

The NFP and Business Technology Partnership

Do more, achieve more and deliver better outcomes.



Maxsum Consulting

Enabling Opportunity, Realising Potential.

Strategic Business Technology Consulting & Solutions

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Disruption, Technology and the NFP Sector: What's the new norm?

For businesses and the NFP sector alike, the message is clear – ***change is the new norm*** – and that change is fast, furious and the stakes are high. As businesses embark on digital transformation journeys to ensure their businesses survive, revitalise and thrive in the digital economy, the pressure has also come to bear heavily on the NFP Sector to partner, fund, implement and deliver services in faster, more innovative, more efficient, and yet sustainable ways. On the technology front, forward-thinking NFPs are now looking at the potential effect emerging technologies like AI and IoT, as well as automation, may have on the sector, how to guard against cyber

threats and protect their (sometimes very vulnerable) users' data, and ways to embrace the power of data and analytics to deliver insights that will serve their stakeholders better and expand their impact.

The problem for NFP decision makers though is that embarking on a digital transformation takes time, expertise and investment – resources that NFPs are not necessarily positioned to be able to sustainably fund without a profit model. And therein lies the challenge – how can the NFP justify generating enough profit or gains on the balance sheet to invest in sustainable and innovative business technology outcomes, whilst still remaining true to its purpose?

Fact: Only 40%
of NFP directors
are trained
in strategic
planning*

Find out how a business technology
strategy can drive sustainability and deliver
real outcomes for your Not-For-Profit
organisation today!

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*AICD NFP Governance and Performance Study 2016



Balancing Risk and Purpose in an Effective Partnership: Getting 1+1=3

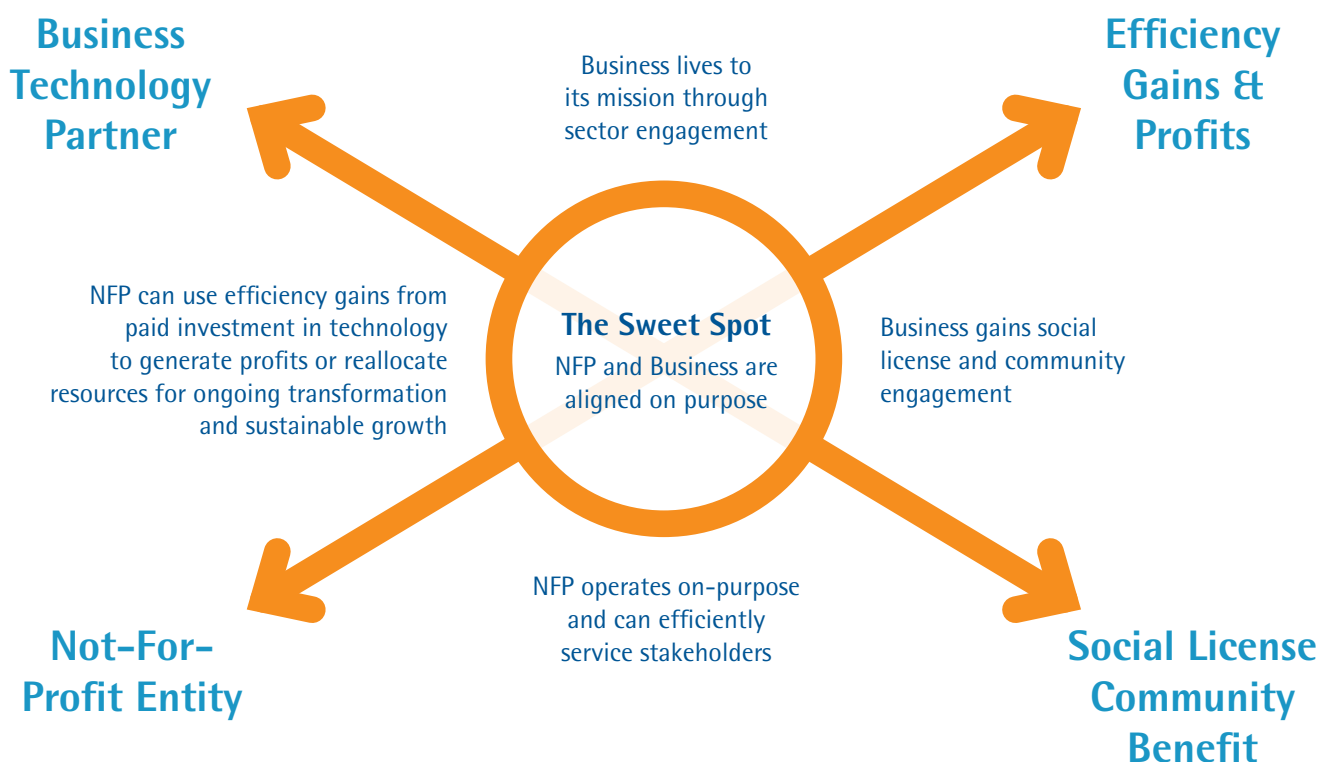
There is a perception both in the business community and even within the sector itself that NFPs are highly risk averse. But NFPs by design are built to serve and aid segments and persons in the community who are most at risk, or who might even pose varying degrees of risk to the NFP's assets, staff, and funding options. Clearly there is, in their very ethos for being, a greater underlying risk-appetite in the NFP sector than either they themselves or the for-profit business sector has traditionally given them credit for.

