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**The NFP TECHNO Interview:
Isabel Kelly - Salesforce.com Foundation**

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NFP TECHNO took time out recently to interview Isabel Kelly of Salesforce.com Foundation. Here's what Isabel had to say about the Foundation, the product and her view of the future in technology.



1) Where did the idea for the Salesforce Foundation come from?

The concept was created by former Oracle employee Marc Benioff who wanted to build on the Oracle Promise - delivering computers to children in schools across America. However, Benioff realised that it needed a person as well as a machine. He was further motivated by a meeting with Colin Powell and promised integrated philanthropy. Initially, Benioff gave 1% of pre-IPO equity to the Salesforce Foundation. That donation was worth \$20m (US) when the Company went public. However, equally important is the time given by employees who are given 6 paid days per annum to volunteer on Foundation projects. In 2010, 80% of the 3000 employees contribute 60,000 hours. In addition, Benioff has contributed \$100m (US) to build a children's hospital in San Francisco.

2) Why should UK non-profits consider Salesforce.com for their CRM?

Salesforce.com donates to eligible non-profits and institutes of education anywhere subject to status qualification. There are about 10,000 users worldwide with about 600 currently in the UK making Salesforce.com the second largest supplier in the market by some measures. All non-profits receive 10 donated licences; smaller organisations may qualify for extra donated product. Non-profits can also buy Salesforce product at an 80% discount from commercial pricing. All income identified as generated from non-profits is identifiable and recycled as grants and product development for non-profits.

3) What are the main benefits for non-profits of using Salesforce.com?

Salesforce.com initially donates 10 licences free to each approved client. The package provides a lean or agile way for non-profits to look after their donors, volunteers and clients. As access is required only to an internet browser, implementation costs are low as the product uses cloud technology. The combination of high security, ongoing product development and access to scale opens the door to new opportunities that otherwise might not be available to non-profits.

4) Fundraisers are into Social Media at present. How does your product assist users in this respect?

Integration with Twitter and Facebook assists organisations push out and collate incoming information. A Salesforce.com client, CAMFED recently won the New Media Age Social Media Award for its fundraising capacity as a result of its integration with the Force.com. We have just released a new product, "Salesforce Chatter", as a means of encouraging enterprise social networking. Basically, the product encourages team members to "chatter" or share information amongst themselves. With Salesforce Chatter, employees and volunteers can break cycles of incessantly chasing critical information, allowing them to stay on top of important developments. Teams are empowered with opportunities to converse about documents, people, processes and data, which drives productivity and connects experts and information across the organisation.

5) What developing technologies are likely to enhance your product portfolio in the next few years?

We constantly strive to keep ahead of new technology. It's all about working more effectively and leanly. We are seeking partnerships with those developing non-profit functionality. For example, we are working on a Gift Aid module at present. There is also a new partner - CloudApps - which is developing a carbon footprint tool, enabling you to assess your footprint by inputting travel data, heating usage, etc. This will enable organisations to recognise and decrease their carbon footprint and meet regulatory obligations.

6) In technology terms, what lessons can UK non-profits learn currently from American experience?

The Americans are much more at ease with cloud computing and therefore, there is a much higher adoption rate of Salesforce.com by non-profits stateside than in Europe. Some organisations in the UK are still to get to

grips with the scalability, flexibility and benefits of using the cloud.

7) Which new technologies will become "must haves" for non-profit organisations in the foreseeable future?

I think non-profits must find more effective means of storing and using data. Data must be extracted and used more effectively to turn it into information suitable for the pursuit of one's social mission. It is not enough just to store meaningless data. Converting data into the appropriate information improves one's ability to fundraise through communication with better stories.

8) What is the AppExchange? And how can it assist non-profits?

AppExchange is the equivalent of an eBay for non-profits. Anybody can make an app to add functionality to Salesforce.com. Available functionality covers credit/debit card usage, crisis management and volunteer management applications. Many of these are available free (donated) or at significant discounts. The "Power of Us" concept encourages our partners to donate or discount apps for the benefit of the non-profit community. Another client, the UK Sailing Academy, uses 14 donated apps!

9) If a non-profit was to ask why they should use Salesforce.com, what would you say were the three key points?

- a) Firstly, Salesforce.com offers fantastic technology which might otherwise be unaffordable for many of our non-profit clients
- b) Using Salesforce.com makes you part of a community of users, with a user group for peer support and affordable training initiatives
- c) Salesforce.com enables you to do things you could not do before - and to do them more quickly, in an agile fashion - and more cheaply!

10) How much of a UK non-profit market share can Salesforce.com achieve in, say, five years time?

We are more reactive than proactive in the market. Salesforce.com does not exist to make money from non-profits but to better serve the sector and encourage more effective use of data. As we build interest from more and larger non-profits, we will take on new people whilst continuing to recycle any profits. It is difficult to understand why so many larger non-profits spend large sums of money on technology when they don't have to.

11) How do you answer objections about data integrity - taking data processing outside the UK?

Data in our hands is stored securely regardless of location. Symantec use Salesforce.com and they are very happy with it. Trust is very important to us so let me refer you to our website (www.salesforce.com/trust). I would ask why would you forego state of the art global security to keep your data on a hard disk under the desk? How insecure is that?

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