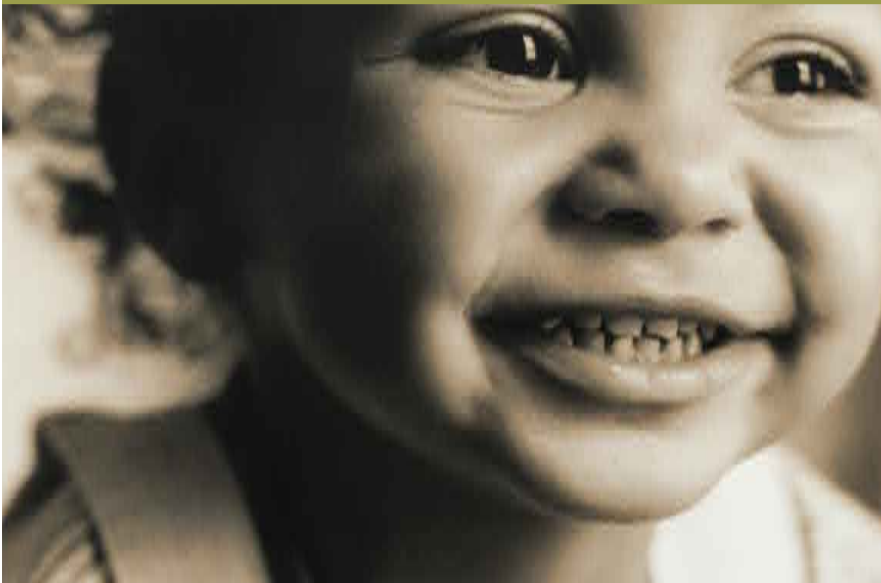


5 Major Frustrations

Non-profits

Put Up With
Managing
Constituent Data,



...and How NEON™
Solves Them All.

Z2 SYSTEMS, Inc

Eliminate **repetitive and time consuming** administrative tasks and solve **5** major frustrations non-profits have managing **constituent data**.

Constituent data in more than one place.

1

Having constituent data in more than one place increases chances for duplicate and incorrect information, and creates more work to synchronize them. NEON brings together all of your constituent information, from contact information and renewal anniversaries to donation history and email communications in ONE place. Accessible from any computer here or abroad, you can analyze, manage and update your data in **one easy-to-use system**.

E-mail system does not sync with the database.

2

Poor email communication features of most contact management software force non-profits to pay for third-party email marketing tools which cannot 'talk' with your contact management tool to automatically update it with unsubscribes, bounce backs, or bad emails. Even the most basic NEON package includes **integrated e-mail communication tools** that create, send and track constituent emails, without having to export or import from one database to another.

Notices that should be 'automatic' drain staff members' time.

3

Many communications that should be automated end up becoming huge time investments for staff, interns and volunteers. Donation acknowledgements, membership renewal notices, and anniversary e-mail messages can all be **handled automatically in NEON**. With a simple-to-understand interface, you can set up over 10 automated emails per person to be sent over the relationship of the constituents, personalized and tailored to their profile.

Expensive installation and maintenance costs for desktop database software.

4

Most contact management software requires a hefty up-front installation cost plus yearly upgrade fees to keep it current. Add to this the cost of running a server and data backups, you are faced with increasing costs every year. Because it is web-based, NEON is **upgraded free, automatically**, whenever there's a product update. Your data is stored securely online so you don't need a server or an elaborate backup system, just a regular internet browser to view and manage it all.

Simple tasks not automated, further robbing staff time.

5

There are some things that a constituent can do faster than a staff member. Giving constituents the power to update contact information and **make donations online** saves valuable staff time. NEON gives your constituents robust login privileges (that you control) so they can self-service contact information conveniently and make regular pledge payments and other contributions. Your staff saves time and your **records are more accurate** because they are updated by your constituents.

Case Study : How NEON™ is Empowering Non-Profits

The Company

The Kidney Cancer Association (KCA) is a mid-sized non-profit voluntary health agency. A staff of only four people manages a constituent database of more than 60,000 people in 102 countries.