Getting the risk management vs. purpose balance right for the NFP sector in the digital age will increasingly depend on the partnership between NFPs and their business technology partners, where all sides understand the aims, expectations, desired efficiency gains and, yes, even profit and reinvestment strategies of the organisation.

Using business technology to build efficiency gains to free up resources and funds for reallocation or reinvestment does not mean that

the NFP is diverting resources off-purpose. Rather, these are strategic gains that technology can deliver the NFP to channel into bolstering sustainable systems and processes for better outcomes. Experience is proving that traditional funding models are not necessarily sufficient or agile enough for NFPs to actually embrace, invest and execute meaningful change as and when it's needed most. This is where the business technology sector has great potential to partner with NFPs for their mutual benefit. Where working together, we can make 1+1=3.

The NFP and Business Technology Partnership



The Maxsum Approach to Business Technology

Maxsum provides a consulting-led approach to business technology, contributing to our client organisations' growth through our "seat at the table" approach. Technology solutions are just the start of our capability. We serve as a trusted partner to local and national business and not-for-profit clients across many industry sectors.

Consulting is at the core of our services. We determine a client's objectives and the reasons they might need to invest in business technology before we start to think about what is needed. This involves our Maxsum Consulting team taking a deep-dive into our clients' business/organisation, where we work with representatives across all levels within a client's organisation to complete a Business Technology Review (BTR). The Maxsum BTR offers a comprehensive assessment of a client's current business technology use, implementation and governance structures, and serves as a jumping off point for Maxsum to then work with our clients' to better assess, define, and refine their business technology strategy and its implementation for real outcomes.

Of course, in that implementation phase, Maxsum, backed by powerful national vendor relationships and partnerships and in-house technical excellence, is then able to supply, implement and support all the required technology services and infrastructure.

By operating as part of a client's team with a seat at their table, we contribute to strategy from the outset, driving the journey to growth. We provide the service and knowledge that most NFPs and medium-sized businesses could not

afford to hire or do not have the time to manage or fully utilize.

Our consulting services and technology expertise cover both strategic and operational level offerings including:

Maxsum's Core Service Offerings:

- Strategic Business Technology Consulting
- Virtual Chief Information Officer (vCIO) Services
- Managed IT Services
- Professional Services
- Cloud Computing Solutions
- Disaster Recovery & Business Continuity
- IT Security
- IT Infrastructure

Maxsum's Specialist Service Offerings:

- Business Intelligence Solutions
- Networking and Security Infrastructure
- Solution Design and Implementation
- Microsoft 365 and Office 365 Migration
- Hyperconverged Infrastructure Solutions
- Cybersecurity, Data Security, Compliance and Governance Advice
- Unified Communications



Maxsum's Mission and Strategic Direction

Drawing on our 18 years in the IT service industry and business technology space, we believe we are in the best possible position to provide not-for-profit organisations with business technology expertise, strategic insight, and future-focused planning – driven by our seat-at-the-table approach and our broader appreciation of the NFP sector landscape.

All industries are in the grips of coming to terms with what digital disruption and emerging technologies will mean for their futures, their employees, their stakeholders and those they service. For this reason, it is more important than ever that foundational services, like Strategic Business Technology Planning, Managed IT Services, and Disaster Recovery, are entrusted to experienced and reliable providers like Maxsum who draw on their networks and ecosystems, go beyond their boundaries, and are broadly engaged in the business technology sector and beyond.

At Maxsum we strive to live our Mission of *Enabling Opportunity, Realising Potential* by way of our Cultural Value Statements:



Deliver the Whole Experience



Don't Half-Ass It



Build the Ecosystem



Choose to Lead

These cultural values are built around achieving excellence, building partnerships and providing people with connectivity through technology to give them a superior experience and access to opportunities previously not available to them.

