



PRESS RELEASE
October 13th, 2011

Evangelische Stiftung Alsterdorf Successfully Introduces RelaFund as CRM for Fundraising

Evangelische Stiftung Alsterdorf implemented the CRM solution RelaFund in August to manage all donations and provide sustained support of patrons. This software from the management and IT consultancy Acando GmbH fulfills the social-services provider's wish for a flexible, integrated fundraising solution.

With this new application, the foundation can successfully carry out fundraising activities in a systemized manner and expand them in the long term. The decision to replace the preceding software with RelaFund, based on Microsoft Dynamics CRM, was mainly rooted in the aim to establish a foundation-wide relationship management and use extensive analyses for increased campaign efficiency. A further plus was the potential integration with other solutions such as RelaCare, the allocator management system from Acando, as well as a suitable geomarketing add-on.

"With RelaFund, we are seeing our requirements optimally met in the fundraising area. We are not only becoming more efficient in managing our funds, but we are also able to contact our donors more specifically and individually by including different areas of our foundation and visualizing relationship networks," explained Thomas Eisenreich, CEO of the Evangelische Stiftung Alsterdorf, regarding the successful launch.

The solution serves the complete flow of donation management: from initially addressing potential patrons, to management integrated with bank systems and SAP ERP, all the way to reporting. This situation gives the foundation an exact overview at any time of donations received and helps it make forecasts for the future.

Microsoft Dynamics CRM was selected as the technical basis for RelaFund since it can be operated without much technical effort and the manufacturer offers nonprofit organizations special conditions. "Aside from the integration options, the user-friendliness is attractive, as it ensures swift implementation of the software and acceptance among the users. The simple operation allows staff to concentrate on their main tasks in day-to-day work," said the technical project manager Matthias Hönig from Acando about the selection of the technology.

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About Acando

Acando is a consulting company that in partnership with its customers identifies and implements sustainable business improvements through information technology. Acando provides a balance between high customer value, short project times and low total cost. Acando has annual sales of about EUR 170 million and approximately 1,000 employees in five countries in Europe.

The company is listed on the NASDAQ OMX Nordic exchange. Its company culture is based on the core values of team spirit, results and passion.

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