



**BEACONFIRE**  
CONSULTING

# Best of Breed or All In One, What's in Your Software Future?

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# Introductions

**Jeff Herron, Founder, VP Client Services**

**Usha Venkatachallam, Solutions Architect**

Beaconfire has worked with a variety of products including CMS, eCRM (advocacy, fundraising, email), blogs, constituent databases, community solutions, Web 2.0 tools, document management, and contact management tools.

Working exclusively with nonprofit clients Beaconfire:

- Conducts objective software/vendor evaluations
- Implements 3<sup>rd</sup> party, custom and open source solutions
- Integrates various solutions required for complex Web sites



# Session Agenda

**What do we mean by All in One or Best of Breed?**

- **Benefits/Value**
- **Risks/Challenges**

**How do you decide what's right for your organization?**

- **Web site components**
- **Nonprofit Examples**

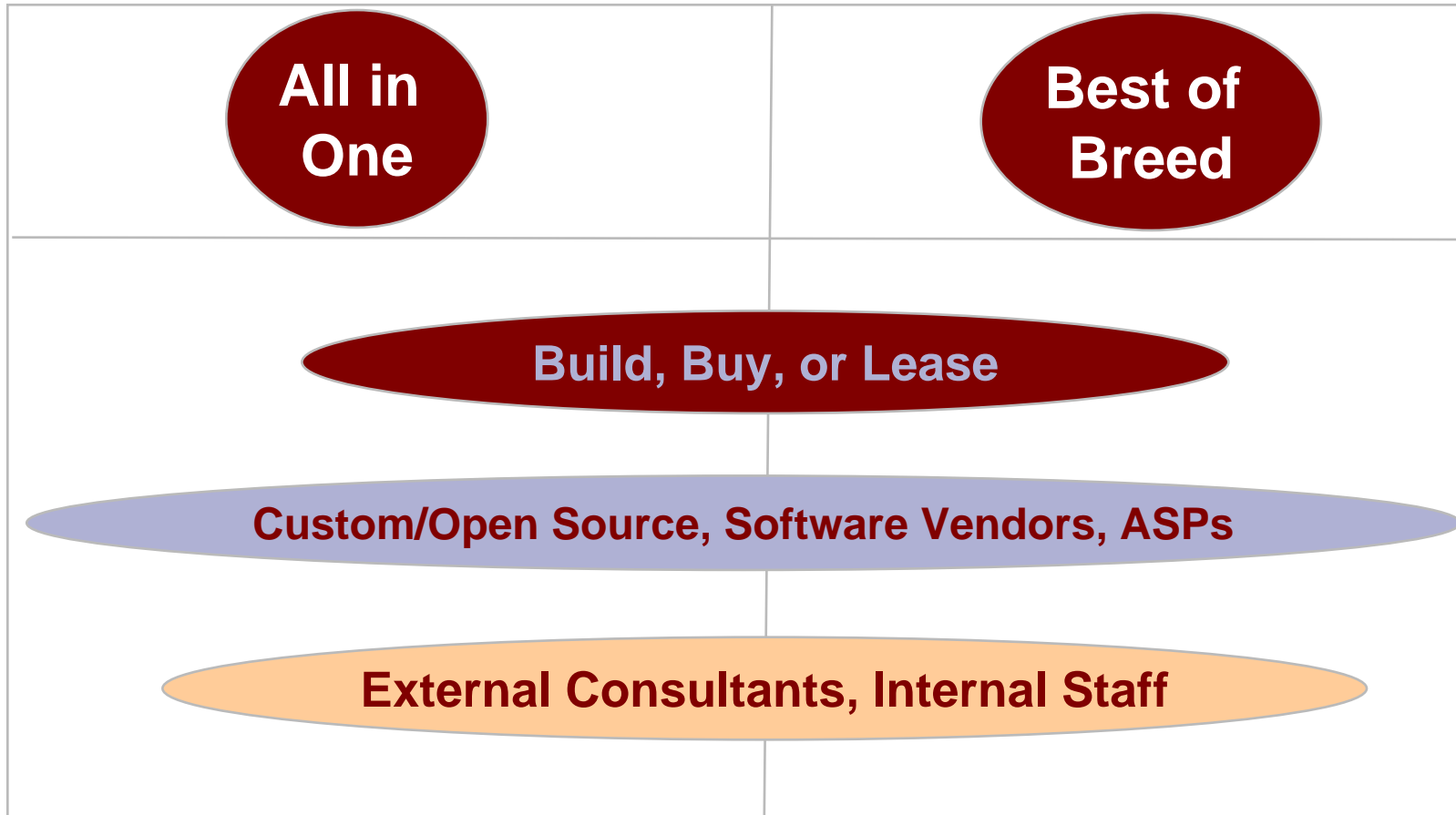
**Future Vision**

**Questions**

# What do we mean by...?

<b>All in One</b>	<b>Best of Breed</b>
<p>A holistic product providing many Web site components in one solution.</p> <p>The value is that the components of the solution are pre-integrated.</p>	<p>The use of multiple products to build a complete solution.</p> <p>The value is the specialization of each product comprising the solution.</p>

# What do we mean by...?



# Benefits/Value

<b>All in One</b>	<b>Best of Breed</b>
