



Overview

Country or Region: United States

Industry: Nonprofit

Customer Profile

With one office in Bothell, Washington, Drug Free Business is a nonprofit organization that helps employers establish and maintain drug-free workplace programs. It employs 12 people.

Business Situation

Drug Free Business employees had no collaborative tools to streamline information-centered business processes, improve customer service, or work remotely. This reduced productivity in a period of rapid growth.

Solution

Drug Free Business deployed Microsoft® Windows® Small Business Server 2003 and upgraded its desktop computers to Microsoft Office Professional Enterprise Edition 2003.

Benefits

- Increased employee collaboration
- Saved 40 hours per week in information management
- Improved customer service
- Improved IT costs
- Improved IT productivity an estimated 50 percent

Not-for-Profit Company Grows Business, Contains Costs with New Server Environment

“I wanted technology to help expand the business tenfold—with minimal hiring. Our integrated Microsoft software enables us to do just that.”

Tom Pool, Executive Director, Drug Free Business

Drug Free Business acts as a third-party administrator of the programs required to create and maintain a drug-free workplace for more than 1,400 companies across the United States. Following a period of double-digit growth, the company found that its aging technology environment hampered employees' productivity. Instead of hiring more people, Drug Free Business decided to grow its business, improve customer service, and keep costs down by standardizing its desktops on Microsoft® Office Professional Enterprise Edition 2003 and deploying Microsoft Windows® Small Business Server 2003. Now, employees are saving many hours a week because they can access information from one central location, work remotely, and collaborate effectively in online workspaces—and the IT department is now an estimated 50 percent more productive.

“By setting up sites for individual projects or meetings with customers, I can easily facilitate online collaboration.”

Toby Getsch, Technology Strategist,
Drug Free Business

Situation

Since 1988, Drug Free Business has worked out of the Pacific Northwest region of the United States to provide companies around the country with everything they need to achieve a comprehensive drug-free workplace program. This includes the development of a substance abuse policy, supervisor training, drug and alcohol testing, random selection services, and employee assistance programs. It also provides the Medical Review service of determining test results and reporting them to the employer.

Drug Free Business is a not-for-profit organization that employs 12 people. Executive Director Tom Pool runs the organization using sound business practices, including the strategic use of technology to help the company achieve its mandate in an efficient, cost-effective manner.

“We provide consulting on the development of substance abuse policy, and we arrange Employee Assistance Program services and drug- and alcohol-testing services. We also provide Department of Transportation computer-based training,” he says. “Our business, therefore, depends on the efficient handling and dissemination of information to our clients when and where they need it.”

Drug Free Business has grown 15 percent annually since it started, to the point where it had moved beyond the information-sharing and collaborative capabilities of its technology environment. Managing its heterogeneous IT environment was taxing the small company’s IT department of one.

The organization’s infrastructure was based on the Microsoft® Windows® 2000 Server operating system. Microsoft Office XP Professional provided desktop productivity tools, and Microsoft Access 2002, the Office XP database management program, housed clients’ drug test results and clients’

employee information. An external company hosted the Web site and provided e-mail and Digital Subscriber Line (DSL) services, and Drug Free Business used ACT! to track its customers and prospects. Finally, more customer data was stored in its accounting software, QuickBooks. “Three different programs that didn’t talk to one another meant that any customer change would have to be entered three times,” says Pool. “The more customers we added, the more inefficient this method became.”

Until Toby Getsch, Technology Strategist, arrived at Drug Free Business in June 2004, routine IT tasks were Pool’s responsibilities. With no tools to automate and centralize those tasks, Pool spent hours going from computer to computer to troubleshoot or ensure that security updates were installed. “That was not a good use of our executive director’s time,” says Getsch. “It was also not the best way to ensure security. Before I arrived, everyone had the same password to access public shares and log on to the network. Users also shared information through shared drives on their computers.”

It was difficult for Drug Free Business to meet the information demands of an additional 300 companies—representing some 2,000 employees—that had recently become clients. Employees had no real collaborative tools to help them collect, access, and share business information. “We were using file shares on a Windows 2000-based server, and there were no quick, Web-based search capabilities,” recalls Getsch. “Documents were sent in e-mail or passed around the office for review. We had no method of versioning, so no one knew which was the latest draft.”

From a business perspective, these inefficiencies meant that the development of drug policies for clients took longer than it should have and that responding to clients’

questions could be an arduous process. "I'd estimate that five hours a day were lost, because 10 of us probably spent a half-hour every day just looking for information," says Getsch.

