

# 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



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