



TECHBRIDGE

ATLANTA'S npower PROGRAM

TECHBRIDGE: CELEBRATING VOLUNTEERS

Bridging the resources of the technology community with the needs of the nonprofit community.



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T E C H B R I D G E

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**Kathleen Kurre
CEO, TechBridge**

A Word from the CEO

Imagine being a nonprofit executive and knowing that your technology is not as old as your office furniture, but it is seriously out-of-date. Now imagine sitting at your desk, looking at your administrative budget and realizing you only have a fraction of the dollars needed to implement technology recommendations that would have a significant impact on your organization and the people you serve. What would you do? Where would you go for help?

We, at TechBridge, along with our corporate sponsors and volunteers understand that this quandary exists and we are doing something about it. We are finding creative and innovative ways for technology to have a community-wide impact for nonprofits. What does impact mean? Here is what we found.

- First, impact means “affordable”. This means that technology has to be available at a price point nonprofits can afford.
- Second, impact means “being used”. We know that technologies

have many features and benefits. We also know that beneath those features, technology is complex and full of options. This means that it is crucial for technology to be sorted out and implemented so each nonprofit and its staff can actually use it.

- Finally, once technology is affordable and being used, then nonprofit organizations can become more effective, more productive and reach more people and do more with their resources.

To have an impact in each of these steps, we have combined two powerful resources: skills-based volunteers and platform technologies. We believe that by bringing together experienced and knowledgeable individuals and templated technology in focused, result-oriented projects, our impact will be both significant and important.

As you will read in the stories that follow, we, as a technology community, have a lot going on. There are many individuals and companies helping. Not only do we see that we can make a difference, we are showing what can be done and what impact looks like, one person, one organization at a time. And we have only just begun.

Welcome to TechVolunteer

Getting Started...

As part of TechBridge’s mission to bridge the resources of our technology community with the needs of the nonprofit community, a new volunteer microsite has been created. Branded as “TechVolunteer,” TechBridge now has a website linking those willing to donate their time and technical skills to projects that need their help.

Spearheaded by Dave Kardesh, SVP and CTO of Retail Solutions of First Data Corporation, Cindy Tierney, SVP and CIO of Beazer Homes USA, Inc. and Aaron Charlesworth, Director of Marketing for Omnilink Systems, this project was designed to identify each individual’s unique talents and to offer opportunities to use those talents to make a meaningful contribution to a nonprofit.

“The site’s concept to sign up volunteers, assemble the groups, understand their needs and desires was really piloted at The Home Depot,” says Kardesh, former VP for The Home Depot, an early adopter of TechBridge’s volunteer program. “That was The Home Depot’s first attempt to give back to the community through technology and we’re all thrilled that the program is now being rolled out on a larger scale.”

So far, the site has been a success: seven volunteers were secured for a project at the Points of Light Institute (where over \$30,000 worth of volunteer services have already been donated) and numerous volunteers have enlisted to help TechBridge itself with projects focused on operations, business process design, marketing, and knowledge management.

Log on to www.techvolunteer.org to check out the new site and start giving back to our community.

Getting to Know Our Volunteers

While TechBridge now has a powerful tool in “TechVolunteer” to match corporate volunteers with nonprofit projects, the supporting business processes and human element are critical to ensuring TechVolunteer is actually a success. Belinda Reynolds of The Home Depot and Bedeke Cresci are volunteering their time to ensure the process from start to end meets the expectations of TechBridge’s corporate partners, volunteers, and nonprofit clients.

One of their underlying assumptions is that it must be easy to volunteer: that means working with companies to determine how best to communicate the program to its staff, clearly structuring volunteer roles and responsibilities, and providing a flexible schedule to accommodate the volunteer’s routine work hours.

Really understanding TechBridge’s corporate partners and potential volunteers is key. “One aspect of the project that I’m really focused on is how to encourage individuals to identify and communicate their skills to TechBridge. This will allow TechBridge to build a strong database with available resources,” says Reynolds. “Secondly, we’re identifying key contacts to champion volunteer involvement among their staff and to facilitate communication.”



