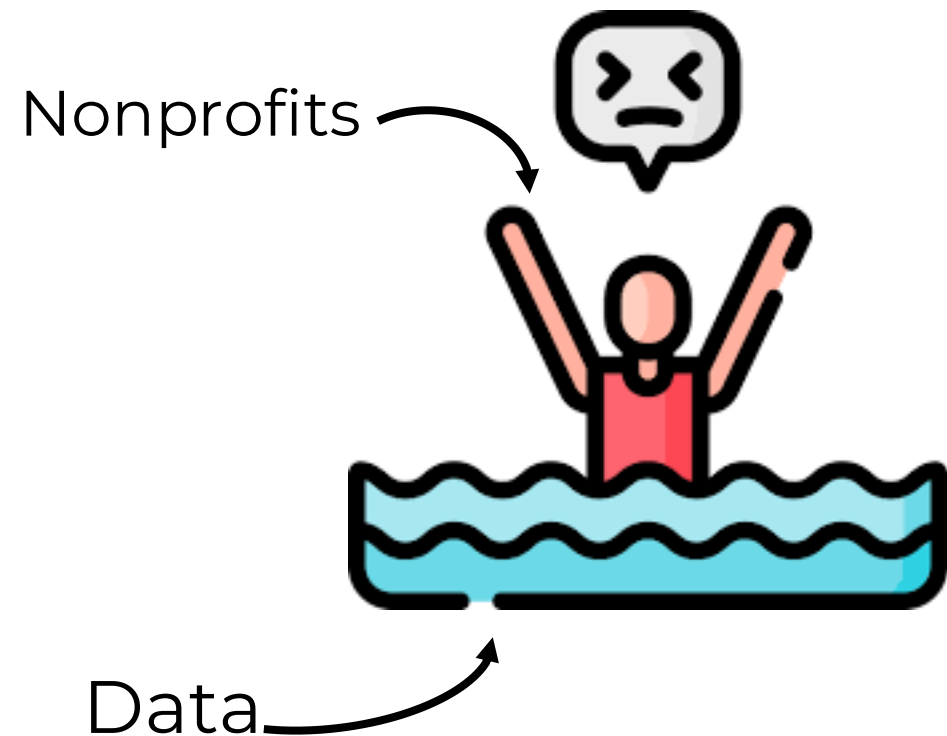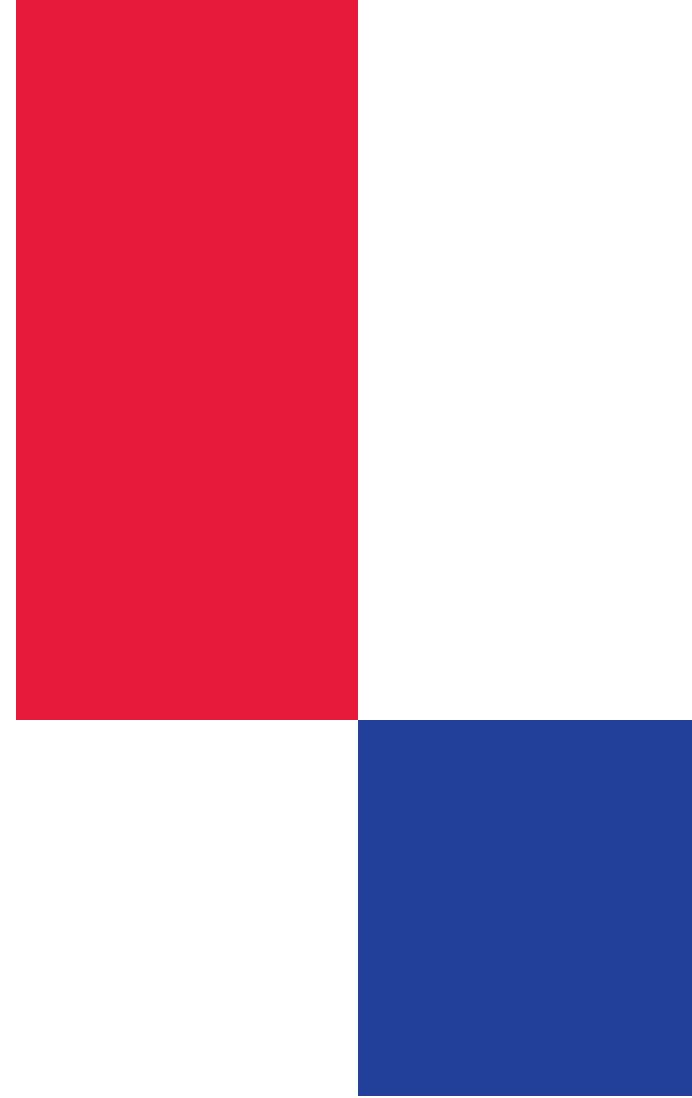# DD Consulting Group

Helping you **double** the **degree** of your impact!

