



From design to wish delivery: Ascent Solutions extends Salesforce for Make-A-Wish UK to embed an inventory and order management system for a 360° view of a wish.



CHALLENGE

Make-A-Wish UK (MAW) had a vision to build a virtual marketplace and knew it needed additional technology to scale their ability to grant more wishes with the complexity of knowing that every wish is as unique as the child who is making the wish.

One of the main challenges was to map wishes around a child's timeline, whether it be school, treatment, and a prognosis under six months.

Salesforce was the platform chosen to accomplish their digital transformation and Ascent Solutions collaborated with Pracedo to make the vision a digital reality.

SUCCESS

The flexibility of Ascent Apps 360 and Salesforce's API technologies facilitated the ability to have the system do most of the work and make it user friendly, yet powerful.

Ascent Apps 360 Inventory and Order tracking modules allowed for the hybrid use of managing donations, negotiated contracts and services.

Make-A-Wish UK also tracks wish specific procurement, costs, budgets, and gift in kind donations.

MAW's specific requirements and unique data strategy was ideal for Ascent's flexible data model, which allows for the use of standard or custom objects with out-of-the-box reports and dashboards to glean as many insights as possible for the journey of each wish.



Sarah Watson
Former Director of Finance
& Technology,
Make-A-Wish UK

"A big part of the transformation was also thinking about how to **embed a stock management system into Salesforce and actually almost commoditise a wish**, which sounds like a really strange thing to say. All that meant was, if we know that a child wants to be an elf or they want to be Spiderman for the day, there's going to be certain things in that wish that are common. Potentially what they want to be is different, but there will be certain things that are the same."

Industry:

Nonprofit

Salesforce:

NPSF, Sales & Service Cloud, Maps, Community +

Applications:

Ascent Apps 360 Inventory and Order Management