers *before* they make their decision, so they're properly informed. If a vendor sends a referral check despite our polite refusal, we either send it back or donate it.

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Why this topic is so important to Build

- We are seeing increased competition among vendors with significant war-chests
- Incredible opportunities for platforms like Microsoft and Salesforce to drive impact
- Platforms can be foundational to digital transformation

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How does the industry leading research firm view the market?

Figure 1. Magic Quadrant for the CRM Customer Engagement Center

CHALLENGERS | LEADERS

Salesforce

Pegasystems
ServiceNow
Microsoft | Zendesk
Oracle

SAP

Verint Systems
Appian | Freshworks

Creatio
SugarCRM | eGain
Zoho | Kustomer
CRMNEXT

NICHE PLAYERS | VISIONARIES

ABILITY TO EXECUTE

COMPLETENESS OF VISION

As of May 2020   © Gartner, Inc

Source: Gartner (June 2020)

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Nonprofit enterprise market entrants

What is meant by "entrant" means different things for different vendors. Some have a huge head start on intellectual property (Blackbaud), others have changed how they approach the sector multiple times (Salesforce), and others have long served the nonprofit market but are seeking new opportunities (Microsoft)

| 1981 | 1999 | 2004 | 2015 |

Platform commonalities

Salesforce and Microsoft may call them different things, and those distinctions are no particularly important for today's presentations, but they share a common approach to how they break out functional areas.

SALES	SERVICE	MARKETING	FINANCE AND OPERATIONS	HR

Likelihood of use →

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How do Microsoft and Salesforce stack up?

How we evaluated Microsoft and Salesforce

Vision

Ability to execute

Vendor experience

Costs

Enablement

Broader ecosystem

Integration ecosystem

Business intelligence

Fundraising application

Vision

What is the articulated (and inferred) vision of the company as it relates to nonprofits?

Microsoft

- Has started with a broad vision of how Microsoft stack can drive impact
- Common data model (CDM) offers compelling vision for how nonprofit data can be leveraged
- Access to infrastructure (Azure), 300K+* *nonprofits* on M365, and existing business applications is compelling in ways not yet fully realized.

*According to Microsoft estimates

salesforce

- Much of their technology direction seems to be, currently, driven by pursuit of revenue
- Many changes of emphasis has been confusing at times
- Role of third-party ISVs (applications) is not yet clear

Ability to execute

Does the company have the expertise and resources to execute upon their vision?

Microsoft

- Microsoft Philanthropies, and Tech for Social Impact are nascent organizations
- Decades of experience in application development, user-interface (UI) development

salesforce

- Salesforce.org is full business unit (BU) of Salesforce
- Significantly more employees dedicated to product, engineering, and support
- Significant head start on Microsoft

Vendor experience

What has the experience been of the nonprofit community when engaging with the vendor?

Microsoft

- Long-standing reputation as partner with philanthropic intentions only
- Account executives are encouraged to partner with NGOs
- Sponsorship of key "agnostic" nonprofit technology convenings

salesforce

- Aggressive and inaccurate sales practices have diminished brand of Salesforce.org
- Marketing has been significantly out-in-front of reality
- Nonprofits lurching to Salesforce have been dissatisfied with results

Cost of Solution

What are the expected total costs of ownership?

Microsoft

- *Nonprofit* licensing costs have not been clearly outlined
- Complicated by costs of licensing other products in the Microsoft ecosystem
  - Power Apps
  - Power Automate
  - Power BI
  - Azure
  - Microsoft365

salesforce

- Clearly articulated pricing structure for Sales and Service clouds
- 10 free user licenses for eligible nonprofit organizations
- Does not factor in third-party apps needed to extend functionality

Enablement

How easy is it to start out in the ecosystem?

Microsoft

- *Nonprofit* licensing has not been clearly outlined
- Requires significant investment/reinvestment in how you provision Microsoft (Active Directory and Azure Active Directory)
- Significant and confusing documentation

salesforce

- Simple account signup
- Extensive learning available through Trailhead
- Power of Us Hub with community dedicated to using Salesforce for nonprofit impact

Broader ecosystem

How well does the platform "fit" with the other tools that nonprofits are using?