Bedeke Cresci, TechBridge volunteer, uses the new volunteer microsite to find opportunities that are suited to his skills

“It’s an evolving process,” says Cresci. “TechBridge has a strong group of supporters ready to step up and shape this program. We look forward to sharing with these companies the number of hours donated by their staff – and even more so, sharing the stories of impact - nonprofits who for the first time can schedule a meeting online, share files, or post an announcement to their website. When that happens, we all win.”

SharePoint Gives Life to Nonprofit Collaboration

Know SharePoint? Meet TechBridge.

Microsoft SharePoint has emerged as an essential collaboration tool in the technology field. By virtue of TechBridge's affiliation with the NPower Network, TechBridge nonprofit clients are able to apply for donated Microsoft software, including titles such as SharePoint. In fact, over \$7m in donated software has been distributed to TechBridge clients through the Microsoft Software Donation Program.

Given today's economic climate and cash-strapped budgets, donated software is greatly appreciated by nonprofits, who could otherwise only dream of such solutions. But securing the software is just half the picture.

"Even though software may be donated to nonprofits, they still have to learn how to implement it, adapt their business processes to leverage it, and train their staff to use it before it will have any real impact," says Mark Latham, TechBridge COO. "Fortunately, the skills needed to successfully implement and support a tool like SharePoint are readily available in our local technology community – a community that's passionate about volunteering those skills to make a real difference."

And with the assistance of new ventures such as the TechVolunteer website, TechBridge hopes to build a pool of skilled resources, ready and able to give life to nonprofits' new SharePoint software.

Know Microsoft SharePoint?

Want to contribute to the community in a way, in which only you can?

Visit www.techvolunteer.org to learn more.

Technology is having a huge impact on the ability of nonprofits to serve our community. Be part of that impact.

Sign up today.

TechBridge Goes to MOSS University

Seeking to contribute its unique resources to TechBridge, Computer Technology Solutions (CTS) recently provided TechBridge staff with a complimentary training session on Microsoft Office SharePoint Server (MOSS). MOSS University, CTS' "mobile classroom", helps organizations to become familiar with the various components of MOSS and to take advantage of the MOSS toolset – all while providing real life examples of how to use the platform to increase efficiencies and decrease costs.

"As a nonprofit assisting other nonprofits, TechBridge is now able to take the things they learned in this training class and apply them to their many nonprofit client projects," says Cara Turano of CTS. "Making an investment in TechBridge in this way has such a tremendous ripple effect – the reach of our training is multiplied. It just makes sense."

Atlanta SharePoint Volunteers Assist Juvenile Justice Fund

"Microsoft SharePoint is revolutionizing the IT industry because it provides the ability for people to collaborate in a lot of ways using technology that people already understand...at a price point that is pretty attractive," says Doug Ware, Managing Director of Elumenotion summing up SharePoint's allure. And thanks to Microsoft's Donation Program, that price point is unbeatable for nonprofits.

One such nonprofit looking to leverage SharePoint to establish a more efficient way of enlisting those who want to help participate in its mission is Juvenile Justice Fund (JJF). JJF works in partnership with the Fulton County Juvenile Court to identify and address the myriad of complex needs of the youth and families under the court's jurisdiction.



"TechBridge built, hosted, and launched our website, which has been phenomenal for us... and everything about it is phenomenal," says Kim Shellman-Borna, Executive Director of JJF. "I can't imagine not having that tool. It has cut down on costs since we don't have to make as many marketing materials and brochures because we can refer people right to the website."

JJF is now ready for the next step – using SharePoint to manage content on their website and to serve as a central hub for their Board of Directors to work together on key strategic and operational issues. That's where Doug Ware steps in.

Ware, a long-time TechBridge supporter, responded to a request from TechBridge to supplement its staff with SharePoint expertise. Jumping into action, he formed 'The Atlanta SharePoint Volunteers', drawing from interested members of the Atlanta SharePoint Users Group.