<ul style="list-style-type: none"><li>• Provides breadth of functionality across multiple components or modules (generalists).</li><li>• All constituent data can reside in one single database – less integration headaches.</li><li>• Speed to market since multiple modules can go live quicker.</li><li>• Single point of contact for issues, bug fixes, custom development, etc.</li></ul>	<ul style="list-style-type: none"><li>• Provides depth of features within each component or module (specialists).</li><li>• Component or module can contain advanced or cutting-edge features for current and future needs.</li><li>• Flexibility that lets organizations plug and play multiple tools and solutions.</li><li>• More “open” to integrations with other solutions and tools.</li></ul>



# Risks/Challenges

<b>All in One</b>	<b>Best of Breed</b>
<ul style="list-style-type: none"><li>• Single point of failure which can affect entire organization.</li><li>• Vendor's product roadmap must align with organization's vision &amp; mission for the short- and long-term.</li><li>• Tend to be less "open" to integration, making it hard to add even small external tools or widgets.</li><li>• May not sufficiently meet all the needs of multiple departments.</li></ul>	<ul style="list-style-type: none"><li>• Multiple points of contacts, multiple roadmaps and upgrade processes.</li><li>• Constituent data can get divided into multiple data silos.</li><li>• Systems integration is a critical part of every implementation. This requires technical expertise (internal or external).</li><li>• Multiple implementations needed for a true plug and play environment. Organizations may not have the capacity/skills to manage this.</li></ul>