Generally inefficient business processes also affected customer service, especially in the area of drug testing, an important source of revenue for Drug Free Business. The company maintains a relationship with four laboratory systems with a network of 7,000 collection sites, where clients send their employees for testing. To help clients locate the sites nearest to them, Drug Free Business used an older version of Microsoft MapPoint® business mapping software, in which staff created pushpins for each collection site. The pushpins were kept in a file on a file server and were often accidentally deleted or inaccurate because they could be changed by various employees, who might not have access to the latest location information.

When a client asked for the closest collection site, a staff member would first have to make sure that the relevant map's pushpins were accurate by comparing them to internal lists, or information sent by the testing location in e-mail or relayed by phone. Then the employee would copy the map of the area closest to the client and insert it into a document to send to the client.

"The sites change constantly, so it became a nightmare trying to keep the maps up-to-date," says Pool. "I had to make phone calls, check the Internet, and paste in new maps all the time. It could take me 15 minutes to tell a new employer where the nearest collection sites were."

Drug Free Business decided to upgrade its infrastructure for two main reasons. First, it needed an integrated environment that would support its growth yet reduce the burden of IT maintenance. Second, it wanted to improve

employee and organizational productivity through integrated collaboration and desktop productivity tools. "It was challenging for us to handle ever-increasing amounts of information with our current level of staff," says Pool. "We have limited IT resources, so we needed a solution that would maximize our employee productivity and keep our business growing."

Solution

Drug Free Business deployed a connected productivity solution and standardized on Microsoft Office Professional Enterprise Edition 2003 on the desktop. Everyone at the organization is also using the Office OneNote® 2003 note-taking program. The company also deployed Microsoft Windows Small Business Server 2003 Premium Edition, which is part of Windows Server System™ integrated server software. "Windows Small Business Server 2003 enabled us to replace manual workloads with automated business processes," says Pool. "It comes with a set of integrated technologies that we are using to be more productive in every area of our business."

Windows Small Business Server 2003 (SBS 2003) runs on the Microsoft Windows Server™ 2003 operating system and also comes with connected productivity technologies like Microsoft Exchange Server 2003 and Windows SharePoint® Services, which enabled Drug Free Business to create Web sites for information sharing and document collaboration. Drug Free Business is also taking advantage of the fact that SBS 2003 Premium Edition ships with Microsoft SQL Server™ 2000 to provide enhanced search capabilities for information posted on SharePoint sites. Also, Drug Free Business plans to deploy Microsoft CRM and integrate it with QuickBooks. Then it will retire ACT!

"As we revise the way our business operates to take advantage of enhanced communica-

tion and collaboration technologies, like Windows SharePoint Services, we are seeing how we can work together to be more productive and provide better customer service,” says Getsch. “Windows Small Business Server 2003 working with the Microsoft Office System is opening up all sorts of possibilities that we can’t wait to realize.”

Benefits

With its new desktop productivity suite and server environment, Drug Free Business has an integrated set of technologies that provides the foundation for a new way of doing business. It is already benefiting in two major ways: improved individual and team productivity enabled through better communication and collaboration tools, and simplified IT management enabled through a complete, affordable network solution. For Drug Free Business, these benefits are helping to deliver reduced IT costs, improved data and network security, enhanced mobility, and better customer service.

Increased Employee Productivity, Enhanced Mobility

With an IT infrastructure that takes less time to maintain, and a new set of communication and collaboration tools, Drug Free Business employees are increasing their productivity through better information management, improved mobility, and newly automated business processes.

Windows SharePoint Services make it easy for employees to access information from a central location and search document library sites for data using keyword searches. For a company of 12 people, this saves approximately 40 hours a week, equating to the workload of one employee that Drug Free Business doesn’t have to hire.

Using Windows SharePoint Services improves collaboration as well. “Now instead of passing

around paper versions of a new Internet policy that we are developing, everyone has access to a document workspace with check-in and check-out features, and we are going through the process much faster,” says Pool.

Windows SharePoint Services makes it easy for Getsch to implement and manage a team collaboration infrastructure, including temporary sites for projects. “By setting up sites for individual projects or meetings with customers, I can easily facilitate online collaboration,” says Getsch. “Recently, during a discussion with a client, we created a meeting workspace, which we used to discuss how to retrieve the client’s real-time employee data. I’ve easily set up 30 or 40 sites by now.”

Employees are also benefiting from Microsoft Office Outlook® 2003 messaging and collaboration client and OneNote 2003 to help manage and organize information, tasks, calendars, and meetings. “Outlook 2003 is helping us by keeping everyone up-to-date with meeting schedules,” says Pool. “We have set up alerts for everyone to be notified of new content coming onto our company SharePoint site, so we are all up-to-date with company news.”