Microsoft

- Integration with the business applications we are familiar with (Word, Excel, Outlook) are native
- Integration to enterprise file collaboration and storage native (OneDrive, Sharepoint)
- Integration to enterprise communication (Teams)

salesforce

- Expansion has largely been accomplished through acquisition
- Connectors to common applications (Word, Excel, Outlook) are not native

Integration ecosystem

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What is the extent of third-party applications that integrate to the platform?
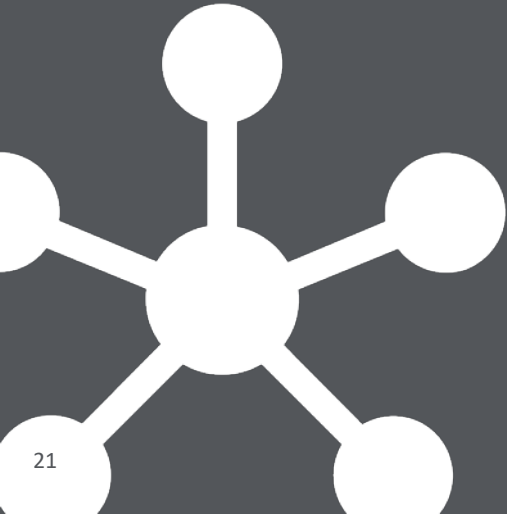
Microsoft

- Microsoft has extensive software across Sales, Service, HR, and Operations
- Emerging integrations that leverage the Common Data Model are compelling

salesforce

- App exchange boasts thousands of integrations and tools
- Integration with Intacct, a growing nonprofit Financial Management Suite

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Business intelligence

How does the platform address the growing business intelligence requirements of nonprofits?

Microsoft

- Treats Excel as a reporting endpoint/application
- PowerBI is part of Microsoft365
- Common data model offers logical model for data organization
- Common data service connectors include a range of pre-built connectors (including Saleforce)

salesforce

- Onboard reporting is limited
- Recently acquired Tableau

Fundraising Applications

Is there an established solution that supports fundraising operations, processes and data?

Microsoft

- Small ecosystem of ISV (independent software vendors) focused on fundraising
- Nascent partnership with Blackbaud (largest nonprofit technology company in the world)

salesforce

- Greatest amount of experience with fundraising requirements
- Significant integration with other niche players such as Classy.
- Acquisition of large enterprise customers, IP, and technology
- Many changes of direction has led to confusion

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How Microsoft and Salesforce stacked up

Vision

Microsoft

Ability to execute

salesforce

Vendor experience

Microsoft

Costs

salesforce

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salesforce

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Microsoft

Integration ecosystem

salesforce

Business intelligence

Microsoft

Fundraising application

salesforce

How to succeed when implementing a platform

Identifying platform opportunities

Opportunities look different for different organizations. An important first step is to determine what your organizations North Star is – what are aiming for?

**Constituent/
audience centricity**

Can the platform allow you to engage with, respond to, or serve constituents better?

Data analytics

CRM must become central to communication, collaboration, and strategy and that will change the way people will work.

**Operational
effectiveness**

Will a platform improve the experience of the people who work or volunteer for you through more efficient and effective operations?

Modernize technology

CRM must become central to communication, collaboration, and strategy and that will change the way people will work.

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Build Information Strategy Framework™

Build believes that the health of any technology ecosystem is a function of five key elements. Technology is intentionally listed last. Most technology problems have their roots in the way decisions are made, the way operations are organized and the quality of processes and data. When those are addressed well, the technological improvement is easier.

Leadership & Governance	**Operations**	**Processes**	**Data**	**Technology**

ORGANIZATIONALLY FOCUSED ●————————————————————————————● **INFORMATION MANAGEMENT FOCUSED**

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Understand implementation costs