"NEON is the single best investment our organization has made in technology. Any charity that is considering improving how it interfaces with donors and other constituents would do well to consider NEON. I will gladly speak personally with anyone who wants information from a highly satisfied user." - Bill Bro, CEO Kidney Cancer Association

The Challenges

To recruit new members and to keep in touch with them, KCA subscribed to several third-party web services, which included online donation and event registration, a web forum, live chat application, e-newsletters and email campaign creation tools. These services helped the organization to effectively build a stronger community, but the organization faced major challenges:

1. Data not accurately transferred from third party vendors

- × None of the services allowed staff to directly transfer their data into their main database without time-consuming manual tweaking.
- × Because importing the data could be a complicated task and was error-prone, duplicated or erroneous records were created. Eventually, after several imports, their central database became difficult to maintain.
- × Correcting data inaccuracies consumed staff time that could have been devoted to fundraising activities and constituent relationship management.
- × *"A major problem was trying to find a better method for preserving data integrity as we grew," says Bill Bro, KCA CEO.*

2. Outdated desktop software decreased efficiency

- × KCA was using MIP's *Paradigm* software to manage donations, event registrations and other activities for their fast-growing constituent database. As a standalone application, *Paradigm* did not easily integrate with third party web or email services.
- × This lack of process automation increased staff workload.
- × *Paradigm* software patches and bug fixes were time-consuming and required phone calls to technical support or hiring outside IT help to implement.
- × *"One of the most troublesome issues was that data was always out-of-sync," says Celeste Kelley, KCA vice president for communications.*

The Solution

KCA's goal: to implement a cost-efficient, fully integrated web solution that offers all the important features in *Paradigm*.

- ✓ To meet its database management needs, KCA selected NEON's integrated and easy-to-use online service.
- ✓ For marketing, email communications, and newsletters, they chose NEON's robust email tool, which is included with every NEON subscription.
- ✓ To handle event registration, online payments, and automated renewal payments, NEON was chosen for its all-in-one usability.

The Results

NEON's short learning curve, convenience, and ease of use has been a boon for KCA.

- ✓ KCA was up and running with NEON in less than two days. Deployment was quick, and the staff didn't need extensive training before using it.
- ✓ NEON saved the organization more than 30% over its current spending on IT solutions, while providing more features.
- ✓ By eliminating hours spent importing data, KCA staffs spend their time more productively.
- ✓ Email newsletters are quickly produced without having to import constituent data from third-party software, and manual duplicate checking is eliminated.
- ✓ Manual tweaking of data import is eliminated.
- ✓ Constituent data is now highly accurate, and no time is wasted manually copying entries, as all information gathered online is available instantly across all NEON modules.

Other Advanced Features

· **Duplicates Catcher**

Catch, merge and reconcile duplicate records within a couple of clicks

· **Powerful Reporting**

Search against virtually any field without sacrificing the performance

· **Mail Merge Automation**

Automate the mail merge process and generate form letters and mailing labels

· **Email Campaign Insights**

Manage and monitor your e-marketing. Statistical reports are available for email opens, click-thrus and bounces.

· **Unlimited Custom Fields, Sticky Notes and Deposit Slip**

High Performance Technology

Using Java J2EE Technology and MySQL database engine, NEON meets every performance requirement you need:

- Designed to support multiple processors and servers, NEON features load balancing and fail-over supports for increased reliability.
- Built on top of a three-tier component based framework, NEON offers its enterprise-class scalability.
- NEON's transaction model preserves and assures your data's integrity and consistency.

Data Security and Complete Access

- NEON features various security levels for different user groups. Access to data is tightly controlled.
- Using SSL for most of the application, NEON protects constituent personal data and helps you and your constituents to feel comfortable whilst visiting our Internet site.
- All the sensitive data such as passwords and credit card information is encrypted in your database.
- Our dedicated servers, protected by Cisco firewalls, are 99.9% uptime guaranteed. You can access and manage your data anytime, anywhere.

Automated and Secure Data Backup

- NEON comes up with its own secure, automated online data storage, backup and recovery services. A daily offsite copy is made of your database, web content and activity logs to better protect your data.
- NEON features a free, secure online download via the download manager.
- You can set up your own download schedule at your desktop.
- CD/tape delivery is also available based on our customer's preference.

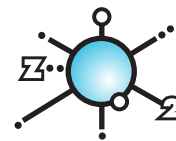
Customer Care and Technical Supports

- Our customer care support is designed to provide you with worry-free maintenance and support of your system.
- In addition to the initial installation and data migration, ongoing customizations, consultations and supports are also an integral part of the NEON solution.

\$575 Productivity Analysis for Non-Profits - FREE

How productive are YOUR daily operations? Find out with our 5 Point Analysis. If you choose not to select NEON™, we will give you an in-depth report that you can use to shop around with - absolutely FREE and at NO obligation to you.

Just call 888-860-NEON today to schedule your complimentary analysis.



Z2 SYSTEMS, Inc

7151 West Gunnison Street, Suite 150
Harwood Heights, IL 60706
1-888-860-NEON
www.z2systems.com