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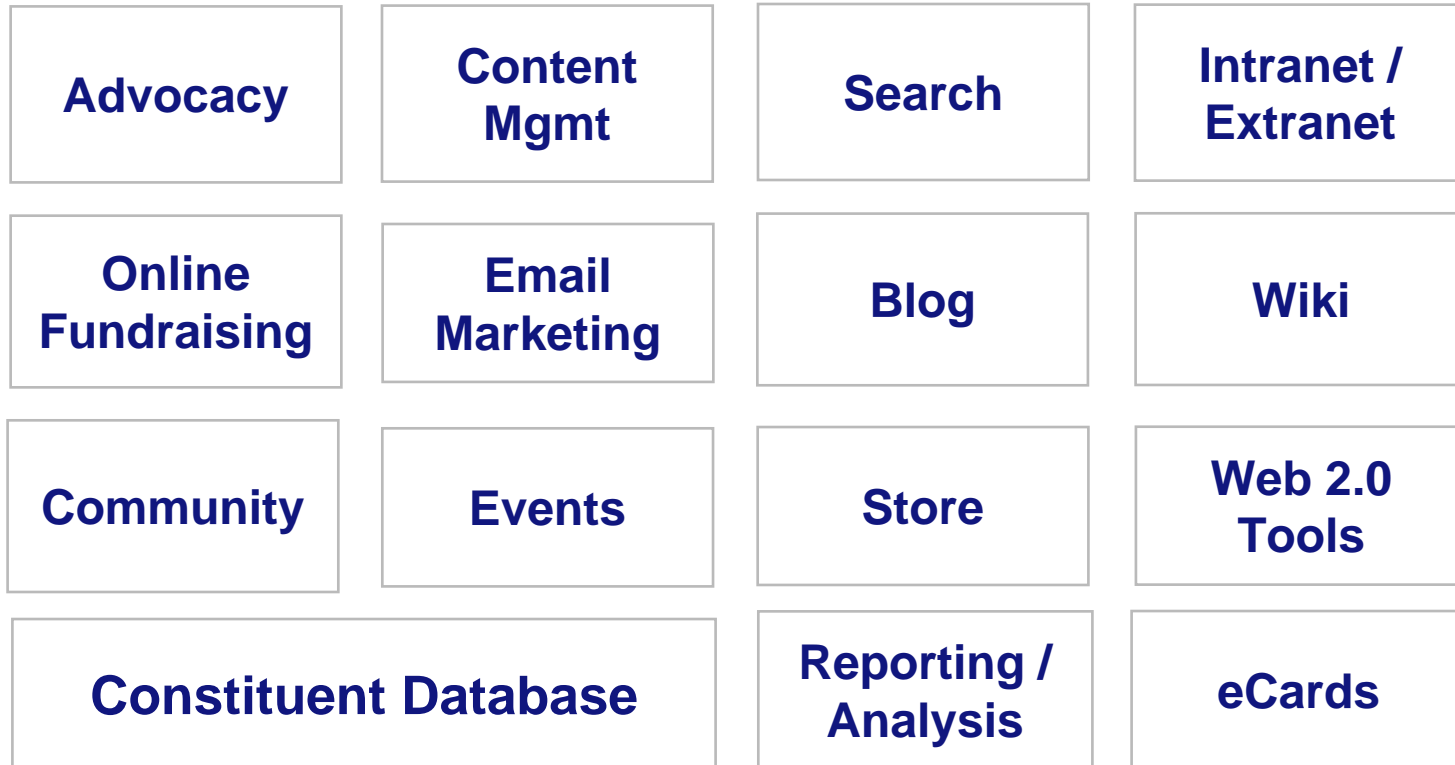
# How to Choose the Right Solution?