Situation

Situation Overview

Nonprofits

Data

- Currently, nonprofits are **drowning** in data
- They do not have the means to **make use** of all their **data**

(Jones, 2023)

Meet the Team

Evelyn Papa

Evan Rosen

Naunidh Singh

Peter Macdonald
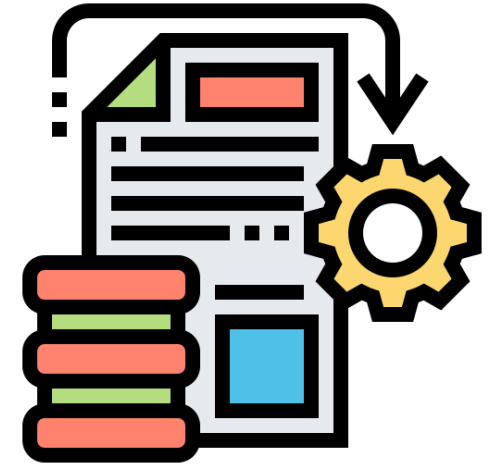
Umair Hundekar

Situation

Solution

Justification

Risks

Outcomes

Q&A

What is Data Analytics?

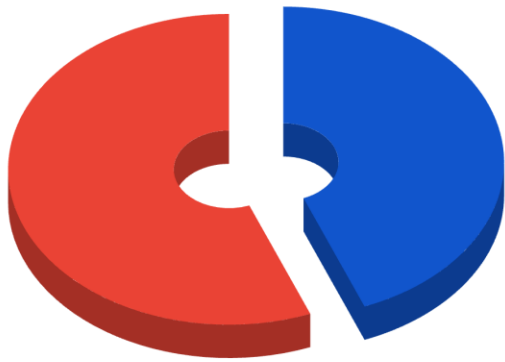"The **collection** and **comprehensive evaluation** of data from many different sources" (BCG Global, n.d.)

The Demand for Data Analytics in the Not-For-Profit Sector is on the Rise

44%

Want to improve
data analytics
(Small Charities Data, 2022)
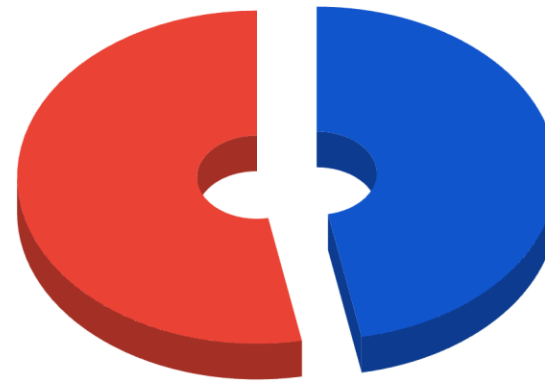
47%

Lack the necessary
funds
(Small Charities Data, 2022)

