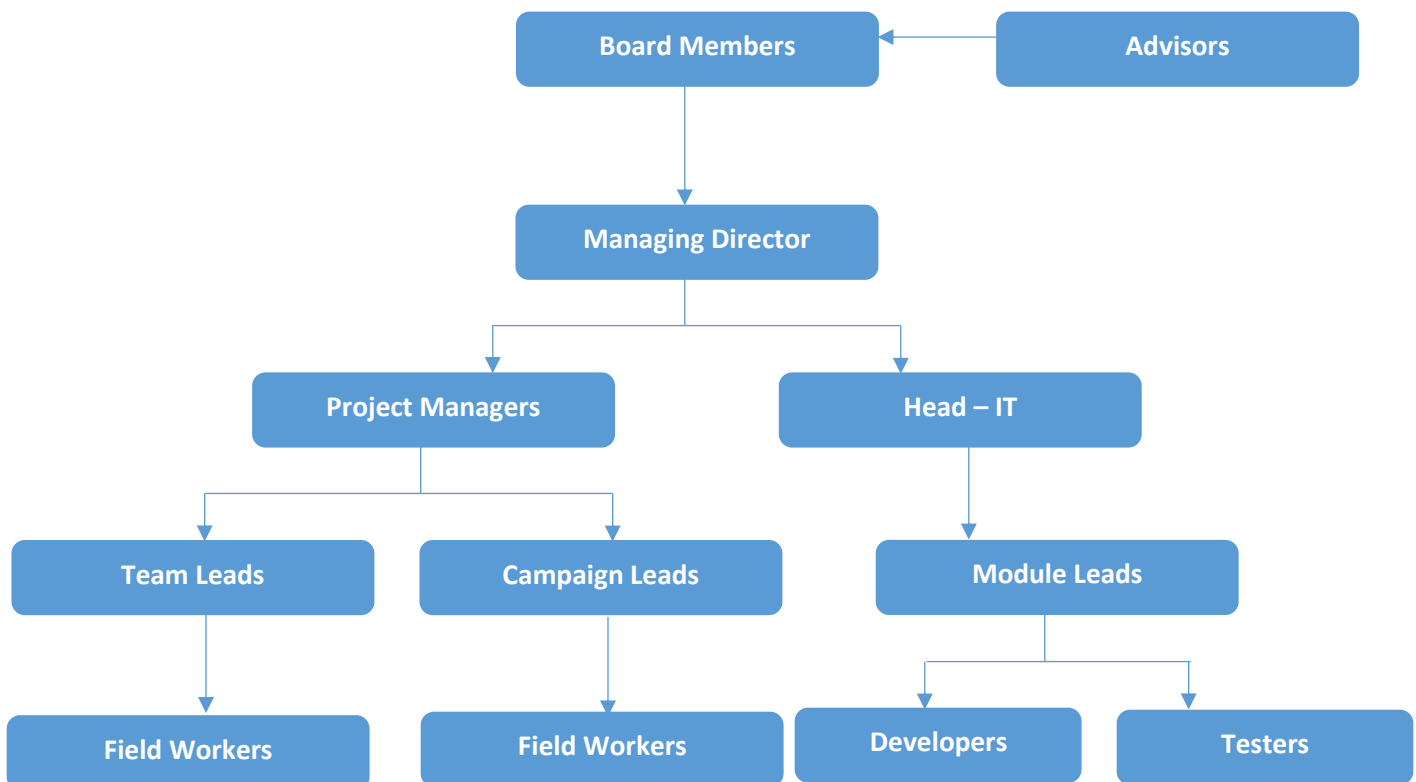


Organizational Description

Longhorn Inc. is an organization that is dedicated to improve the lives of at risk youth. They provide housing and tutoring services around Chicago area and in turn help at risk youth in that area. Some of the projects in which they are involved include organizing volunteer assignment, funding campaigns and donation management. They receive large amount of donations through their generous benefactors who serve as backbone of the organization and are also contribute towards their main source of income. Apart from this, they are looking forward to expand their services and operations to new urban areas. The organizational hierarchy for Longhorn Inc. is represented in the following flowchart.



At this point of time, they have a CRM system in place for managing donations, supporting funding campaigns, volunteer assignments and tracking donation trends. However, most of their employees are part-time workers and hence struggle with the user interface of the system. Besides, owing to various issues around the existing CRM system, they are planning to create a new CRM system with more flexibility, accessibility and efficiency. They have set a budget of \$100,000 for upgrading their servers and also towards the implementation of the new CRM system with relevant IT support in a span of six months.

The new CRM system is expected to perform “Real Time Analytics” and thereby support the main objectives of the organization such as donor relationship management, funding campaigns and employee training. The new system also aims to improve their social presence by integration with Facebook and Twitter. Besides, web access, IT support, reporting and customizability are some of the key features of this system.