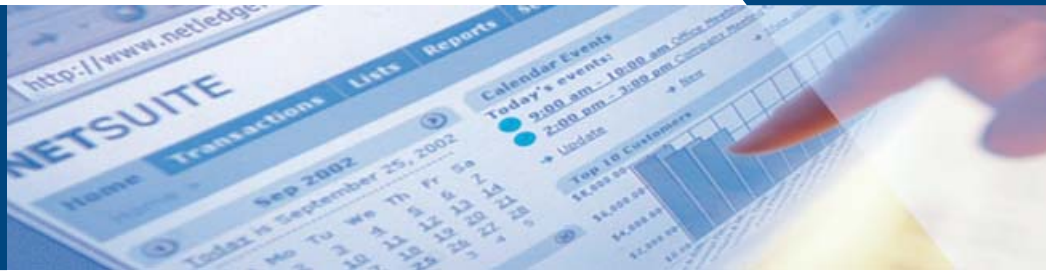


Forest YMCA

www.ymca.org.uk



At A Glance:

- **Company:** Forest YMCA
- **Location:** London, England
- **Industry:** Non-profit
- **Challenges:**
 - Decaying, ad hoc IT system cost too much to maintain and was unsupported
 - Needed a system that could produce proposals to bid for UK government contracts
 - Needed to produce reports for local, regional and national YMCA groups in England
- **Software that didn't work:** DOS-based accounting; spreadsheets and Access databases
- **Other software considered:** Microsoft Great Plains
- **Results with NetSuite:**
 - Cut IT costs in half, from £200,000 to £90,000 annually
 - Able to standardise entire organisation (250 users) under one, integrated system
 - Plans to boost donations due to NetSuite's CRM



“[We] investigated the use of Great Plains ... but you can't understand the price list without a consultant to take you through the modules, and there was no clear upgrade path if we started with fewer than 10 users.”

— Joseph Thompson, Co-founder
 JNA Consulting

The Results:

Installing NetSuite turned Forest YMCA accounting department from a cost centre into a revenue generator. Joseph Thompson, co-founder of JNA Consulting, strategic IT advisors to the Walthamstow, London-based YMCA, said with NetSuite “the accounting team runs accounts for other departments—everyone files their own accounts and expenses—and departments are buying services from the accounting department.”

With NetSuite's CRM component Forest YMCA is able to cross check and reference a roster of members with those seeking healthcare assistance. “This way Forest YMCA can offer them a discount,” said Thompson.

Forest YMCA was able to replace a decaying IT infrastructure costing £200,000 a year to maintain with an entirely new platform of hardware and software including the flexible NetSuite application for a total of £90,000 a year. The flexible lease agreement amortises hardware over four years so there is no issue of legacy equipment. There's a guaranteed support contract for all the hardware, and Forest YMCA employees have access to shared calendars, document folders and task lists. “The financial package and the CRM system from NetSuite is everywhere now at Forest YMCA,” said Thompson, “not just in the accounting department.”

Forest YMCA uses NetSuite to monitor the cost of each service it provides to the community. It uses the NetSuite reporting functions to compile bids to provide additional government services. NetSuite's CRM tools are also used to construct a development plan to boost donations from the YMCA's member lists. The goal is to raise £3 million—or 70% of expenses—from donations.

The Challenges:

Forest YMCA wants to concentrate on what it does best: provide housing, training and community health and fitness facilities for young people and their families. It wants to get more contracts from the UK government to provide community services. Traditionally the public sector in the UK partners with organisations such as the YMCA, but there's a bid and contract process that Forest YMCA has to follow.

 Find out more: contact NetSuite, Inc. at +44 (0) 118-965-3410 or visit www.netsuite.com/uk



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— *Joseph Thompson*
Co-founder
JNA Consulting

To deliver the services and take on additional contracts, Forest YMCA confronted an IT dilemma. It had a decaying IT system costing £200,000 a year to maintain. The DOS-based accounting and payroll application had outlived its manufacturer and was unsupported. And almost everything was run on spreadsheets and Access databases. IT was an ad hoc affair. There was no way it could take on the burden of producing reports and preparing proposals to bid for UK government contracts.

“The panic factor was setting in,” said Thompson. Forest YMCA needed a system they could use to produce reports for the local YMCA board, the regional YMCA association and government bodies as well as the national YMCA-England organisation.

The Solution:

Forest YMCA and JNA Consulting turned to NetSuite to heal its IT wounds.

JNA wanted to introduce an IT system that would combine CRM and accounting tools in an affordable, easy-to-use package. Thompson of JNA said, “Forest YMCA made a strategic decision that they were not running an IT organisation,” but wanted a sophisticated application to help them build membership contributions.

Forest YMCA and JNA opted for a complete IT overhaul.

“We looked at other large charities,” said Thompson, “and investigated the use of Great Plains software with full access to the accounting system.” Thompson thought it might be a good way forward, but “you can’t understand the price list without a consultant to take you through the modules,” he said, “and there was no clear upgrade path if we started with fewer than ten users.”

“When you price Great Plains with the Microsoft platform, you can end up throwing lots of money away because of the way the licenses work,” Thompson said. “We needed 8 seats in a simple deployment for the pilot, but if it had worked and we’d wanted to take it wider, we couldn’t have upgraded easily. We’d have had to write off the existing investment and start all over again.”

Contemplating future challenges is what directed Forest YMCA and JNA to choose NetSuite. They selected NetSuite because it offered a complete IT solution without the IT staff costs. NetSuite could be implemented across the entire organisation, and for the price of a Great Plains accounting application Forest YMCA got an enterprise application with licenses for up to 250 users.

“We think that’s pretty good value,” said Thompson.