Situation   Solution   Justification   Risks   Outcomes   Q&A

Decision Criteria

Satisfy donors and maintain their trust

Best Solution

Contributes to overarching goal

Aligns with internal environment
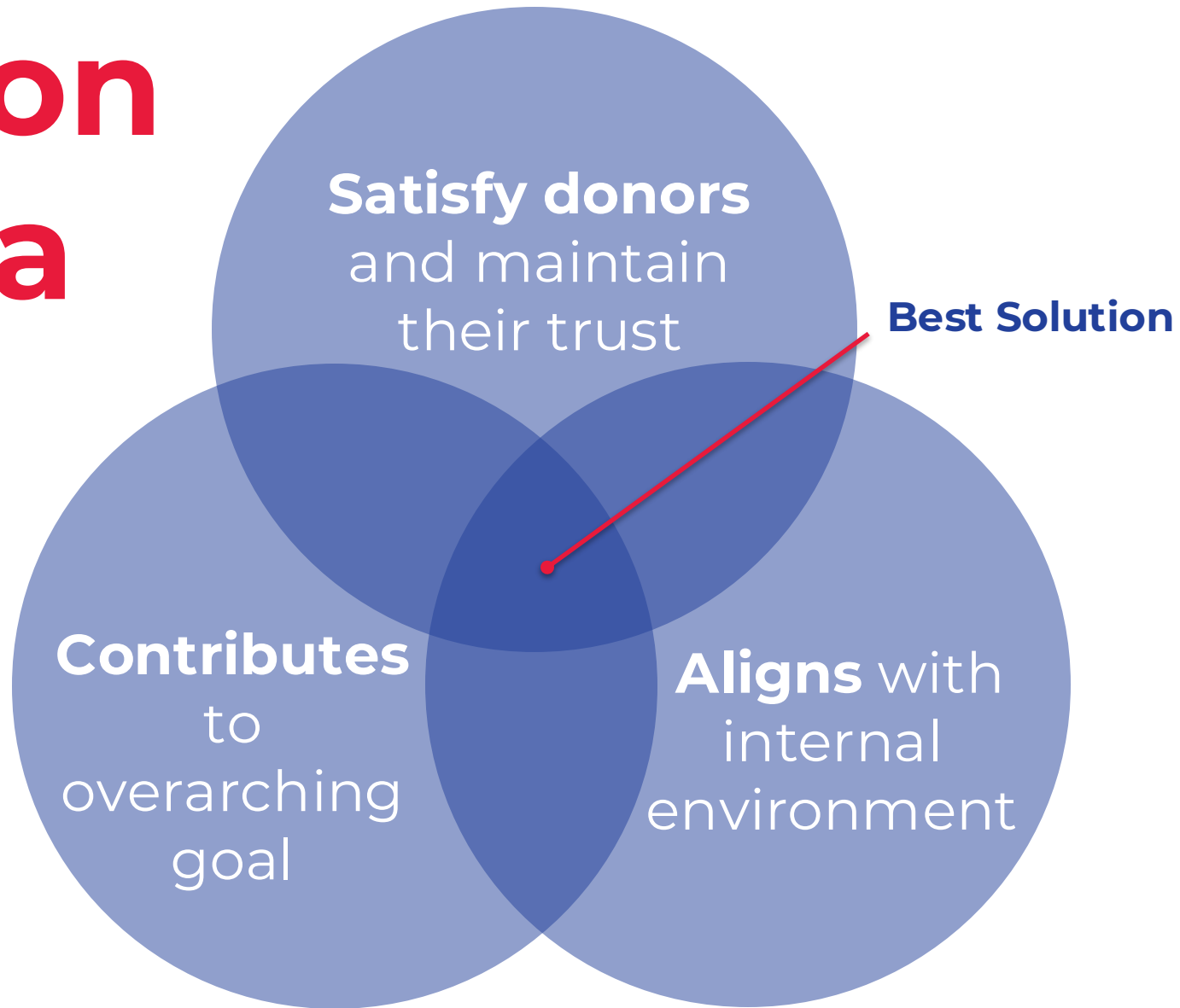
Situation   Solution   Justification   Risks   Outcomes   Q&A