## First, define YOUR requirements or needs

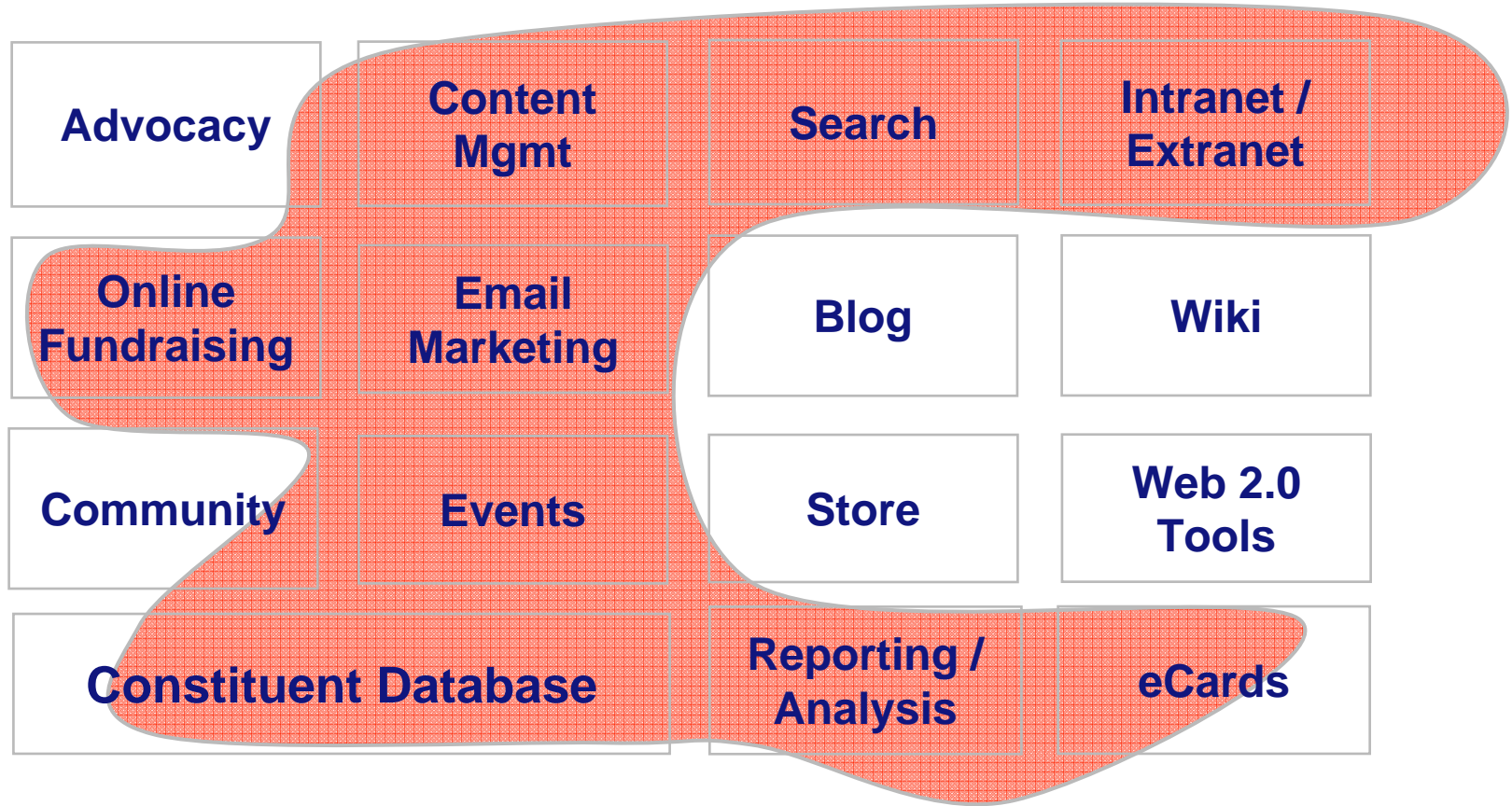
- Start with your priority needs – what problems are you solving?
  - Prioritize features and other decision making criteria
  - Include internal and external stakeholders
- What technologies/functions are core to your organization?
  - Develop on your own those things that give you ‘competitive’ advantage
  - Buy/lease the rest as a starting point
- Balance the Trade-offs?
  - Is the 60% or 80% solution good enough?
  - Pre-integrated functionality? Or Integration of specialized functionality?
  - One vendor? or multiple vendors?
- What can your organization handle?
  - Budget, existing investments, internal resources
  - Expertise to manage vendors? Manage custom development? Manage integration?