We believe that these values align closely with the broader purpose and mission of many NFP organisations seeking to promote access to opportunity, human connectivity, inclusion and support.

In setting our own strategic direction, Maxsum has made a firm commitment to our involvement with

the not-for-profit sector. Maxsum's interest and involvement in the NFP sector is by no means limited to the provision of technology services. We maintain meaningful working relationships with organisations and sector representatives that gives us a much broader insight into the issues and challenges facing NFPs in Australia, in both metropolitan and regional areas. We look at these issues through a *business technology lens* and actively examine and advise on ways that business technology improvements and innovations can genuinely assist NFPs to achieve their purpose in efficient, cost-effective, sustainable and *future scalable* ways.

What to Expect from a Strategic Business Technology Partnership with Maxsum

Digital transformation centres on implementing strategic change to deliver exponentially higher productivity, output, and an exceptional user experience to support new revenue streams and build market lead. For the NFP sector more specifically, digital transformation means transitioning to the strategic use of business technology to yield a greater impact, exert a wider influence, provide a better service experience for those it serves, and to also introduce process and benchmarking to organisations to ensure they remain financially viable and can grow sustainably. So how can the NFP and business technology partner work best together to cultivate this best-fit, 1+1=3 partnership? An NFP-focused business technology partner like Maxsum will bring to the table:

1. Diversity of thinking in the boardroom

NFP boards can draw on Maxsum's broader strategic knowledge by giving us a seat at the decision-making table to ensure that

technology solutions fit with overarching organisational culture and goals. Maxsum can demonstrate to NFPs the benefits of outsourcing and/or investing in new technologies and can provide tools for modelling and measuring performance, outcomes and how and where gains can be reinvested in transformation projects.

2. Clarity and alignment

The strategic business technology partnership depends from the outset on both parties being clear and upfront about their respective purposes and goals. Finding and building alignment on purpose is central to making the partnership work, and this is an integral part of Maxsum's initial and ongoing engagement with our NFP clients.

3. Communication across multiple levels

To generate real technology outcomes, the NFP and business technology partner must work

together to promote open, honest and regular communication with stakeholders and across all levels of the organisation to build transparency around the aims and outcomes of technology projects. Maxsum also draws on our stellar vendor relationships to assist our NFP clients to engage with vendors and other partners to ensure solutions are a best-fit for their purpose, resources, and users.

Finding that "sweet spot" where NFP and Business Technology purposes align and intersect will be the key to both organisations achieving their strategic aims amidst ever-accelerating and disruptive change. Now is the time to move beyond traditional not-for-profit/for-profit sector preconceptions and for NFPs to invite technology to have "a seat at the table" to build partnerships that will generate strategic gains, mitigate risk, and drive towards sustainable outcomes. Maxsum is ready to take up that seat at your decision-making table.



About Maxsum Consulting

Established in 2001, Maxsum is now one of the leading business technology companies in Australia. Headquartered in Bendigo, Maxsum delivers services from Bendigo, Melbourne and Brisbane to clients across the country.

We work with organisations in a variety of industries, assisting them to leverage technology to grow beyond their boundaries. In particular, we align well with businesses in Professional Services, Not for Profit, Retail, Manufacturing, Mining and Automotive sectors.

Maxsum's key distinguishing features, we believe, are our "seat at the table" approach to strategic change and business technology planning and implementation, and our business

technology acumen as the largest locally owned business technology company in the Central Victoria region.

Maxsum was founded by Managing Director Joe Ciancio. After graduating from University, Joe worked in IT and electronics in Japan, the USA, Asia and Europe. Joe dealt with some of the world's biggest technology companies, products and models, many of which paved the way for the digital disruption we are witnessing today. With these insights, Joe returned to Australia directly from Silicon Valley to found Maxsum in 2001 and shaped Maxsum's vision to help businesses grow beyond their boundaries.

Joe has a passion for innovation, but not tech for tech's sake. His

driving force is strategy and helping businesses discover how technology can be leveraged to plan, generate and measure real and lasting business outcomes.

Maxsum's client base is supported by an executive team with extensive enterprise-scale business technology and consulting experience, dedicated customer service and operations managers that drive our mission of *Enabling Opportunity, Realising Potential* on a daily basis, and a team of exceptional technical talent, handpicked for their alignment with Maxsum's mission and cultural values, and their appetite for personal and professional development.



For more information about Maxsum Consulting,
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