Solution

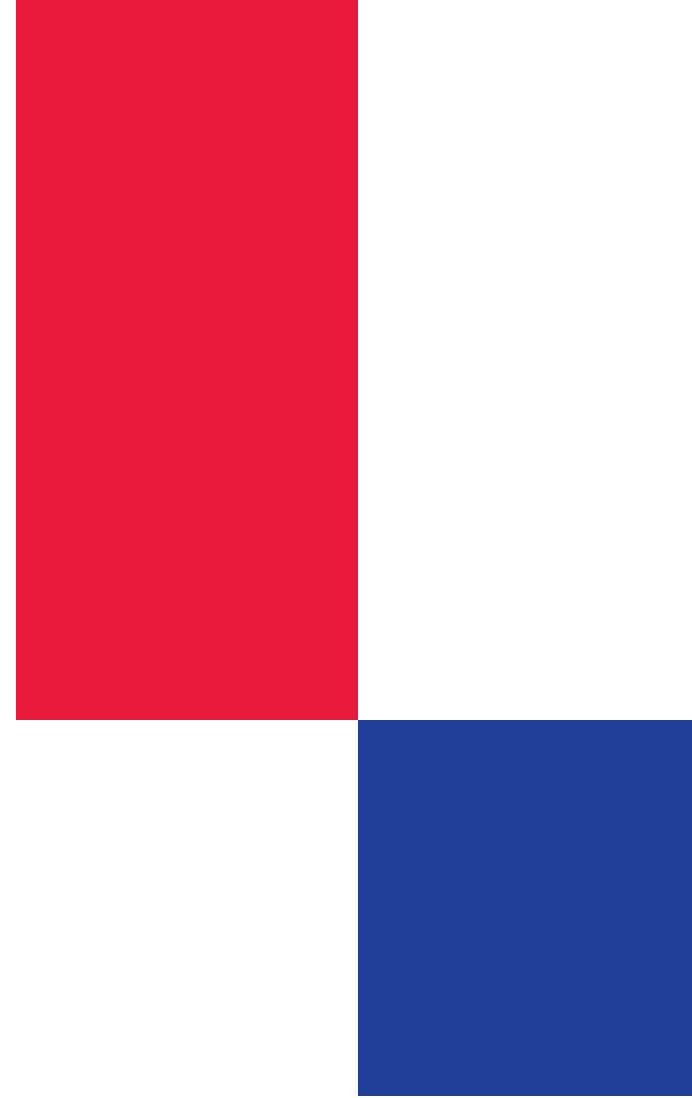# Introducing Microsoft Fabric

End-to-End Data Solution (Ulagaratchagan, 2023)

Cloud App for ease of use

Scalable Azure infrastructure

Complete **analytics** suite

Central database

Powerful AI capabilities

Tailored solution
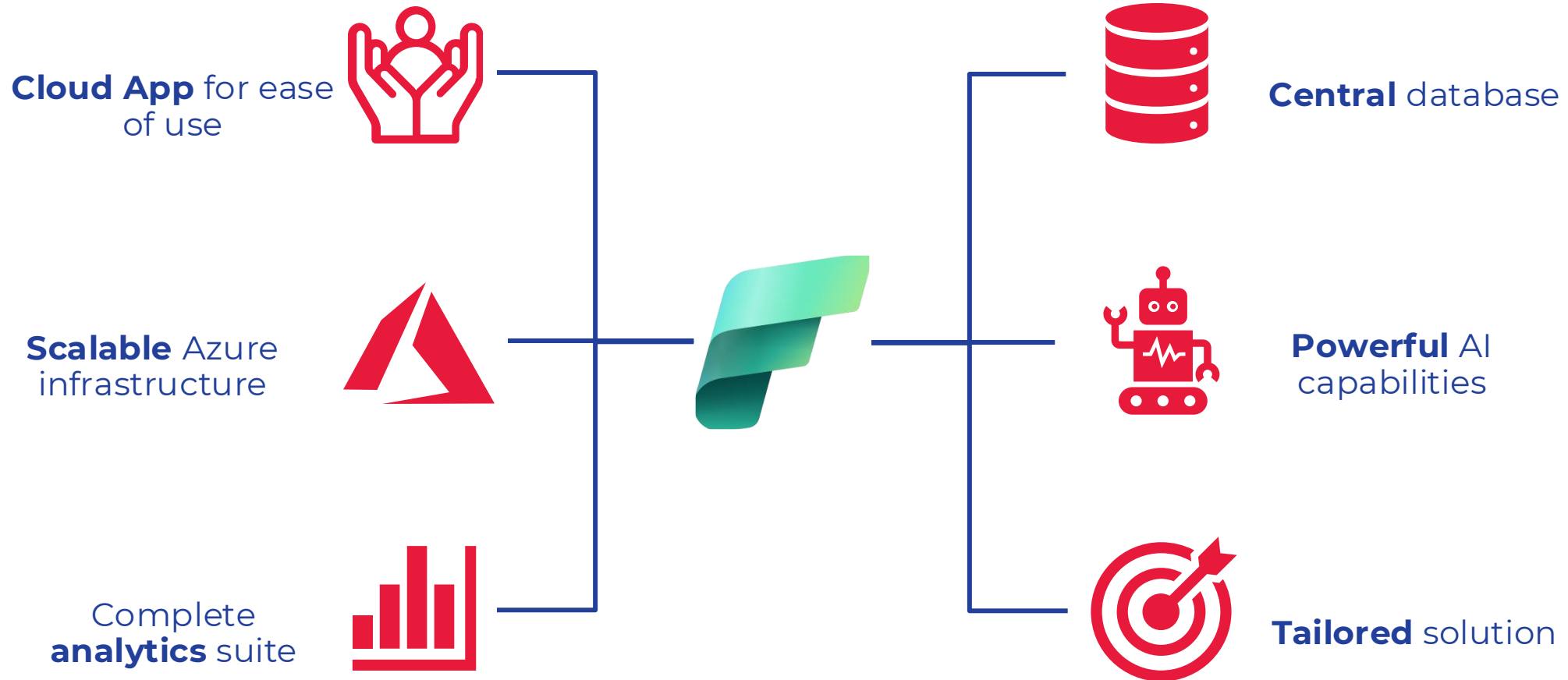
Situation | Solution | Justification | Risks | Outcomes | Q&A