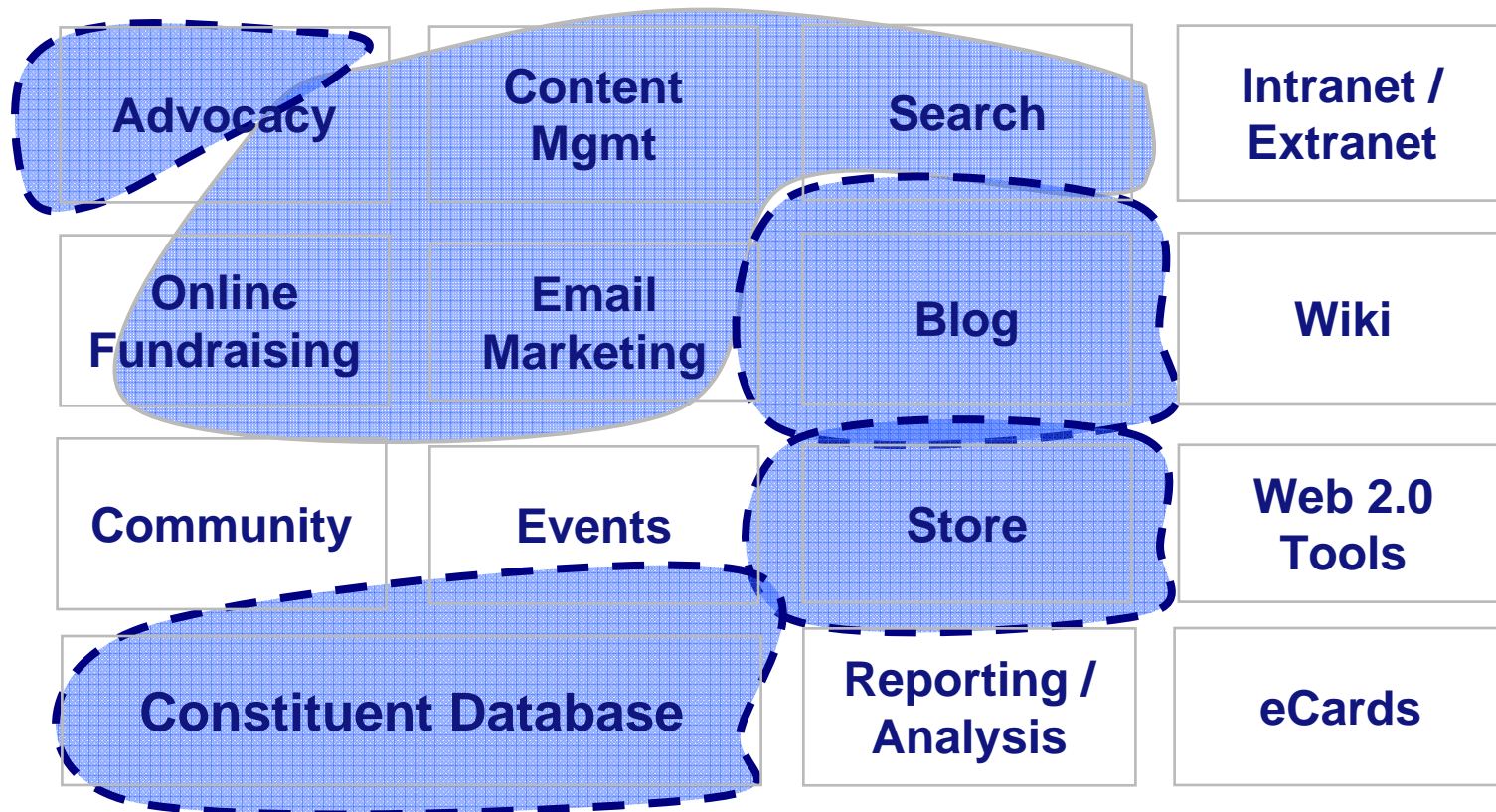
# What are the components of Nonprofit Internet initiatives?



