



## Selecting a CRM Provider: Product versus Project

StratusLIVE is a purpose-built, CRM product - not a customization project.

### PROVEN PRODUCT & TEAM

We continue to make significant investments in developing a purpose-built, enterprise level CRM and donor management solution for nonprofit organizations.

- Combined 50 years of development work
- 20+ years employing CRM best practices
- 15 years Microsoft CRM development experience as a Dynamics CRM (365) Independent Software Vendor (ISV) Partner
- Capitalizes on fundamental shift in Line of Business (LOB) software from proprietary to commercial platform
- Deep subject matter expertise - 80% of our staff have nonprofit experience

We are a product built on Microsoft Dynamics 365 - NOT a Microsoft Systems Integrator.

### BENEFITS OF THE STRATUSLIVE PRODUCT SOLUTION

- Access to a PROVEN product, already available, fully vetted and processing over \$1.5 billion in gifts and pledges annually for over 16 million donors
- Enterprise product solely focused on specific functionality around nonprofit constituent relationship, engagement, fundraising, and financial processing
- Ongoing enhancement and innovation on Dynamics 365 using disciplined, iterative development and release process
- True SaaS product - all future product enhancements are available to all clients at no additional charge
- Rigorous product testing methodology for all new Dynamics CRM updates and releases
- Fully integrated solution which includes account management, implementation, end-user support, training, and user education including 80+ videos
- 'Out of the Box' finished solution allowing for configuration, no custom coding required
- Native integration with Microsoft Office 365 and Teams

### RISKS OF A 'CUSTOMIZATION PROJECT' SOLUTION

- Unknown factors including scope of effort, timeline, and overall development cost
- Avoid lengthy and resource-intensive development of business requirements
- Uncertain time to value since custom projects require more time to achieve value in production
- Instability and quality of 'beta' product phase
- Overall cost - software development projects are notorious for budget and schedule over-runs
- Uneven support - few organizations have excess staff capacity to assume ongoing support, maintenance and 24x7 support for a mission critical CRM solution