The new information management solution is helping Drug Free Business automate common processes like ordering supplies, and the company is developing standard procedures so that everyone is working more efficiently. “Instead of walking over to someone’s desk and saying, ‘Hey, can you pick up another package of printer paper,’ now we have a process for ordering supplies that’s posted on a SharePoint site for everyone to see,” says Pool. “Now anyone ordering supplies follows a prescribed procedure, and we can better control our costs.” Drug Free Business employees can stay connected with one another and with

business information while they're away from the office. Windows Small Business Server 2003 has simplified remote access with a feature called Remote Web Workplace, which helps Drug Free Business provide a secure Web site that serves as a simple entry point to the company network for any employee authorized to use it. "Now our employees have the option to work anywhere, anytime," says Getsch. "When they're traveling, they can log on to the site to access the files and documents that reside on their office computer. And because Exchange Server 2003 technology enables us to use a Web-based e-mail program called Microsoft Office Outlook Web Access, our users have more secure, remote Web access to all their e-mail, scheduling, and contacts."

Getsch himself is taking advantage of these features on a Tablet PC running the Microsoft Windows XP Tablet PC Edition 2005 operating system. "The Tablet PC allows me to draw diagrams, which I can save and send later in e-mail. I'm going to a developers' conference next month, and I'm taking my Tablet PC. The ability to draw and write notes is going to be awesome during brainstorming sessions. Along with all the other Microsoft collaboration and information management tools, the Tablet PC probably helps me be 50 percent more productive," he says.

Better Customer Service

Windows Small Business Server 2003 provides the infrastructure for Drug Free Business to improve customer service and connect with its clients in new and mutually beneficial ways. Because all drug policy templates are stored in one place, employees can quickly find the relevant generic policy and then search for customized versions to provide immediate examples of drug usage policies that would work for a new client.

Drug Free Business also upgraded to MapPoint 2004 to help expedite the process

of employee drug testing by quickly locating the collection site that is nearest to a customer. All the locations for pushpins are now consolidated into one Microsoft Office Access 2003 database. If a staff member discovers that a collection site location has changed, it takes one click to make the Access database refresh the data in MapPoint 2004.

"Often when clients start a new program or open a new office, they may need to do a series of tests, and we can help them by giving them accurate lists of collection sites near them in a matter of minutes," says Getsch. "Now, for our customer service employees, it's as easy as going to the MapPoint 2004 list of pushpins, locating the area nearest the client, drawing a box around that area, and sending it to the client in e-mail."

Before, when Pool signed up a group of new clients at an off-site presentation, he would collect the name of each company's designated employee representative by asking people to send him their information in e-mail. "The next day, I'd get a stack of e-mail messages. Many of the e-mail aliases didn't include the company name, so I wouldn't be able to match the employee with the company," he recalls. "Today, we set up a SharePoint site with a form that representatives can fill out, and we are signing up and starting services much faster. We are only beginning to realize all the things we can do with this technology."

Reduced IT Costs, Improved Security

Windows Small Business Server 2003 has helped Getsch reduce the time required to maintain the IT infrastructure that's keeping Drug Free Business running at peak efficiency. "Windows Small Business Server 2003 provides networking features that large companies use, but in a simplified package," he says. "I can perform server maintenance from home, saving a 40-minute trip to the

office. I can use Remote Assistance to troubleshoot desktop issues for employees on the road or at home. With Windows Small Business Server 2003, anytime anyone wants to work from home, it takes one click and it's done. We could even easily add a new office to the network, if our growth requires it."

Getsch is also saving many hours every month providing support for the Drug Free Business medical review doctor, who works out of the office. "Because the network wasn't set up for working remotely, the doctor and I were spending approximately 16 hours a month on travel time and resolving support issues," he recalls. "Now because of Remote Web Workplace combined with Remote Assistance, there is no travel time, and the actual support time is down to only 2 hours. And, this support is mostly customized support that is specifically needed for this doctor's needs, and not related to our network or software issues."

The company has also simplified security management because SBS 2003 provides a built-in firewall. "Windows Small Business Server 2003 made it incredibly easy for me to fulfill password security requirements, and we were able to do away with our physical firewall," says Getsch. "Now I'm not wasting time configuring security on the desktop, yet employees have more secure remote access, so they can work anywhere and feel confident that their data is safe."

"Prior to deploying Windows Small Business Server 2003, we had reached the peak of what we could do with our staff level," concludes Pool. "I wanted technology to help expand the business tenfold—with minimal hiring. Our integrated Microsoft software enables us to do just that."

For More Information

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For more information about Drug Free Business services, call (800) 598-3437 or visit the Web site at: www.drugfreebusiness.org

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Software and Services

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- Microsoft MapPoint 2004
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- Technologies
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Hardware

- Hard Drives Northwest workstations
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- Toshiba Tablet PCs
- Dell, HP servers

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