

Microsoft Recognizes American Red Cross of Greater Cleveland

AMERICAN RED CROSS OF GREATER CLEVELAND RECEIVES RECOGNITION FROM MICROSOFT CORPORATION AT CONVERGENCE 2009 CONVENTION

'One Stop Technological Shop' will serve as model to provide training classes

Microsoft, the multinational technology corporation that develops, manufactures, licenses, and supports a wide range of software products for computing devices, has recognized the American Red Cross of Greater Cleveland and the Indianapolis Red Cross at its Convergence 2009 Conference for joint work which exemplifies a proven business solution that can be viewed as a model for other agencies across the United States.

The project being highlighted involves the combination of the Indianapolis Red Cross Online Training portal technology with Cleveland's CRM solution to provide a 'one stop technological shop' for all training classes. This merged system will provide new and exciting technological avenues for ARC customers to take classes. The innovative solution, using affordable Microsoft Technology, is unique to the American Red Cross nationally.

"The technological gains we will realize from this merged system, specifically bringing online training to course participants, will ultimately be a better solution for our customers," noted Susan Elder, Chief Marketing Officer for the Greater Cleveland Red Cross. "We know that people are busy and it is hard to find time to sit in a class and learn first aid or CPR. However, we know that our online training will be beneficial because it will allow students to learn on their own time and at their own pace."

This is the second Information Technology recognition the American Red Cross of Greater Cleveland has been awarded in as many years. Business Finance Magazine honored the Cleveland nonprofit humanitarian organization with the '2007 Vision Award.'

Richard Hankins, Chief Information Officer, noted, "The American Red Cross of Greater Cleveland is honored to have been selected by Microsoft to be part of Convergence 2009. The joint work by the Greater Cleveland and Indianapolis Red Cross organizations utilizing Microsoft Dynamics solutions will help, as noted in the Keynote address, empower our staff and customers, streamline our processes, and drive customer satisfaction. Our resulting online training will be recognized as an exemplary model to be duplicated across other Red Cross sites."

The Greater Cleveland Red Cross helps people prevent, prepare for and respond to emergencies by providing shelter, food, clothing and mental health counseling to families affected by disasters in Cuyahoga, Geauga and Lake counties. All disaster relief is free and is made possible by generous donations from the American people.