Thanks to Ware, JJF and the TechBridge team are now well on the way to defining how best they can leverage SharePoint to collaborate with their Board and with partner agencies including the Department of Family and Child Services.

"Seeing the skills we use every day to help corporations being used for the betterment of our community is eye-opening," says Ware. "Our work is directly resulting in social workers and court advocates being able to spend more time on what they do best. It's an honor to participate in a project that has such human impact."

TechBridge Supporters in Action

Creating High-Performing Nonprofits

Just as Accenture collaborates with clients to help them become high-performance businesses, so too it believes in teaming with nonprofits to share knowledge and expertise. This served as the impetus for the creation of the company's US wide skills-based volunteer program: a program which TechBridge counts itself fortunate to be the beneficiary

So when TechBridge faced challenges with the growth and expansion of its Knowledge Center – the 911 Help Desk for nonprofits with technology issues – it naturally turned to Accenture for advice. According to Kevin Campbell, group chief executive of Accenture's Technology growth platform, volunteers shadowed the Knowledge Center staff, documenting call activities, tools utilized, and common client-reported issues. Based on their observations, they created the following tools:

- Job aids for the top 10 most common issues: cheat sheets that provide instructions on resolving frequent problems. Initially to be used by TechBridge staff, these sheets will ultimately be distributed to clients and posted to an online knowledge base for those nonprofits interested in a self-service approach.
- Call process flows: guides that provide a standardized approach for troubleshooting issues such as internet connectivity, which can have many different root causes. These guides will assist in staff training and ensure an efficient and consistent high level of customer service.
- Weekly reports: performance metrics that gage delivery on service level agreements. These reports are critical to ensuring quality service, determining appropriate staffing levels, and providing valuable feedback to those choosing to invest volunteer hours and funds in the Knowledge Center and its ability to serve the community.

Tools such as these are already proving to be a great asset to the Knowledge Center, enabling the staff to more efficiently and consistently handle calls and address issues. This, coupled with the proposed online knowledge base, will ensure a scalable solution to the ever-growing technology needs of our nonprofit community. To learn more about Accenture's Corporate Citizenship programs go to www.accenture.com/community.

Bringing Resources to the Table

Since TechBridge's inception in 2000, Microsoft has donated time, expertise and software to the hundreds of nonprofits that TechBridge supports. Through the Microsoft Software Donation Program (MSDP), nonprofits have been able to leverage Microsoft's powerful applications – software that they would otherwise be unable to afford. Most recently, Microsoft participated in a TechBridge project for the Woodruff Arts Center to create and develop a technology plan.

"We are proud to support TechBridge and enhance the organization's level of in-house technology capabilities," says Bill Pierson, Director of the Microsoft Technology Center, who led the project. "Through our work with TechBridge, we have an incredible opportunity to support a variety of nonprofit organizations in the Atlanta area to bring technology access to thousands of people and improve their overall quality of life."

Microsoft does not limit its teachings to just the products the company donates. Microsoft also helped Woodruff with systems already in place. Together, TechBridge and Microsoft are creating a powerful technology roadmap to take Woodruff into the future.

TechBridge Knowledge Center

Nonprofits Served by the Knowledge Center: 300

Dedicated Staff: 2

Trouble Ticket Volume (monthly average):

Opened: 620, Closed: 630

Call Volume (monthly average): 535 Inbound

"We're extremely impressed with TechBridge's service, particularly their Knowledge Center. The turnaround time on submitted tickets I've received has been very impressive. I used to work at an IT help desk so I appreciate the work that they are doing and how it is impacting our community for the better." Tym Hoffman, Points of Light Institute, Content Manager of External Affairs.

Interested in Knowledge Center Sponsorship Opportunities?
Contact Carrie Bates at cbates@techbridge.org

Interested in Knowledge Center Volunteer Opportunities?
Contact Mark Latham at mlatham@techbridge.org



Heather Barclay, Senior Sales Executive, SAVVIS meets with Mark Latham, COO, TechBridge to discuss SAVVIS' donation of data center space for TechBridge.



