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GREENTREE PARTNER SOLVES CHARITY'S CONCERNS

Hoge 100 showed Concern Universal some new ideas — and learned a few itself.

CHALLENGE Concern Universal needed real time visibility of its aid projects across the globe, and easier management of donor funds across multiple currencies.

SOLUTION Greentree's integrated financial management, job costing and CRM keep CU's staff up to date, wherever they may be.

RESULTS Donor accountability is more responsive, administration time and costs are slashed, and currency changes are handled easily.

Watch feature video here »

Photo: Concern Universal / Jason Florio

"Hoge 100 has challenged Concern Universal's established systems and processes to help make them more efficient and streamlined."

Viv Mair, Systems & Services Co-ordinator
Concern Universal

"We're an international charity operating in a decentralised culture. This was probably the biggest challenge in getting our new ERP system up and running. Getting the right setup has ensured that the system is fit for purpose from every angle."

Viv Mair is the Systems & Services Co-ordinator for UK-based global charity Concern Universal. Its mission is improving the lives of millions of people living in poverty across Africa, South America and the Asian sub-continent.

To streamline its processes, improve funding accountability and cope with increasing demand for its services, Concern Universal needed a serious business system. Greentree Partner Hoge 100 was charged with the implementation, which presented some special challenges.

According to Viv Mair, Greentree introduced a new way of thinking for Concern Universal, but it also challenged Hoge 100 to rethink how Greentree's capabilities could be most effectively applied. "Greentree was a completely new system to us and we are still constantly learning about its capabilities," she says, "but I also believe that Hoge 100 was introduced to aspects of the system and process thinking that they had not experienced before."

Making a difference

Concern Universal has been bringing opportunity to people in poor and isolated parts of the world since 1976. It's contracted by large institutions including the UK and US Governments and the European Union. It has to manage complex reporting requirements, detailed budget management and multiple currency transactions.

"It's difficult to track live project information in remote regions due to our complex reporting processes," says Viv. "The time it took to enter information manually and submit it to various formats to multiple systems means field staff spent lots of time at their desk, when it could be spent out on the ground, helping people."

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Photo: Concern Universal / Robin Wyatt

A successful rollercoaster ride

Concern Universal needed a Cloud-based system to keep costs low, with integrated financial management, job costing and CRM essential to its operation. Its field offices tend to be in remote areas, so a Cloud-based system also allows access from smart phones and tablets using 3G. It means project managers can easily update their data when they can get online.

All these special needs had the makings of a real "rollercoaster ride", in Viv's words. Hoge 100 drew on its vast experience with business systems, to meet those needs and stay within budget.

"Because we absolutely have to maintain low overheads, the challenge of available resources had a critical impact on the timeliness of the project," she says. "Hoge 100's flexibility helped ease this pressure."

Meeting growth

Concern Universal can now meet expected growth in demand for its services by being one of the most responsive international development charities. Its head office in the UK has its finger on the pulse of all its projects worldwide. Donor reporting and project tracking has been made quicker and easier, while Greentree's multi-currency facility greatly simplifies the conversion process.

> "We really appreciate all the work the Hoge 100 team has done to ensure the successful implementation of the Greentree software."

"We take huge pride in knowing that our work is efficient, effective and sustainable," Viv says. "It used to be time-consuming for us to capture, track and monitor data – now we can provide an even better service to our supporters."

Greentree's customers never stand still and nor do its Partners. Hoge 100 is developing capabilities in Concern Universal's Greentree system that may benefit other international charities, where raising and transferring of funds is especially important.

"Hoge 100 has challenged Concern Universal's established systems and processes to help make them more efficient and streamlined," Viv concludes. "We really appreciate all the work they have done to ensure the successful implementation of the Greentree software, and look forward to working together to further develop the system and its effectiveness."

concern universal

Concern Universal's mission is to work in partnership to challenge poverty and inequality. It supports practical actions that enable people to improve their lives and shape their own futures.
www.concern-universal.org

hoge100

With a quarter-century of experience, Hoge 100 combines first-class financial, business and software expertise with in-depth industry knowledge, producing solutions that deliver maximum value and a continual return on investment. Their goal, as a Greentree Partner, is to help make businesses more competitive and successful.
www.hoge100.co.uk

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