



ISIS Supplies the “Bricks and Mortar” for Fundraising Consultant Agency

The Westfall Group relies on ISIS to create a virtual corporate meeting place for customers and employees.

ORGANIZATION:

The Westfall Group



LOCATION:

Suwanee, Georgia

INDUSTRY:

Consulting

TASK:

Provide a secure information portal for customers and a decentralized consulting staff.

“ISIS levels the playing field for small agencies by helping us run our agency so steadily and succinctly that our clients perceive us as if we have 100 employees dedicated to their success – we have 12. We have not had to “buy” office space, but our clients feel as though we have dedicated brick and mortar office space with enough employees to serve them. In an industry that celebrates 50% client retention, we have 85%.”

Joe Smith
Client Service Director
The Westfall Group

The Organization

Grappling with the demands brought on by 200% growth presented organizational challenges to The Westfall Group, a leading fundraising consulting agency. Founded in 2003 by President and CEO, Bob Westfall, The Westfall Group provides fundraising consulting services to not-for-profit organizations such as universities, ministries and humanitarian outreaches. Providing exceptional strategies for major gift success, The Westfall Group's primary focus is on the client's revenue development stream including major donor events and foundations.

The Challenge

Operating without a physical centralized office location, the telecommuting Westfall consultants maintained their own individual data and relied on informal recordkeeping. The need for a central corporate meeting place for retrieving documents, maintaining corporate contact information, a corporate calendar and a system for logging contract labor hours became glaringly apparent as the number of clients quadrupled from 5 to 20 in three years.

“At one point, we realized that our clients perceived us as much larger and thought we were a 100+ employee agency, relates Joe Smith, The Westfall Group's Client Service Director, “but we knew we were ‘faking it’ and we needed a place where our agency could be centralized.”

Growth accelerated as The Westfall Group maintained its high standards of service and new clients, attracted to its reputation for achieving results, continued to come on board. Without a centralized corporate information system, it became a strain internally to meet and exceed client expectations and grow the business. Stress and fear of the unknown was taking its toll.

The Solution

The Westfall Group chose Computer Alli's Integrated Source for Internal Systems (ISIS), a secure single source Intranet to manage its internal and external business applications and information. ISIS provided powerful, customizable modules for managing every aspect of the organization's information infrastructure from accounts payables to corporate contacts to project planning and forecasting. Implementing ISIS allowed The Westfall Group to immediately:

- access documents
- log billable hours
- house a corporate directory
- harness consistent email functionality
- account for hourly employees' time
- create a corporate “community” that can grow

Unlimited in its ability to scale to an organization's requirements, the ISIS framework adapts to the agency's employees, corporate documents and deliverables to multiple clients.

Smith notes, “Financial considerations were minimal considering the ultimate benefit. Our agency did not have to evolve to this resource, it evolved to us, almost taking a life of its own. It was easy to implement. The only difficulty was deciding which (of the many) features to employ.”

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computeralli

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Computer Allí is a dynamic technology service provider dedicated to partnering with businesses to improve their operations, profitability and growth since 1989. Computer Allí's full service approach saves its clients time and money by providing a "one stop shop" for all of their technology needs:

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- Website development
- and hosting
- Intranets

Dedicated to personalized client service and support while guaranteeing maximum value of uptime and redundancy, Computer Allí delivers innovative solutions tailored to individual organizational requirements, on time and on budget.

Integrated Source for Internal Systems (ISIS)

ISIS, Computer Allí's flagship Intranet product, provides comprehensive business applications and information management without the hassle of buying, installing and updating software. 100% web-based and completely customizable - a key feature - ISIS is accessible online anytime and anywhere. So secure, meeting banking industry standards, ISIS guarantees you'll never worry about backups again. Key Performance Indicators (KPIs) are available at a glance on the innovative ISIS dashboard. Easy to implement and use, ISIS streamlines business operations and lets you focus on moving your organization ahead.

The Benefits

Installation and Support

Requiring only one employee to interface with the ISIS team, the Intranet was easy to install and implement. Averaging a 20 minute response time to support requests, Computer Allí's client focus and commitment to service has become a model for The Westfall Group's own service dedication to client loyalty.

Solution Pays for Itself

The Westfall Group has just scratched the surface of the potential benefits of ISIS's Intranet. With its innovative "dashboard", ISIS keeps information at each employee's fingertips, making their jobs easier and allowing them to respond to customers more quickly and with more intelligent answers. Eliminating the need for centralized physical office space or an in house IT department makes the ISIS solution highly cost effective.

The Future

"What the future holds is unimaginable," states Smith. "Our ISIS Intranet application is so adaptable for our growth that I hesitate to imagine where we will be in 5+ years. Already, our revenue is better than 25% from the previous year and this year looks like we are close to 35% increase in revenue. Our margin can be directly linked to our dedication to the ISIS Intranet application — it has really made us who we are. We are fans obviously."

To test drive Isis and evaluate its benefits for your organization, please call **(770) 614-7772** or visit our website at **computeralli/isis.com**.

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