Volunteers from AutoTrader assisted TechBridge in the planning and execution of moving its infrastructure to SAVVIS' data center.

Photo by Kim Ozment

Identifying Technology Needs

For the past two years, Georgia Institute of Technology has conducted a pro bono consulting project for their MBA students. In this project, several teams of students undertake a semester long effort to find solutions to problems of nonprofits and report back to the organizations with recommendations. This student-devised idea led by Georgia Tech Professor and Founding Director of the Institute for Leadership and Entrepreneurship (ILE), Dr. Terry Blum, is two years in the works and has shed light on a new perspective of learning for Tech MBA students.

“It’s hard to see the impact of what you do... or to see the whole big system that you are a part of,” says Blum. “[Working with] the nonprofits, the students get a systems level approach that they won’t get in their first job out of school.”

TechBridge was proud to be selected as the recipient of a pro bono consulting project. Students were charged with identifying the technology needs of local nonprofits, how best TechBridge can meet those needs, and for which of those technology services nonprofits were willing to pay.

The students weren’t just assigned to sit, watch, and learn. They also took the initiative to participate and even surveyed existing and prospective clients. As a result, TechBridge received major contributions to their sales and marketing strategy via the students’ thorough research and findings.

Reaching Nonprofits

One of TechBridge’s largest challenges is reaching the thousands of nonprofits in Georgia to educate them about TechBridge’s services and the basic benefits that an investment in technology can bring to a nonprofit’s business – especially difficult at a time when budgets are being cut.

Adding to the challenge is the need to identify and target those nonprofits likely to have the greatest unmet technology needs – all in a cost effective manner. Jabian Consulting has played a huge role in answering these questions.

“From the nonprofit’s perspective, they sometimes don’t even know about TechBridge - we are trying to find the people that TechBridge can help the most,” says Brian Betkowski, Partner at Jabian.

Jabian’s marketing experience and research into TechBridge’s potential market has led to the creation of a pipeline tool to assist TechBridge in quickly identifying and qualifying the best leads. This research has also surfaced nonprofit buying preferences, enabling the fine tuning of TechBridge’s marketing messages.

Sharing Expertise

Cbeyond has a proud history of giving back to the community through volunteerism. The focus on volunteer service, which is core to the company’s culture, inspires “Cbeyonders” to donate their “time, talent, and technology expertise” to make a positive impact in the community. Through Cbeyond’s skill-based volunteer efforts, TechBridge, along with many other local non-profit organizations, have been able to build capacity and better serve clients.

Given the shared focus on technology, TechBridge is a natural fit for Cbeyond’s volunteer initiatives. According to Joe Oesterling, chief information officer of Cbeyond and TechBridge board member, this outreach has taken many forms.

First, Cbeyond educates the TechBridge staff on the trends in the wireline, wireless, and software as a service space. Cbeyond provides these services to more than 45,000 small business customers, and so is ideally positioned to educate TechBridge on the relevance of these services to nonprofits.

Second, Cbeyond provides consultative expertise when TechBridge is faced with a challenging telecom-related project or operational issue with one of their nonprofit prospects or customers. One such opportunity arose when TechBridge client, Piedmont Park Conservancy, needed assistance to assess their current network and evaluate alternative solutions to create a more robust voice and data networking environment.

This type of outreach benefits TechBridge and its clients, and resonates with “Cbeyonders” – in fact, after Andrew Badstubner, a Cbeyond employee, consulted on a TechBridge project with MUST Ministries he went on to lead their IT Committee. That’s the addictive nature of volunteering – once volunteers see the impact they can make, the more they want to help.

