SAP BusinessObjects™

SAP Customer Success Story
Public Sector – Nonprofit

AMERICAN ISRAEL PUBLIC AFFAIRS COMMITTEE

MAXIMIZING FUNDRAISING SUCCESS WITH BUSINESS INTELLIGENCE

"The team at SAP has been outstanding in ways I would never have expected. Big as it is, SAP understands that a customer is a customer."

Chaim Yudkowsky, CIO, American Israel Public Affairs Committee

QUICK FACTS

Company
- Name: American Israel Public Affairs Committee
- Location: Washington, D.C.
- Industry: Public sector – nonprofit
- Products and services: Promotion of strong ties between the United States and Israel
- Employees: 250
- Web site: www.aipac.org

Challenges and Opportunities
- Tap members' enthusiasm to obtain contributions of time and money
- Gain robust information about donors to maximize their involvement
- Optimize communication with members

Objectives
- Implement a business intelligence (BI) solution that empowers business users to gather their own information without the need for programming
- Integrate with the existing Salesforce customer relationship management (CRM) solution from salesforce.com
- Deploy data warehousing functionality
- Minimize implementation time

SAP® Solutions and Services
SAP® BusinessObjects™ BI OnDemand solution

Implementation Highlights
- Employed cloud computing
- Finished in fewer than 45 days

Why SAP
- SAP's willingness to quickly tailor the solution to accommodate needs
- Intuitiveness and friendliness of the user interface
- Ease of learning, with no training required
- Integrated data warehousing and BI functionality
- Off-premise implementation, eliminating IT burden

Benefits
- Much faster implementation than possible with an on-premise solution
- Ability for business users to create their own queries and reports
- Speed of making users productive without the need for training, with 150 expected in the next 8 months
- Full off-site support with no system administration requirements
- Fast completion of the interface with the Salesforce CRM solution from salesforce.com
- Successful pilot
- Ability to obtain proof before investment
- Strong initial experiences, leading to a 3-year commitment

Third-Party Integration
Salesforce CRM solution from salesforce.com

The American Israel Public Affairs Committee (AIPAC) is America's leading pro-Israel lobby. One of its chief objectives is to maximize contributions of time and money from its 100,000 members. AIPAC has an abundant store of data about these supporters, and needed a better way to extract key information from it. "We chose the SAP BusinessObjects BI OnDemand solution, which provides the self-service business intelligence we needed while shielding us from IT burdens," says Chaim Yudkowsky, AIPAC's CIO.

Helping Make Israel More Secure

For more than half a century, AIPAC has worked to make Israel more secure by ensuring that American support remains strong. AIPAC has grown from a national grassroots movement to one of the most important organizations affecting America's relationship with Israel. Today it is one of the most powerful lobbying groups in Washington, with tight ties to both the legislative and executive branches of the U.S. government. An independent, not-for-profit entity, AIPAC is funded entirely through contributions from its members.

To make the most of its members' enthusiasm for helping Israel with their time and monetary contributions, AIPAC must know and understand each of them well. "Before approaching members for a donation, our staff needs to know things like how and when they were first connected with our organization, how holistically they have been involved with us, what contributions they have made in the past, the effects these contributions have had, and much more," Yudkowsky explains. "Experience has shown that the more we know about our members, the easier it is to truly engage them and leverage their interests, which in turn makes our fundraising more effective."

Extracting the Right Specifics from a Mass of Information

AIPAC has amassed a vast wealth of information about its membership. This information contains all the answers that staffers need to know. But in the past, they had no good way to quickly and easily extract the specifics they required. "The answer, we knew, was a data warehouse for all our members' information, along with a way for our users to easily access it – by themselves," states Yudkowsky. "In other words, we needed a strong business intelligence solution with integral data warehousing."

Not just any business intelligence (BI) solution would suffice. As Yudkowsky continues, "One thing we simply cannot afford is an expensive IT burden. As a result, we've embraced cloud technology for the software that runs our organization. We needed our new application to reside off our premises, with enhancements and support available to us as a service."

One of the cloud-based applications that AIPAC employs is the Salesforce customer relationship management (CRM) application from salesforce.com. "We actually call it DRM, for donor relationship management," says Yudkowsky. "DRM and BI dovetail closely, and so we needed our BI solution to interface with our Salesforce CRM solution. We also have a number of specific software features and functions that are essential to our success. For these reasons, we needed a new solution that could be readily tailored, and above all we needed the company behind it to be able and willing to perform the interfacing and tailoring we needed."

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Chaim Yudkowsky, CIO, American Israel Public Affairs Committee

Accelerating Implementation with Cloud Computing

AIPAC spent considerable time understanding BI applications, and in the end, it was clear that the SAP® BusinessObjects™ BI OnDemand solution was by far the best match with the organization's needs. "SAP BusinessObjects BI OnDemand had all our requirements covered thoroughly, better than anything else on the market," reports Yudkowsky. "It has data warehousing, querying, analysis, and reporting functionality – all available for self-service by ordinary business users, with no need for programmer assistance or a training course. It is provided under the software-as-a-service model, sparing us all the cost and distraction of hardware and administration. And just as important, it is supplied by SAP, a company that cares deeply about its customers."

AIPAC soon experienced yet another benefit of the cloud-computing approach – fast deployment. Implementation of SAP BusinessObjects BI OnDemand took a total of just 45 days, including its integration with the Salesforce CRM solution, which took less than 14 days. "That kind of deployment speed is unheard of with on-premise software," Yudkowsky exclaims.

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Chaim Yudkowsky, CIO, American Israel Public Affairs Committee

Implementing Essential Features

To be sure about its decision before making a firm commitment, AIPAC began with a pilot phase during which a few key business users accessed the SAP BusinessObjects BI OnDemand solution. During their early efforts, these users identified the need for several additional features. "We explained to SAP that these features were necessary for our success," says Yudkowsky.

"SAP responded by working with us to identify exactly what was required, and then configuring the software to provide the functionality we needed. The team at SAP has been outstanding in ways I would never have expected. Big as it is, SAP understands that a customer is a customer."

The pilot users applied SAP BusinessObjects BI OnDemand to core fundraising tasks at AIPAC such as planning donor meetings and studying the use of credit cards for donations. "Use cases like these need complex queries," says Yudkowsky. "They constituted excellent tests of the power of the solution, and it handsomely passed the tests."

Making a Full Commitment

The pilot was a complete success. As a result, AIPAC recently made a three-year commitment to SAP BusinessObjects BI OnDemand. AIPAC will be rolling it out to power users shortly and is expecting quick adoption. Over the next 8 months, the organization plans to further expand the solution's deployment to about 150 users, which is 80% to 90% of its total projected user base.

"SAP BusinessObjects BI OnDemand is giving us the tools to understand our donors and activists, report back to them on the efficacy of their efforts, and maximize our fundraising success," concludes Yudkowsky. "Without a question, we made the right decision choosing SAP."

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