



"Community involvement is vital to business success and TechBridge has become a focal point for community service activities for technology professionals."

John Seral, VP & CIO
GE Infrastructure

Atlanta's Tech Community Maximizes Philanthropic Impact by Supporting TechBridge

In just seven years TechBridge has become the premier technology resource for Georgia's nonprofit community. The influence of its services, solutions and expertise continues to grow thanks to the generosity of Atlanta's technology community who fund TechBridge programs.

Serving nonprofit organizations of all sizes, TechBridge helps other nonprofits to leverage technology to improve communications with funders and donors, solve mission-critical problems, improve operational efficiencies and enhance the delivery of vital services to those in need.

Driven by Technology. Inspired by Possibility

Adequate software and hardware, reliable connectivity and technical know-how frequently elude nonprofit organizations. Most often, all available human and financial resources are directed

to achieving a nonprofit's mission and serving its clients. But, forward-looking nonprofits recognize the productivity gains possible through technology and are actively seeking cost-effective ways to improve their IT operations.

Such is the case with Atlanta's Lutheran Towers. A faith-based wellness-oriented community for low- to moderate-income seniors, the agency provides safe, secure and comfortable housing in a caring and professional environment. With 205 apartments in a 15-story high-rise located in the heart of midtown, Lutheran Towers places an emphasis on delivering quality programming and services designed to keep residents safe and active. The Towers offers quiet, private apartment living that encourages independence.

With demand for its services growing, so was Lutheran Towers' need for a viable and stable

technology infrastructure. Technology upgrades and infrastructure improvements were needed to improve its services to residents and track vital information. An outdated server, limited network capacity and poor connectivity inhibited the Towers' day-to-day operations and severely impacted its growth.

"Everybody is on email, so if the system went down, everything stopped," says David Sprowl, Executive Director, Lutheran Towers. "With eight full-time employees, four part-time employees and a residents' computer lab, we needed to enhance our ability to communicate and stabilize our network."

The TechBridge Solution: Assess, Stabilize, Maintain

Lutheran Towers turned to TechBridge to help resolve its growing technology issues. "Since TechBridge is a nonprofit, its staff understands our challenges and speaks our language," says Sprowl.

To determine the extent of Lutheran Towers' needs, TechBridge conducted a comprehensive IT assessment and assisted the Towers in acquiring the hardware and software needed to update its infrastructure. Through TechBridge's affiliation with the NPower Network and the Microsoft Direct Donation Program, updated operating and server software was deployed.

The unique needs of its residents' computer lab necessitated additional hardware which represented a potentially prohibitive capital expense. However, another TechBridge client, the Georgia Aquarium,



Recently volunteers from TechBridge's Corporate Partner Program assisted senior residents from Lutheran Towers to improve their computer skills. Volunteers coached seniors on surfing the web and taught them how to use popular software programs. Volunteers will continue to spend time with Lutheran Towers' residents in the computer lab to answer questions and troubleshoot problems. At Left, L to R: Jackie English, Lutheran Towers resident, and Andrew Martin, The Home Depot.

TechBridge welcomes the following additions to its board of directors and appreciates their commitment to serve.

Alton Adams, Partner – CRM, Accenture

Phil Davis, General Manager and CIO, Porsche Cars North America, Inc.

John Hutchins, Partner, Troutman Sanders LLP

Joe Oesterling, CIO, Cbeyond

Cindy Tierney, SVP and CIO, Beazer Homes USA, Inc.

donated ten desktop computers to Lutheran Towers, and TechBridge integrated them into the Towers' network. Commenting on the unusual arrangement, TechBridge COO Michael Nachman said, "We are in a unique position within the local nonprofit community and we strive to bring the community closer together by tapping our expansive network of partners."

Helping to shape a new technology service offering, Lutheran Towers became TechBridge's first Scheduled Services client. A proactive, preventative maintenance and support service offered at a fixed monthly price, TechBridge's Scheduled Services

assists with routine technology tasks of a non-emergency nature. Scheduled onsite visits assure that vital systems operate correctly and efficiently and down-time is minimized.

TechBridge's technical expertise and extensive resources coupled with its unparalleled ability to meet its clients' unique needs define its mission – to put technology know-how into the hands of other nonprofits. Summarizing Lutheran Towers' relationship with TechBridge, Sprowl says, "We now have peace of mind that TechBridge is taking care of our systems, which lets us continue to focus on the needs of our residents."

"As IT professionals bringing value to our own companies through technology, we are proud to work with TechBridge to extend that same value to nonprofits."

Becky Blalock
SVP and CIO
Southern Company

Annual Digital Ball® Increases TechBridge's Impact

In 2006, TechBridge served 180 nonprofit organizations, saving them an estimated \$843,000 in technology service fees. The funds raised from TechBridge's annual Digital Ball subsidize the cost of its technology services rendered to the nonprofit community throughout the year. Thanks to Digital Ball sponsors, whose support enables TechBridge to offer tech services at greatly discounted rates, nonprofits can leverage technology in ways that were previously cost-prohibitive.

Held in May, the 2007 Digital Ball, presented by Accenture, hosted 1,170 technology, business and nonprofit executives in a gala evening of dinner, dancing and visually stunning performances. Thanks to its 97 corporate sponsors, the event raised more than \$1.1 million in cash and in-kind donations.

Special thanks to the following who donated items for the raffle at the 2007 TechBridge Digital Ball:

755 Club at Turner Field
Atlanta Braves
Atlanta Spirit (Atlanta Thrashers)
Avis Budget Group
Buckhead Life Restaurant Group
Compuware Corporation
Fido Fido
Fox Bros BBQ
GE Energy

Georgia Power Company
HireDynamics
Hunter Technical Resources
Information Management Systems
KPMG
Legacy Landscapes
Microsoft
Olde Towne Carriage Company
PGA TOUR Superstore

Ritz Carlton Reynolds Plantation
SAP America
Scott Saltmarsh and Family
Sears Carpets & Airduct Cleaning
Super Suppers
Sweetwater Brewery
The Benefit Company
Wild Dunes Resort
Dr. Tammy Zeinenden

Plan NOW for next year's Digital Ball in May 2008!

TechBridge's annual Digital Ball is the most effective and exciting way for members of Atlanta's technology community to maximize their philanthropic impact and extend the influence of technology in ways that really matter...the improvement of human lives. Contact us today for sponsorship information.

www.techbridge.org
digitalball@techbridge.org



L to R: Larry Clark, Managing Director & CIO, Randstad; Steve Winterbottom, CIO, Scientific Atlanta, a Cisco Company; John Dunbar, CIO, EMS Technologies



L to R: Frank Bell, CEO, Intellinet; Rob Webb, CIO, Equifax; Kathy Jones; Chris Jones, General Manager, SE District, Microsoft



L to R: 2007 Digital Ball Co-Chairs: Kristin Kirkconnell, CIO AGL Resources and John Seral, CIO GE Infrastructure