Justification

Satisfies and Leverages Donors

Track

- Stores donor data
- **Centralized** system
- Built to work with **Power BI**

Automate

- Utilize **Copilot AI** for personalized impact reports
- Efficient **Resource Allocation**

Engage

- **Personalized** & automated marketing
- **Trends** & **Forecasting**

Situation   Solution   Justification   Risks   Outcomes   Q&A

Aligns with Internal Environment

Specialized Service

Added **specific needs:**
- resource allocation
- events comparison
- donor reports

Supports IT

- Current struggles **restructuring digital strategy**
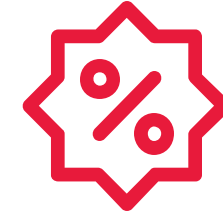
- **500 member AI team** to support clients

(Mogus, J., & Levihn-Coon, A, 2018)

Cost Effective

- Low Pricing

- Azure non-profit **discounts** & **grants**

Situation   Solution   Justification   Risks   Outcomes   Q&A

Justification Through Requirements

Government Non-profit Requirements

1. Maintaining **records**
2. Proper income **reporting**
3. Ensuring that changes **conform** to the status of a corporation

- Data is often **required** by grant-makers and government. This provides a need for our data service
- Mission **information** often needs to be published to keep **non-profit designation**

(Not-for-Profit Corporations Act, 2010)

Canada

Situation   Solution   Justification   Risks   Outcomes   Q&A

How Strategy Achieves Charities Overarching Goal

400%
American Cancer Society used AI to analyze effective communications channel

(Phillips, 2023)

25%
The amount of time that employees spend **searching** for and **gathering data**

(McKinsey & Company, 2023)

$1 000 000
Coverdell decreased implementation time, reduced risk of downtime and saved money

(BDO Digital, 2018)

Non-profits with better control of data operate more efficiently

Situation   Solution   Justification   Risks   Outcomes   Q&A

Risks & Mitigation
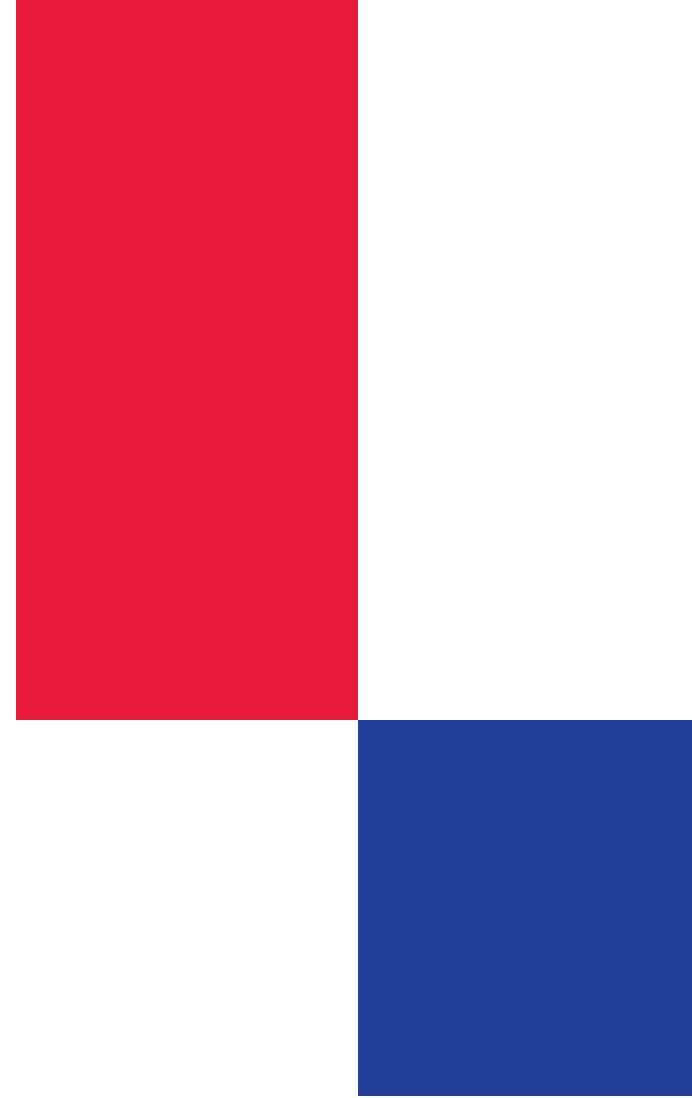
Risks and Mitigation
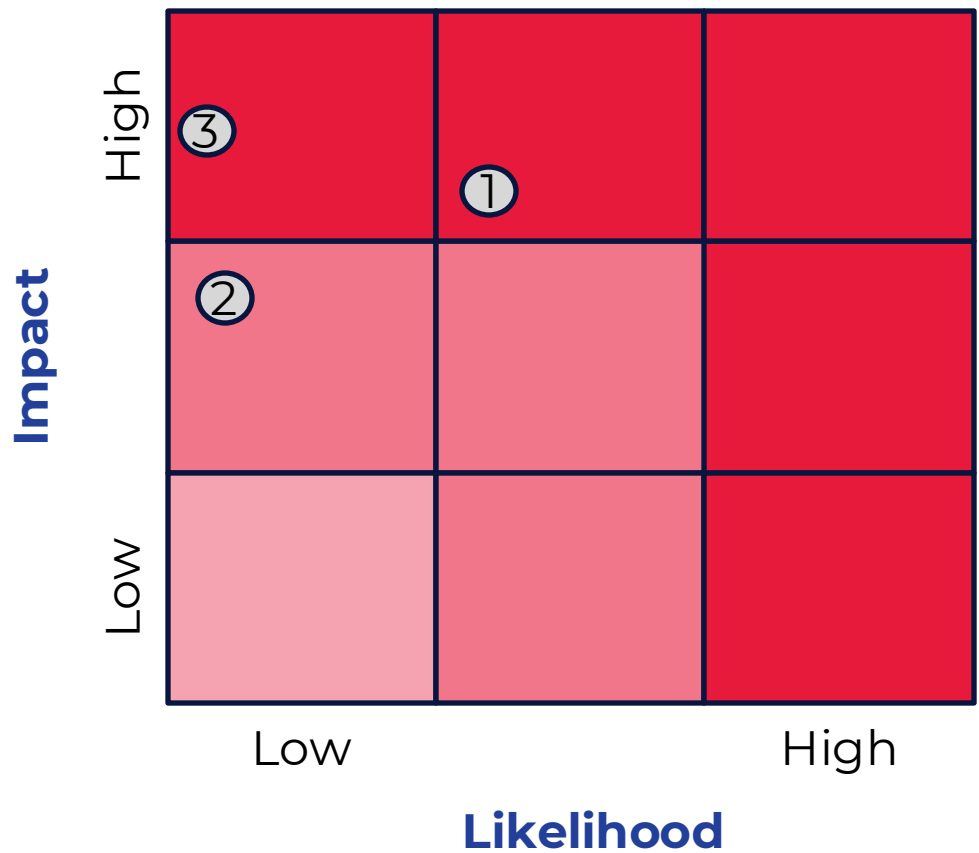
Risks	Mitigation
1. Cybersecurity	• Third-party testing • Security governance • Employee training
2. Hallucinations	• Employee training • Human overview
3. Unexpected Data Loss	• Data redundancy • Azure disaster recovery services

