



Survey Reveals 78% of Nonprofits Believe Technology is a Critical Part of Operations/Success

New York, New York (May 13, 2010) – A recent survey conducted by Tailored Technologies LLC, a full-service management consulting and technology firm headquartered in New York City, revealed that while 78% of nonprofits polled believe that technology is a critical part of their operations and success, nearly half of those respondents (32%) are using outdated technology that impedes productivity.

The top three reasons in order of priority were: cost, a lack of internal resources and an inability to evaluate options.

“Nonprofits, just like businesses, need sufficient technology and processes to run their operations efficiently,” said Richard Nathan, president of Tailored Technologies. “With the right technology solutions, nonprofits can make sure their energy is focused on their important missions.”

With donations impacted by the economy, and cost cited as the number one reason nonprofits are using outdated technology that impedes productivity, it is more important than ever for nonprofits to reduce expenses.

By evaluating their existing IT environment, nonprofits can identify inefficiencies and develop a plan that will lead them to significant cost savings and increased efficiency.

“Some of the biggest cost savings can be found by reviewing and renegotiating vendor contracts,” Nathan said. “In addition to renegotiating existing contracts and seeking flat-fee, all-inclusive contracts for IT support, it is crucial to review invoices from current vendors and assess recent charges.”

Saving some money on IT contracts could allow nonprofits to use some of that savings to automate manual processes and/or obtain software applications that are up-to-date and have all of the necessary features, such as donor and membership management and fund accounting.

However, Nathan cautions not to overinvest in technology: “There are some programs that may be expensive and unnecessary. The key is to find technology solutions that meet the organization’s specific needs and make sure the employees and volunteers are using it optimally.”

IT is an integral part of a nonprofit’s structure and day-to-day operations. By examining the current IT structure, future needs and user experience, nonprofits can overcome their technology challenges, become more efficient and allocate additional resources to achieving their missions.

Tailored Technologies is located at 622 Third Avenue in Manhattan. To learn more, visit www.tailtech.com.

###

About Tailored Technologies:

Tailored Technologies LLC is a full-service management consulting and technology firm headquartered in New York City. For more than 25 years, company president Richard Nathan has worked with the business and nonprofit communities in the areas of business process improvement, technology resource management, and financial, management, or operational software selection. In the mid-90’s Tailored Technologies developed a collaborative relationship with Marks Paneth & Shron LLP and currently operates as a wholly owned subsidiary thereof. For more information, visit www.tailtech.com.

Contact: Jessica Lyon | Co-Communications | 860.676.4400 | Jessica@cocommunications.com