

FundTrack Software: Better reports for less, everyone benefits.

After developing in-house reporting turned out to be too expensive and competing tools unreliable or not fully web-based, Izenda was selected as an embedded reporting solution.

Company profile



Since 1994 FundTrack Software has been focused on bringing simple-to-use, feature rich, and affordable donor management software solutions to the non-profit community. Our software is used by hundreds of non-profit organizations throughout the United States. We design our fundraising software to include all the necessary tools needed to perform daily and analytical requirements.

Business situation

In early 2006, FundTrack Software started the development of a remake of its traditional installed donor management solution. We made the choice to develop our new product using the Microsoft ASP.net platform. We decided that within this new product we wanted to include a robust and unmatched reporting tool. The product had to be responsive, allow users to select and build not only reports, but be able to answer questions about their data that would be most specific to the non-profit world.

As a result of many months of testing and attempting to build our own internal reporting solution, FundTrack Software decided to research the possibility of integration with a current reporting solution. There were many choices. Most of those we researched were turning out to be unreliable due to the way they applied

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their technology to web-based applications. They were not entirely web-based and showed to be a challenge for end-users to manage. We came across a product with a most unusual name, IZENDA. We decided to take advantage of their free trial product. We were able to do a complete integration test using just the downloaded trial version.

Solution

It was easy to see after a short time working with the IZENDA product that it was a good contender as the integration solution we were looking for. Being completely designed for the web and also to allow an organization without IT support to build and manage reporting, was a huge plus. We needed to make sure that IZENDA Ad-Hoc would be able to meet the unique querying requirements of a typical non-profit organization and it had to fit within most any type of organization as well. The IZENDA support staff was able to work with us and the Ad-Hoc product to make it fit into our very unique world of non-profits.

Benefits

With the integration of IZENDA AD-Hoc into our online donor management solution we have been able to not only provide a great experience for our users, we have also been able to keep the expenses related to our product and reporting manageable in a highly competitive industry.

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