



CRM DATA AND
FUNCTIONALITY MIGRATED
ONTO
SALESFORCE.COM®

THE GLOBAL FUND HAD
BEEN OPERATING 2 CRM
SYSTEMS

BENEFITS OF USING
SALESFORCE AT THE
GLOBAL FUND

ROLE PLAYED BY
APSYNERGY IN
DECOMMISSIONING
LEGACY CRM SYSTEM

CASE STUDY

THE GLOBAL FUND TO FIGHT AIDS, TUBERCULOSIS AND MALARIA

The Global Fund had been operating 2 CRM systems (performing different functions) in parallel for several years but in 2015, all CRM related data and functionality has been migrated onto Salesforce.com®.

This Case study provides background on The Global Fund, it also details what led to selecting Salesforce, the benefits of using Salesforce at The Global Fund and the role played by Apsynergy in Decommissioning the Legacy CRM system.

BACKGROUND ON THE GLOBAL FUND

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In 2000, AIDS, tuberculosis and malaria together killed approximately 6 million people a year. The devastation to countries and communities led to the creation, in 2002, of the Global Fund to Fight AIDS, Tuberculosis and Malaria.

Currently, thanks to the Global Fund, 8.1 Million people are currently receiving antiretroviral therapy, 548 Million insecticide-treated nets have been distributed and 13.2 Million new smear-positive TB cases have been detected and treated.

WHY DID THE GLOBAL FUND SELECT SALESFORCE?

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Salesforce helps The Global Fund to move from legacy communication (emails, phone calls) toward instant online collaboration. In this context, Salesforce is designed to facilitate the Grant application process by reducing the effort necessary to apply for grants. Salesforce configuration and Development includes Global Fund specific automatic checks and calculations.

Moreover, The Global Fund's IT Strategy is to rationalize relationships with vendors and to move to Cloud based applications such as Salesforce, Azure Active Directory or Office 365.

Finally, The Global Fund selected Salesforce, Worldwide leader in CRM, in order to manage thousands of existing Organizations, Contacts, affiliations which were handled in a variety of legacy applications.

BENEFITS

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Salesforce Foundation applications, out of the box, are significant assets for Salesforce Foundation customers. More than 20,000 nonprofit organizations worldwide use Salesforce. The Salesforce Foundation has made many valuable applications available via the AppExchange, such as Affiliations which allows to capture multiple contacts being affiliated with Multiple Organizations.

Reducing Operating Expenses related to supporting one CRM platform rather than 2.

ROLE PLAYED BY APSYNERGY IN DECOMMISSIONING THE LEGACY CRM SYSTEM

Additional Collaboration through a cloud-based platform available worldwide: Local Fund Agents, Country Coordinating Mechanisms and Principal Recipients of Global Fund Grants are all managed within the Platform.

Analytics: Salesforce provides native Analytics capabilities and offers integration capabilities to a central data repository allowing further data analytics and business intelligence.

APSYNERGY IN DECOMMISSIONING THE LEGACY CRM SYSTEM

- ❑ Scrum Master expertise provided to The Global Fund has allowed for the translation of complex business processes into Salesforce configurations and custom development and integration.
- ❑ Project Management and Senior Management reporting allowing Project Stakeholders to be kept abreast of latest developments in the Legacy CRM Decommissioning project.
- ❑ Salesforce Configuration, Business Requirement specification and overall coordination allowed for a fluid transition from Legacy to Salesforce.

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