- Licensing
- Third Party Application Licensing
- Implementation
- Change and Project Management
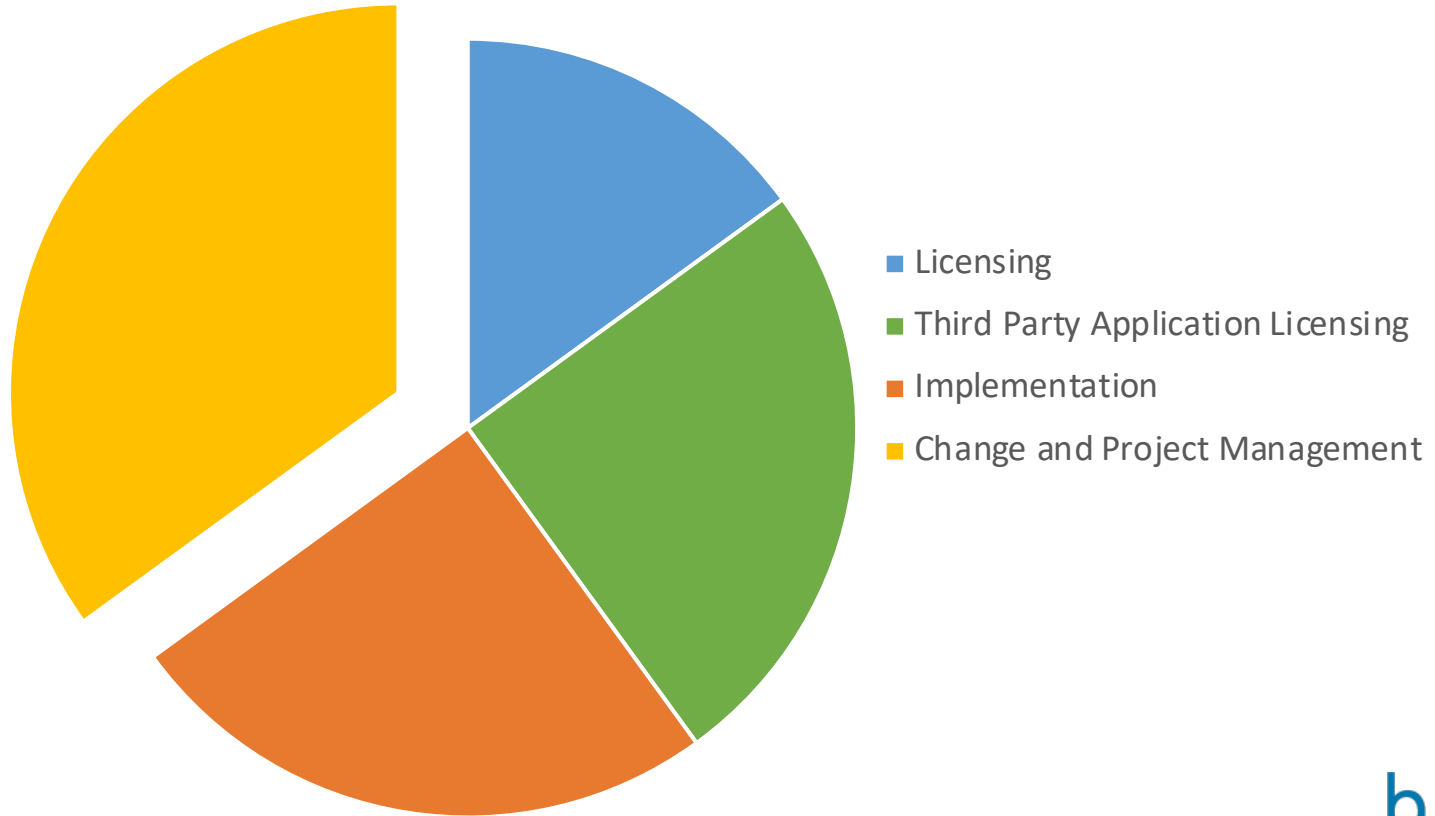
More than 50% of nonprofit technology projects fail.

The technology moves forward... but the organization does not.

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capacity is our mission

Project design and change management considerations

The sum is greater than the parts

Teams will have to value enterprise coordination and visibility above their desire for a solution that meets the specific needs of their department.

A governance committee is needed

It should include representation across all key departments. CRM platform is a shared *organizational* tool.

Change will impact people differently

CRM must become central to communication, collaboration, and strategy and that will change the way people will work.

New roles will be needed to support a platform

You will need to define how to support the key areas of platform from business analysts to data management to system administration.

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Creating a change plan

A **Change Plan** is an essential part of any technology project.

This project represents operational, process, behavior and technology changes for organization.

| Phase	Activities
Define the Change	• Outline clear, compelling definition of the change • Analyze stakeholders • Measure awareness
Identify the Impacts	• Change Management Task Force • Modification to existing roles & responsibilities • Impact analysis grid • New position descriptions
Prepare for Impacts	• Listening sessions • Sponsorship roadmap • Resistance Management/coaching plans • Training plan • Job Aides • Adoption Guidelines • Key Communications
Measure Effectiveness	• Key Performance Indicators • User experience survey

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How Build leads in the social good sector
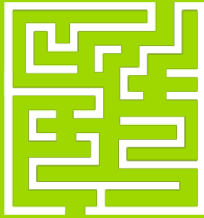
Assessments and Roadmaps
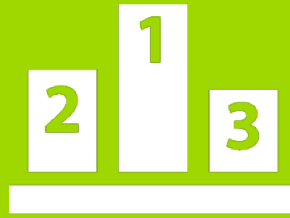
Software Selections
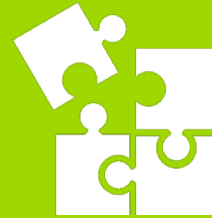
Implementation Support

Interim or Part-Time CIOs

Outsourced CRM Management

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en·tre·pre·neur

a person who organizes and operates a business or businesses, taking on greater than normal financial risks in order to do so.

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Our advice: Be a <u>cautious</u> entrepreneur.

Q&A

THANK YOU!

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