Impact

High

Low

③

②

①

Likelihood

Low

High

Situation   Solution   Justification   Risks   Outcomes   Q&A

Summary
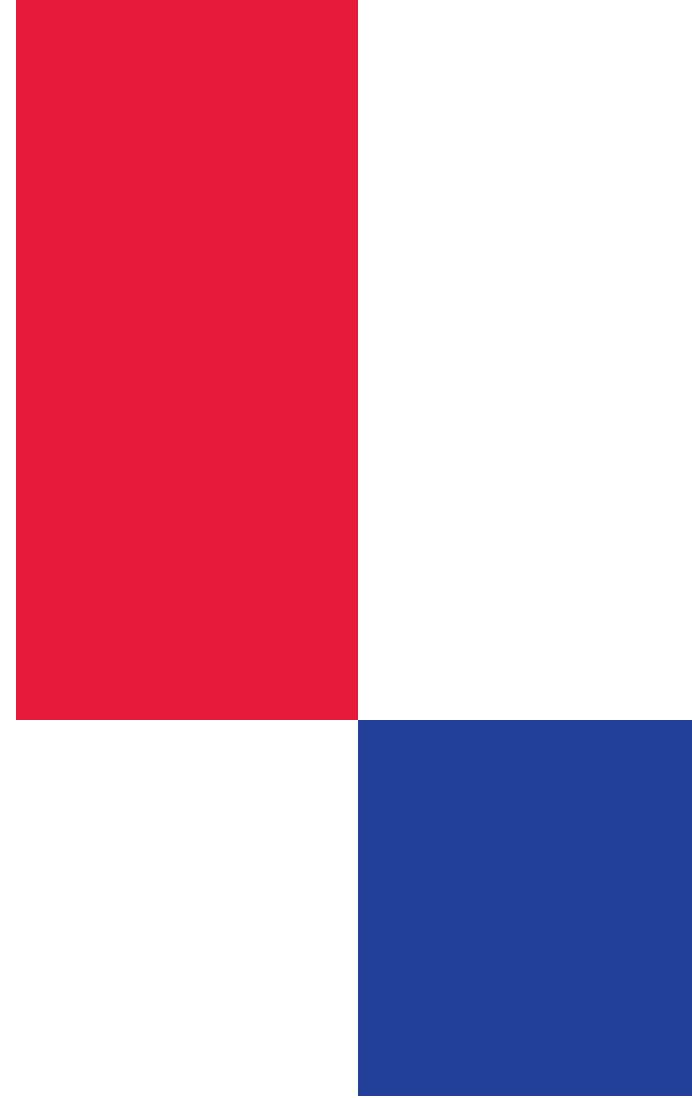
Expected Outcomes

- Allow non-profits to commit more resources to the **achievement** of their **mission**

- **Create trust** between donors and individual charities

- Make operations significantly easier and more **efficient**

Conclusion

- To conclude, non-profits have **lots of data** and want to leverage it

- **Fabric** is a complete tool to enable non-profits to **thrive** in the modern day

Questions?
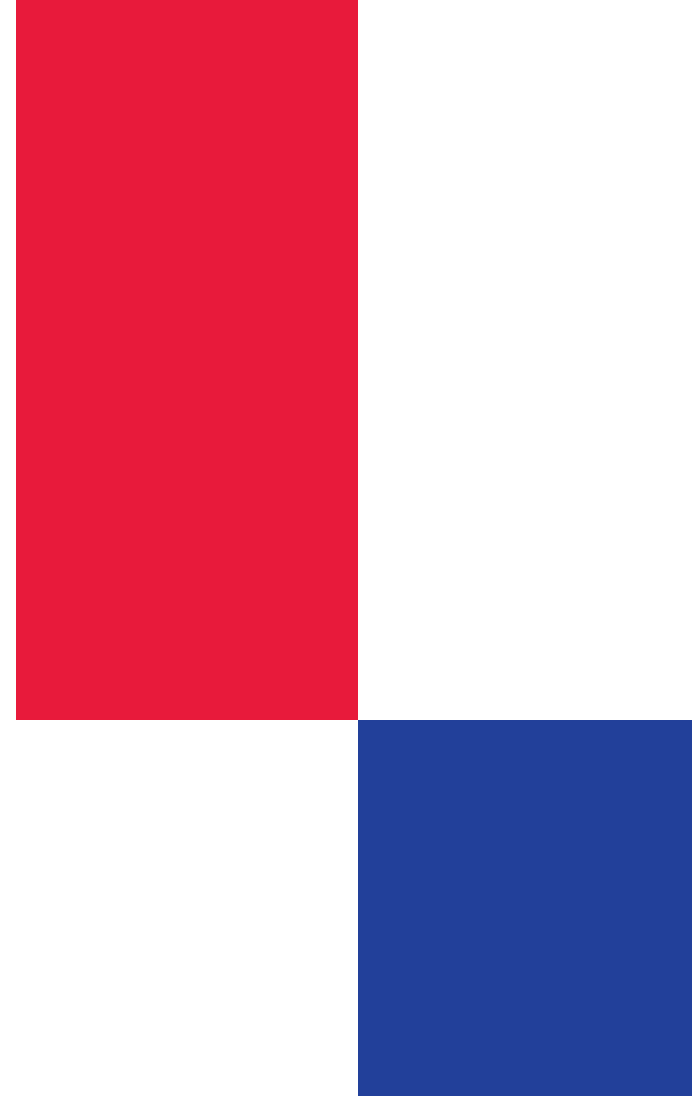
Appendices Map

A. Fabric Competitors	E. NFP Status
B. BDO-Microsoft Partnership	F. Price of Implementation
C. SWOT Analysis	G. Implementation Plan
D. Types of Data Analytics	H. Features

Situation   Solution   Justification   Risks   Outcomes   Q&A

Appendix A: Fabric Vs. Competitors

Shares many benefits and features as Fabric but with higher focus on data.