Donate Used Handheld Wireless Devices

Green: Dispose of outdated devices in an environmentally responsible manner

Secure: Wipe devices of all corporate data

Charitable: All proceeds benefit TechBridge and the nonprofits it serves

“It’s a win for the environment and for the hundreds of nonprofits served by TechBridge. We encourage other Atlanta companies to get involved in this simple and effective program that has a far reaching impact in our community.”

-Jean-Michel Arès
SVP & CIO, The Coca-Cola Company

Interested in TechBridge’s recycling program? Contact Carrie Bates at recycling@techbridge.org or visit www.techbridge.org/donate.aspx.

TechBridge Thanks its Program Partner,
TGA Global

Connecting to Build Tech Habitat Home

In just seven short weeks, twelve corporate supporters completed construction of the fifth Technology Community House, in partnership with Atlanta Habitat for Humanity. Dedication ceremonies for the new home took place on June 4th and it was turned over to the deserving new owner. Continuing a legacy of proactive and tangible impact in our community, sponsors donated more than \$75,000 and provided 280 days of volunteer time for the Lawton Street home build.

The annual Tech House project enables IT professionals to network and sponsoring companies to promote team building, all while doing tremendous good in our community. "For me it's very important that we do it as a group of CIOs. I value the friendship and camaraderie that we have," says John Seral VP and CIO of GE Energy Infrastructure. "It's a great idea and important to GE because it's what we like to do... help the community."

Companies interested in participating in the 2010 build should contact Carrie Bates, TechBridge's Director of Corporate Relations at cbates@techbridge.org.



Cathy Adams, CAO, Federal Home Loan Bank of Atlanta; Marty Smith, VP Information & Technology, LexisNexis; Joe Surber, CIO, AGL Resources; Erik Verrijssen, CDO, The Coca-Cola Company; John Seral, CIO, GE Energy Infrastructure; Becky Blalock, CIO, Southern Company and Darin McDonald, CIO, NASCO

2009 Technology House Sponsors

AGL Resources	Federal Home Loan Bank of Atlanta	LexisNexis Risk & Information Analytics Group	NASCO	Southern Company
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The Coca-Cola Company			Sapient	Vertex

Nonprofit Technology Makeover

The Technology Innovation Award (TIA), given by Accenture, is awarded to a Georgia nonprofit with an innovative vision for using technology to:

- Increase efficiency of day-to-day operations
- Improve effectiveness in serving clients and key stakeholders
- Grow fundraising, advocacy or volunteer efforts

New to the TIA this year, the winner gets to see their project go from paper and conversation to actually being put to action. A record-breaking 80 applications were received and reviewed by the esteemed judging panel. This year's winner was announced at the 2009 Digital Ball in May.

Winner and Finalists

The winner of the 2009 TechBridge TIA is the Tommy Nobis Center (TNC). TNC works to develop the hidden talents of youth and adults with disabilities into prosperous job skills that make a powerful economic impact in our community. Since its founding in 1977, TNC has helped an estimated 20,000 individuals with disabilities find independence, confidence and workplace success. As this year's winner, TNC received:

- \$25,000 in TechBridge services
- \$25,000 in Microsoft software
- \$5,000 cash grant for project implementation/startup costs
- One year TechBridge membership



The winning project is a tracking system to help TNC streamline their intake and job matching processes.

"The Tommy Nobis Center provides job training and employment services throughout Metro Atlanta for youth and adults with all types of disabilities. We serve more than 800 people each year, and so we're accountable for a lot of information in helping people navigate through our system. Our record-keeping systems don't interface with one another, resulting in delays and inefficiency," says Connie Kirk, President and CEO of the TNC. "The new data tracking system will help us serve more people, provide services faster, and keep more accurate records. As a result, we plan to serve 10 percent more individuals with disabilities – approximately 90 to 100 people more each year – using the same number of staff members. That's quite an impact."

The two finalists, Habitat for Humanity - North Central Georgia and Open Hand each received:

- A TechBridge Technology Assessment
- \$10,000 in Microsoft software
- \$1,000 cash grant
- One year TechBridge membership

TechBridge applauds all 80 TIA nominees for recognizing the value technology can bring to their business.



