



BUSINESS PROFILE

JMM IS AN INTERNATIONAL NON-PROFIT ORGANIZATION PROVIDING LIFE-CHANGING GLOBAL HUMANITARIAN AND MISSIONS RELIEF

BUSINESS CHALLENGE

- THE ORGANIZATION WAS SUPPORTING FIVE SEPARATE BUSINESS MANAGEMENT SYSTEMS
- REPORTING WAS PERFORMED IN AN AD HOC FASHION
- THE LEGACY SYSTEMS WERE INEFFICIENT
- THE MINISTRY WAS EXPERIENCING INCREASING ORGANIZATIONAL DEMANDS

SOLUTION

- MICROSOFT DYNAMICS NAV
- SERENIC NAVIGATOR

BENEFITS

- JMM IS NOW ABLE TO FOCUS ON ITS CORE MISSION OF HELPING OTHERS
- BARRIERS HAVE BEEN BROKEN DOWN BETWEEN DEPARTMENTS
- JMM NOW RUNS ONE INTEGRATED SYSTEM WITH EACH INDIVIDUAL BUSINESS FULLY ALIGNED
- INCREASED PRODUCTIVITY, IMPROVED DATA CONSISTENCY AND ENHANCED REPORTING CAPABILITIES

CREATING EFFICIENCIES ACROSS THE MINISTRY

BUSINESS PROFILE

Joyce Meyer Ministries (JMM) is an international non-profit organization that focuses on reaching people through media. With 15 international offices, JMM has a potential global audience of 3 billion people representing two-thirds of the world. The ministry's "Enjoying Everyday Life" program currently airs on nearly 1,000 television and radio stations in 38 different languages.

Impacting lives around the world, through its outreach arm, Hand of Hope, JMM provides life-changing global humanitarian and missions relief. In 2009, the ministry provided more than 22 million meals supporting feeding centers in 25 countries and free medical care to over 170,000 people in multiple remote areas. JMM also operates 44 children's homes globally, feeds more than 55,000 children daily and provides a host of other disaster, missions and humanitarian aid.

Throughout the U.S. and abroad, JMM holds powerful, memorable conferences that give people an opportunity to come together to learn and grow while teaching practical principles from God's Word to help them enjoy their everyday lives. Each year, hundreds of thousands attend their U.S. conferences and more than 1 million have turned out for international events.

THE CHALLENGE

Historically, JMM was supporting five separate business management systems including MAS500 and SalesLogix across its five main offices. Operating as independent, self-sustaining entities, each regional office had its own systems, processes, technical infrastructure, maintenance needs, backup procedures and reports.

In recent years, JMM underwent an innovative reinvention of itself by setting an aggressive growth course through new and diversified resources, presentations and services along with updating fragmented technologies and unsophisticated business processes making the bold, challenging decisions necessary to propel the ministry into the next decade. Audience expansion and "growth through innovation" have been both vision and model behind the restructuring of this former "mom-and-pop" organization into a dynamic state-of-the-art ministry model – all done with the focused goal to better serve

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Angela Triplett
JMM
PMO Manager



the ministry’s multiple constituent partners and audiences.

However, despite significant transformation and advances, throughout the organization, reporting was performed in an ad hoc fashion due to the ministry’s many data information needs. The problem was compounded by the age and complexity of the legacy systems. Andrea Turek, JMM’s Executive Director of IT explains, “Our legacy systems were inefficient and so customized they were impossible to upgrade. We needed a system that would take us into the future.”

As a result, with the ministry’s ever growing and increasing organizational demands, JMM initiated a project to identify, develop and implement a fully integrated business management software solution. This would allow them to streamline their business processes, automate order entry either by web, phone or email, consolidate and validate all sources of data, and improve overall reporting capabilities.

A DIFFERENT LEAGUE

Upon developing a shortlist of three potential system solutions, and after completion of a comprehensive review process, JMM selected Microsoft Dynamics® NAV. Management was

confident this would provide an integrated system solution to meet the ministry’s goals of ease of use and comprehensive functionality, while at the same time meeting requisite compliance needs and, ultimately, reduce costs.

When it came to choosing an implementation partner, JMM selected Tectura who capably demonstrated they had the right combination of skill, experience and leadership to successfully manage and implement Microsoft Dynamics NAV on a global level.

Angela Triplett, PMO Manager at JMM added, “Tectura had a partnership mentality and the experience they brought to our project needs was phenomenal. While we had three qualified partner considerations, Tectura proved itself to be in a different league.”

THE IMPLEMENTATION APPROACH

Tactically, rollout began with a focus on JMM’s international offices. Starting with the UK, followed by Australia, South Africa, Canada and finally its U.S. headquarters, the Joyce Meyer Ministries implementation was a two-year program from start to finish. “We wanted to work with the smallest office first to ensure a quick win, and then continue the roll out from there, confident this approach would substantially reduce risk issues and

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Matt Bell
JMM Hand of Hope
COO

minimize any impact on operations,” explains Triplett.

Both JMM and Tectura placed a high priority on getting key management leaders involved and had the added benefit of full executive level support. JMM CIO Robert Sanabria took the lead in providing both business and technical direction, and his leadership, counsel and support proved vital to each overseas deployment.