Key Pitfalls

- No known NFP pricing
- More technical knowledge required for use
- More difficult to integrate extra features
- Lack of Generative AI Service

Distinct Advantages of Fabric

- Utilizes existing relationship and experience between BDO and Microsoft
- Integrated state of the art Azure OpenAI services
- Easy integration with Azure services
- Easier to use
- Discounted pricing and training

Situation   Solution   Justification   Risks   Outcomes   Q&A

Appendix B: BDO-Microsoft Partnership

BDO Digital's Expertise

Services
- Consulting
- Deployment or Migration
- Intellectual property (ISV)
- Licensing
- Managed Services (MSP)
- Project management
- System integration

Solution category
- Analytics
- Application Integration
- Azure Stack
- Backup & Disaster Recovery
- Big Data
- Cloud Database Migration
- Cloud Migration
- Cloud Voice
- Dynamics on Azure
- Enterprise Business Intelligence
- Identity & Access Management
- Information Management
- Security

Industries
- Distribution
- Education
- Financial Services
- Healthcare
- Hospitality & Travel
- Media & Communications
- Nonprofit & IGO
- Professional Services
- Retail & Consumer Goods
- Transportation

Products
- Azure
- Dynamics 365
- Dynamics 365 Enterprise
- DynamicsAX,GP,NAV,SL
- Enterprise Mobility & Security
- Exchange
- Microsoft 365
- Office 365
- Power BI
- Teams
- Windows

Adapted from Microsoft AppSource BDO Digital page (Microsoft AppSource, n.d.)

Other
- 2023 Microsoft Security Partner of the year (BDO Digital, n.d.)
- Over 90 Microsoft certifications
- Microsoft Gold Partner
- Azure Expert MSP

Situation   Solution   Justification   Risks   Outcomes   Q&A

Appendix C: SWOT Analysis of Non-Profit Sector

Internal

Strengths

- Access to discounted goods (Microsoft Azure, n.d.-b)
- Strong values & ESG contributions

Weaknesses

- Underfunded IT Teams *(Small Charities Data, 2022)*
- Limited IT teams
- Reliant on donors and their approval of spending

External

Opportunities

- Gen AI for productivity and cost savings (Ulagaratchagan, 2023)
- Taking advantage of data for insights

Threats

- Cybersecurity risks
- Decrease in charitable giving

Situation   Solution   Justification   Risks   Outcomes   Q&A

Appendix D: Types of Data Analytics

Descriptive
Describes what has happened over a specific time period

Diagnostic
Diagnoses the underlying problem

Predictive
Uses recurring trends to predict future outcomes

Prescriptive
Simulates potential outcomes and prescribes the best solution

(DNL, 2024)

Situation　　　Solution　　　Justification　　　Risks　　　Outcomes　　　Q&A

Appendix E: Charitable Status

- **Maintaining records** and making them available to directors
- Proper filing and **income reporting**
- Ensuring any changes to the structure of the corporation conform to the **articles of incorporation**
- Charitable status is not automatically associated with not-for-profit status
- As a not-for-profit you are generally **exempt** from paying **income tax**
- Legal requirements under the Income Tax Act

(Nonprofit Corporations Act, 2010)

Situation   Solution   Justification   Risks   Outcomes   Q&A

Appendix F: Services Price Breakdown (Microsoft Azure, n.d.-b)

Assumptions

- Registered NFP
- 200 Employees
  - Only 50 of which need data access to the tool
- 2 TB of data to analyze/store
  - Includes redundancy & Backup
- Canada East location

Further Discounts

- Non-profits may qualify for further discounts based on their specific eligibility / determined by Microsoft

- Reserve Pricing for differing from pay-as-you-go model

Item	Unit Price	Unit Quantity	Cost Per Month
Power BI License	$3 / User*	50 Users	$150
CU Consumption F2	$0.541 / Hour	280 hrs (10 hrs per day)	$152
OneLake BCDR Storage	$0.0591 / GB	2 TB	$119
Other (AI use, other MS services)	N/A	N/A	$100
Azure non-profit grant (Microsoft Azure, n.d.-a)	~2700 / year	1 / month	$-225
MONTHLY COST			**$296**

* Includes non-profit discount

Situation • Solution • Justification • Risks • Outcomes • Q&A

Appendix G: Implementation Plan

	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Survey charities to determine desirable features	~ 1 month						
Create, test, and debug a draft server	■						
Create "feature bank"	■	■					
Pilot run with a company		■					
Start to propose solution to charities			■	■			
Add additional features to the "feature bank"			■	■	■	■	■
Monitor server activity			■	■	■	■	■
Quarterly check-ins with charities to ensure progress is being made			■	■	■	■	■
Survey donors and charities on the effectiveness of the server, improvements that could be made							■

Situation   Solution   Justification   Risks   Outcomes   Q&A

Appendix H: Feature Bank

Feature
Donor engagement
Automated impact reports
Personalized marketing
Trend assessment
Event assessment
Automated efficient resource allocation
Client/donor relationship management

Situation   Solution   Justification   Risks   Outcomes   Q&A

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