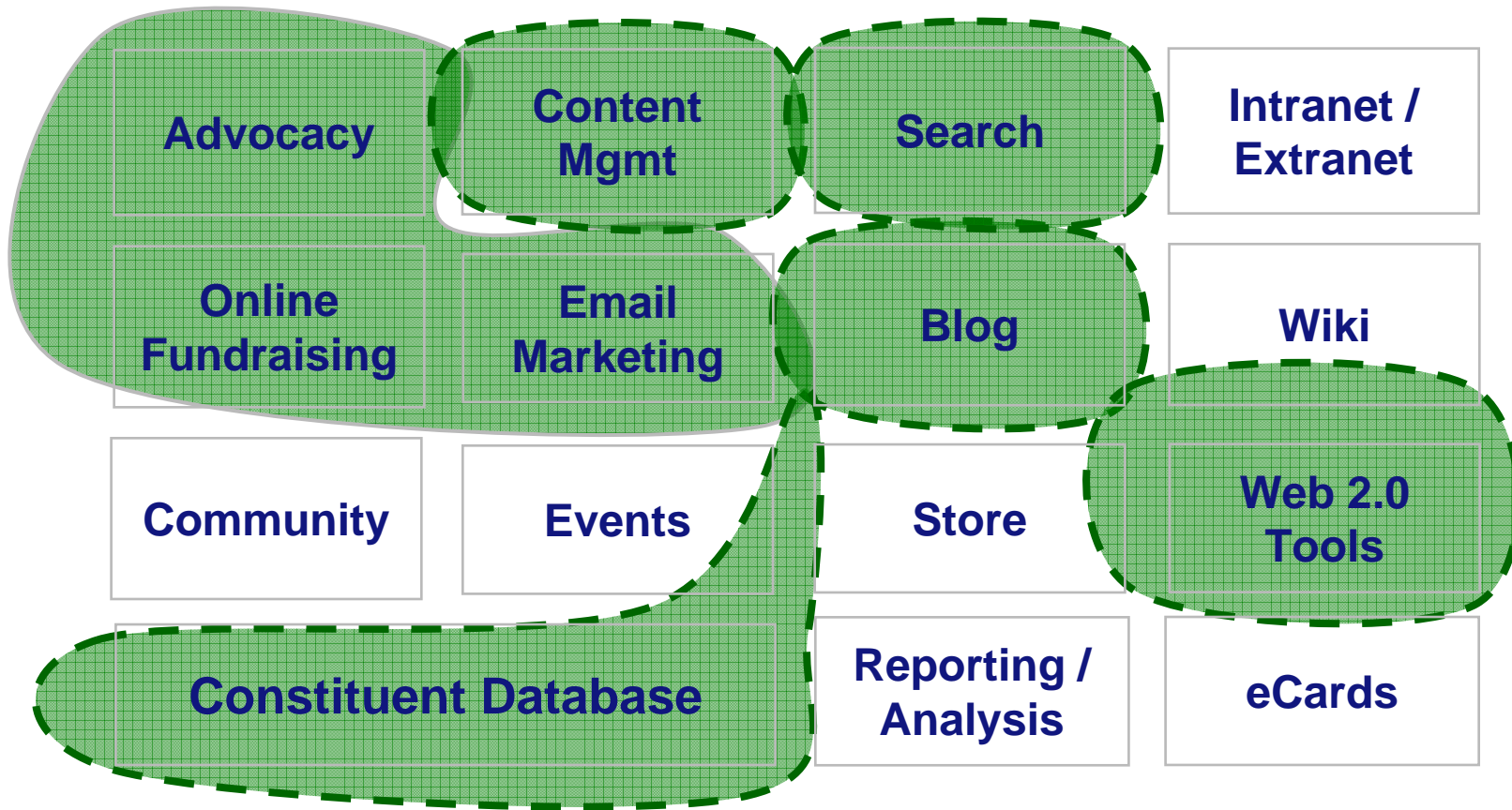
# Big Brothers Big Sisters



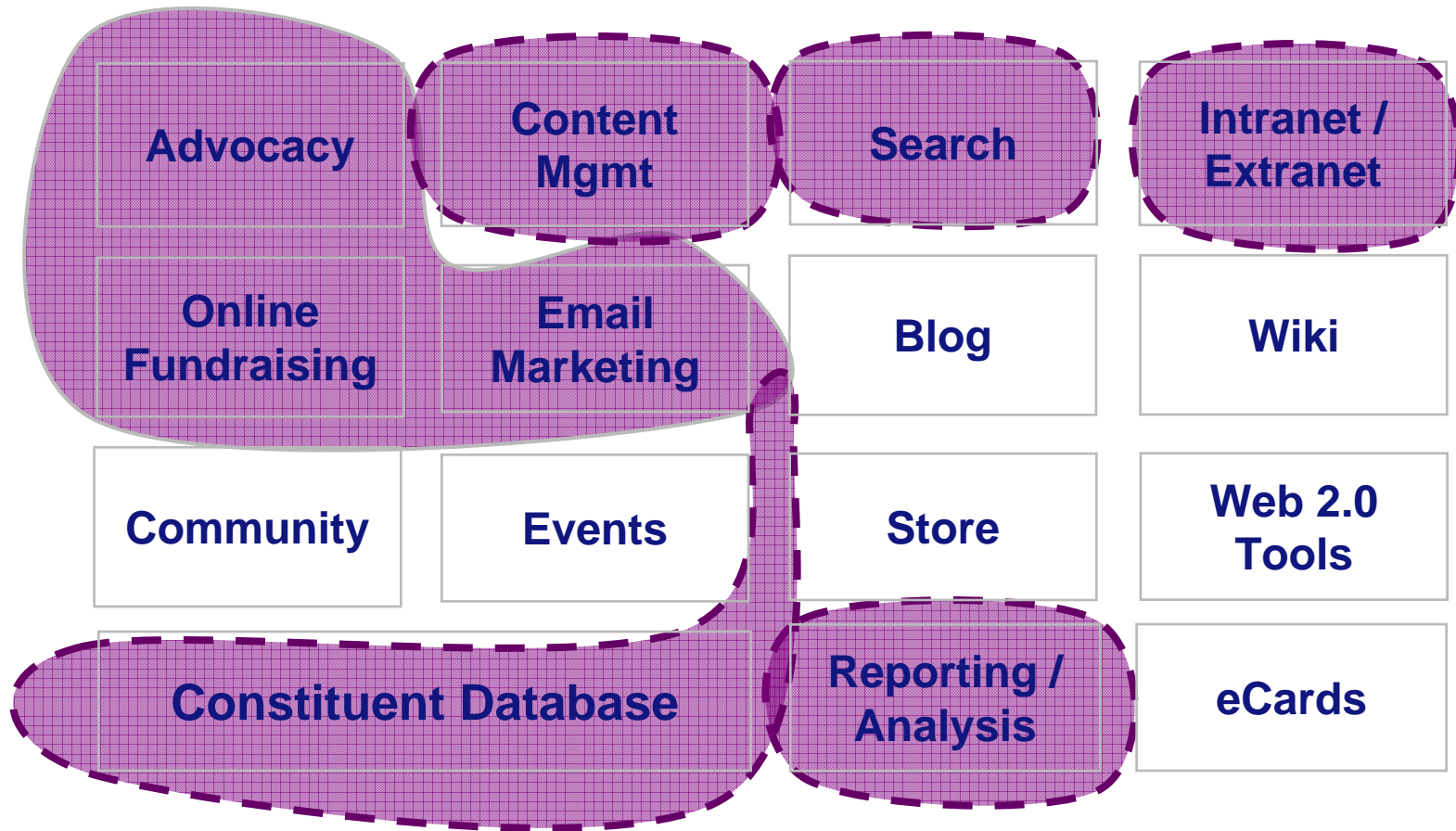
# Bread for the World



# AFSCME



# PPFA



## Take aways?

- Determine your needs. Prioritize!
- Determine what factors are important to your organization to balance trade-offs
- Consult with other organizations on their experiences
- There is no “right solution” only what is right *for you*
- Explore product/vendor solutions
- Pay as much, if not more attention to the implementation: A great solution implemented poorly is worse than an inferior solution done successfully.



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# Future Vision

As technology landscape matures, closed systems will be less common.

- Web 2.0 heralds a change from traditional closed systems.
- Advocacy and fundraising are becoming more distributed across communities (Myspace, youTube, blogs, etc)
  - The tools used will need to allow for add-ons, extensions, widgets.
- Therefore integration will be both increasingly necessary
- BUT should be much easier given the growth of APIs, the impact of Web 2.0 and the emergence of new vendors/tools.

**Advocate for standards and open APIs among all solutions**

**Value vendors that offer integration and flexibility, not lock-in or closed eco-systems.**



# Questions

## Contacts

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