Digital Ball Hosts Proudly Support Technology in the Nonprofit Community



Front Row (L to R): David Barnes, SVP & CIO, UPS; John Seral, VP & CIO, GE Energy Infrastructure; Joe Surber, VP & CIO, AGL Resources; Dave Kardesh, SVP & CTO of Retail Solutions, First Data Corporation; Cindy Tierney, SVP & CIO, Beazer Homes USA, Inc.; John-Michel Arès, SVP & CIO, The Coca-Cola Company; Becky Blalock, SVP & CIO, Southern Company; Bob DeRodes, CIO, First Data Corporation; Matt Carey, EVP & CIO, Home Depot; Sandy Hofmann, CIO-in-Residence, ATDC

Second Row (L to R): Vida Durant, CIO & VP of Technology, CARE USA; Don Riley, CIO, Mohawk Industries; Jason Molfetas, CIO, Recall Corporation; Wes McDowell, VP & CIO, Georgia Region, Southern Company; Armando Escalante, SVP & CTO, LexisNexis; Jean-Luc Chatelain, VP & CTO HP Software+Solutions, Hewlett-Packard; Joe Pekala, VP & CIO, Graphic Packaging; Kevin Lilly, Former VP & CIO, AGCO; Larry Clark, Executive in Residence, Georgia State University; Beach Clark, VP of IT & CIO, Georgia Aquarium; Barb Kunkel, CIO, Troutman Sanders LLP

Third Row (L to R): Tim Davis, CIO, TechLINKS; Robert Marburger, CIO, Alston & Bird; Dan Crowe, CPO, AutoTrader.com; Randy Fox, CIO, GE Energy Services; Joe Oesterling, CIO, Cbeyond; Kevin Hofmann, VP of IT, Home Depot; Mark Sohl, Former CIO, AutoTrader.com; Craig Bierman, SVP & CIO, US Automotive Parts Group, Genuine Parts Company; Robert Webb, CIO, Hilton Hotels Corporation

Digital Ball Co-Chairs Beyond the Ball

Every year, TechBridge hosts the Digital Ball, its largest fundraising event. The Co-Chairs of the Ball, Jean-Michel Arès, SVP and CIO of The Coca-Cola Company and Cindy Tierney, SVP and CIO of Beazer Homes USA, Inc., have each gone over and above in their ongoing effort to support TechBridge and its nonprofit clients.

“It’s been great to see TechBridge build a strong support base within Atlanta’s IT community,” says Arès. “What is equally exciting is to see TechBridge go from strength to strength, each year and increase its impact on nonprofits across our city, reaching over 300 nonprofits in 2008.”

Arès has also written personal letters to potential sponsors of the Digital Ball and potential donors to other TechBridge programs and so far the responses to his efforts have been tremendous. “Both IT leaders and suppliers across Atlanta have stepped-up in support of TechBridge and nonprofits thereby strengthening our ability to have a positive impact on our community,” says Arès.

Cindy Tierney was Co-Chair of the 2009 Ball and will be joining Dave Barnes, SVP and CIO of UPS, as Co-Chair in 2010. Tierney has been helping TechBridge outside of the Digital Ball to establish the TechVolunteer microsite, which has enabled a significant increase in the amount of support TechBridge receives. “One of the questions I’ve frequently heard during the last four years I have been involved with TechBridge is: How do I get involved? What is there to do? Now we can just point everyone to the website,” says Tierney.

Additionally, Tierney isn’t just participating as Co-Chair of the Digital Ball, she is also the Chair-Elect of the TechBridge Board of Directors and looks forward to serving TechBridge and the community for many years to come.



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- Wintellect

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May 8, 2010

TechBridge's annual Digital Ball is the best way for the members of Atlanta's technology community to maximize their philanthropic impact and to extend the influence of technology in ways that really matter...the improvement of lives. For sponsor information, visit www.techbridge.org or email digitalball@techbridge.org.