Working collaboratively with Tectura, subsequently, JMM used value-added lessons learned to enhance each additional office’s implementation plan. “Customized training plans evolved into a successful model and format that provided a clear overview of the system. Our final training model included initial training on general navigation and assigning the users ‘homework’ six weeks prior to our ‘Go Live’ target date,” continues Triplett. “We then conducted more in-depth detailed training sessions closer to implementation. Our trainers then provided four to six weeks on-site support after “Go Live” through the first month end process.” Following the first four offices, U.S. teams began their ramp-up and were quickly brought up to speed. With 30 users across the foreign offices and 178 parallel users in the U.S., this enhanced implementation process ensured everyone was properly prepared.

THE SOLUTION

In addition to meeting the business needs, Microsoft Dynamics NAV supported JMM’s Information Technology (IT) objectives. Microsoft Dynamics NAV is scalable with the business and has a similar user interface to the other Microsoft products. “It was important that we minimize customizations to our core business,” points out Turek. “We have a large Microsoft footprint and our teams are very skilled in these technologies. Microsoft Dynamics NAV proved to be an international solution that universally met our needs.” Not only did the solution meet JMM’s global requirements for multi-currency, multi-lingual, and multi-tax capabilities, but it also provided one single reporting entity across the whole organization.

JMM chose to deploy Microsoft Dynamics NAV globally, specifically in the functional areas of financial management, bank reconciliation, electronic payments, fixed assets, sales and receivables, purchasing and payables, inventory, and warehouse management. “The switch to Microsoft Dynamics NAV was a good one as the kit assembly process is much improved. The system can automatically handle the assembly of many items,” comments Turek.

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Delanie Trusty
JMM
CFO



To support the non-profit portion of the system, the Serenic Navigator and DonorVision solution was integrated providing global CRM capabilities to manage donations. To handle credit card transactions, several payment processors were integrated with Microsoft Dynamics NAV using Microsoft® BizTalk. Likewise, to support call center representatives, telephony, address verification, white mail processing and Microsoft® Outlook integrations were incorporated. “JMM has a brilliant development team that was able to integrate Microsoft Dynamics NAV and all the other technologies, thereby, creating efficiencies. The more efficient we are, the more effectively we’re able to minister to those in need,” explains Turek.

BENEFITS

With JMM now able to focus on its core mission of helping others and fulfilling its ministry mandate, Matt Bell, JMM Hand of Hope COO emphasizes, “We went from a ‘69 Beetle that got us around the block to a spaceship designed by NASA.”

Looking back, the JMM team was extremely pleased with the overall implementation process and in seeing the fruits of their labor. “The team was really great as they cooperatively developed, identified and aligned opportunities, and barriers have been broken down between

departments,” commented Triplett. “There are no longer silos in the business, we continue to enhance our processes, and unity really does mean success.”

The journey has taken JMM from five separate data and process systems, across five international offices, to one integrated system. Each individual business is fully aligned, running and reporting in the same way resulting in increased productivity, improved data consistency and enhanced reporting capabilities across the ministry.

Roby Walker, JMM COO adds, “This integration has allowed us to systematically review all internal processes and to eliminate duplication of efforts.”

The new system’s benefits have since filtered through the organization with consistent reporting now a significant win. Consequently, JMM will now be able to see how operations are performing across the board allowing them to make quicker and better business decisions.

JMM customer service capabilities have also been enhanced as the system has improved mail processing and provides better support data to help marketing segmentation and customer engagement activities. Resulting customer and partner benefits are equally clear as the ministry is

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JMM
Executive Director of IT

now able to automate and streamline most aspects of the contribution process including online, phone and mail sources. “The system is not only easy to use, but also reduces our costs,” explains Triplett.

In terms of order-to-cash, JMM has further streamlined the process, realized significant time savings and efficiencies, and increased the overall cash flow. From a finance perspective, they used to have to wait days and now collected funds are in the bank within 24 hours.

JMM CFO Delanie Trusty goes on to state, “As a non-profit, responsible stewardship of our donations is critical. The real-time information this system provides will enable us to make timely decisions on issues that impact revenues and expenses. Moreover, opportunities for revenue expansion and expense reduction will be identified at a much quicker pace.”

Sanabria concludes, “When you endeavor to undertake a project this large, across multiple continents, it takes commitment at every level of your organization to achieve your goals. Our success is a result of a committed JMM team working together with Tectura, a partner that understands how to implement the Microsoft Dynamics NAV product suite globally, maximizing our business value to our varied constituent audiences.”

In a final reflection on the implementation and Tectura, Turek notes, “We treated Tectura as a partner, not a vendor. Our two organizations communicated and ensured we understood the goals of the program and our organizations. We would definitely recommend Tectura.”

ABOUT TECTURA

Tectura is a worldwide provider of business consulting services providing sustainable value through consulting, software and IT implementation. Our clientele include mid-sized companies and larger enterprises throughout the Americas, EMEA, and Asia Pacific. With team members in 20+ countries, Tectura applies its comprehensive industry knowledge and unparalleled experience in collaboration with our clients to deliver business and technology strategies and solutions designed to achieve their business performance goals.

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