

Texas Children's Hospital

Case Study: System Selection

Jca

When **Texas Children's Hospital** determined **The Raiser's Edge** would no longer meet its needs as a fundraising CRM, it looked to JCA to help select its replacement.

JCA employs a rigorous method for **system selection** that ensures an organization takes into consideration all of the following:

- + functional and technical requirements
- + available budget
- + staffing needs
- + vendor viability

We built a comprehensive list of requirements and worked with the hospital to assign weights to each item. This process makes sure that less important requirements do not take precedence over critically important requirements. We built a RFP to solicit vendor responses. The RFP allowed us to gather information about not only the systems we were reviewing, but the vendors and how they ran their operations. For example, vendors were asked about their technical infrastructure, roadmap, and support hours and strategy. All of this information was then added together to create a complete picture of vendor and solution.

After the vendors submitted their responses and JCA reviewed them with Texas Children's Hospital, we narrowed the list of vendors and invited three to demonstrate their products. JCA holds vendors to a high standard during demonstrations. We built demo scripts designed to test the application's ability to meet critical functional requirements. Vendors are excited to demonstrate their products, and if you don't manage the demonstration process well you will end up seeing only what they want you to see. Texas Children's Hospital held multi-day demos for the vendors under consideration, and scored each system based on a vendor evaluation grid.

After demos were completed and JCA and Texas Children's Hospital consolidated scores, Blackbaud CRM was the choice made. JCA assisted Texas Children's Hospital in reference checks, contract negotiations, and resource planning. And the hospital, by following a rigorous process, could demonstrate that it chose a system based on facts and not on intuition. The staff had all the information they needed to create a solid business case, defend their choice, and move into the budgeting and acquisition process.