

## PRWeb Podcast Transcript

*Microsoft® Selects Compass Technology to Present Fundraising Solutions*

Featuring Jim Funari, President & CEO, Compass Technology

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Aaron: Hello. This is Aaron with PRWeb Podcast.com. Today, I am joined by Jim Funari, CEO of Compass Technology.

Aaron: Jim, how are you doing today?

Jim: Great, Aaron. How about you?

Aaron: I'm doing pretty well. Thanks for joining us on the show. We would like to start off by having you tell us a little bit about yourself and Compass Technology—how you guys got started and what you guys do.

Jim: Be glad to. The company is about six years old, Aaron, with 115 employees. We are focused on the nonprofit space, particularly fundraising and cause-based organizations. We are certified Microsoft ISV and a Gold Partner. What we have, Aaron, is the only end-to-end donor management fundraising solution for nonprofits, and that runs within the familiar Microsoft Outlook environment and has been built on the exciting new platform from Microsoft called CRM 3.0.

Aaron: So Jim, your latest press release on PRWeb announced that you were chosen by Microsoft to present the latest technology at the Microsoft Worldwide Partner Conference 2006 in Boston, MA last week. What technologies did you present?

Jim: Aaron, we demonstrated the three core products in our suite for fundraisers. One was *Compass CRM™ for Fundraisers*, which runs on the latest Microsoft CRM 3.0 platform. It's fully integrated in Outlook and also integrates with Exchange e-mail. The second product was the *Compass Personalized Marketing™*, and that's really an advanced suite for highly personalized marketing segmentation that can then go to multiple marketing channels whether it be direct mail, e-mail, the call center, and all within a browser-based .NET architecture. The third product was *Compass Analytics™*. That is a data warehouse with pre-built cubes, or data marts, built exclusively on Microsoft's SQL Server 2005, using some of

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**Jim Funari**

**President & CEO  
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the latest display technologies in their Score Card Server, or Score Card Manager product, and their reporting and analysis services.

Aaron: So, you are one of 23 other presenters chosen out of a global network of 25,000. What does this mean for your company, and why do you think you were chosen out of that huge number?

Jim: First of all, it means a lot as far as visibility, Aaron. It's a great profile for us to be exposed to 7,500 of Microsoft's partners, both domestic and international. And really, for us it is a great validation I think, to our core strategy, which is to offer this best business functionality that nonprofits are seeking on the latest Microsoft technology platform. For Compass, it's really significant in building our goal of building an outstanding network of both domestic and international Microsoft certified partners to distribute and support the product. I think for our customers, it really means that nonprofits now can really obtain great leverage on their existing investments in Microsoft technology. They've already invested in Windows, Outlook, Office, and SQL Server. This product for nonprofits really allows them to leverage those investments.

Aaron: Why did you think that you were chosen?

Jim: I think that this is one of the first — perhaps more to come — but certainly, one of the first vertical industry products that have been developed, or has been developed on the Microsoft CRM 3.0 platform. I don't know whether you have seen the news release yet, but Microsoft just had an outstanding quarter with CRM 3.0. They sold over 50,000 seats in the quarter — which just blew the doors off of the competition — is really quite a significant accomplishment. So, our product is really a vertical solution, end-to-end, for that nonprofit fundraising sector.

Aaron: Jim, would you like to share contact information with the listeners, in case they would like to learn more?

Jim: I would be glad to, Aaron. You can get more on the company and the product at [www.compass.net](http://www.compass.net). You can also e-mail us any questions at [solutions@compass.net](mailto:solutions@compass.net). The phone number is 757-233-7300.

Aaron: Jim, it has been a pleasure podcasting with you today, and we wish Compass Technology continued success in everything you do.

Jim: Great to be with you, Aaron.