

Repeatable Technology Solution Helps WGBH/PBS Achieve Over \$170 Million in Fundraising Revenue



CLIENT EXAMPLE: (WGBH/ PBS) - JourneyTEAM's non-profit clients are among the largest producers of content for television, radio, podcasts, PSA spots across the nation. WGBH / PBS produce a long list of shows including Nova, High School Quiz Show, and Antiques Roadshow. They have dozens of TV and radio stations with hundreds of programs and frequencies.

CLIENT CHALLENGES:

- Consolidation of older technology and better coordination and communication between departments
- Organization of internal communication to a single interface and better data intelligence insights
- Implementation of Dynamics 365 for Sales & Marketing to work with custom systems across multiple stations
- Management of sponsorships and multiple layers of advertising
- Tracking of license requests, orders, and calendar of content

OUTCOMES:

Unified Single Interface System: Implementation of Dynamics 365 Customer Engagement, developed an automated process, reduced downtime, created a well-trained staff on both sides of projects.

Improved Data Sharing and Insight: Data sharing was built into Dynamics 365, Microsoft Office 365, Exchange Online, and the Power Platform. All of this was crucial to help organize content distribution, licensing and offers.

Adaptable Sales Tools: Microsoft Dynamics 365 for Sales was utilized to help fundraising for WGBH / PBS. The organization fundraising goal was (\$175 million in five years). Campaign started in Nov 2018 and as of May 2020, the client is now over \$170 million.

TESTIMONIAL: "We appreciate the flexibility of Dynamics 365 and its ability to handle a wide variety of business processes. The technology gives each of our groups their own closed environment through model-driven apps. We look forward to growing with JourneyTEAM and Microsoft even more."
— Levin Johnson, WGBH/PBS

