



T E C H B R I D G E

ATLANTA'S npower PROGRAM

Theater of the Stars Decides TechBridge is the Ticket!

THEATER OF THE STARS
Atlanta's Choice for Family Entertainment!



Celebrating 56 years as one of the nation's premier theater companies, Atlanta's Theater of the Stars is a cultural treasure. This civic non-profit is dedicated to presenting and producing the best in musical theater and has called the Fox Theatre home for the past 20 years. Since its founding in 1953, Theater of the Stars has presented and produced more than 700 productions in Atlanta, across the country, and around the world.

Looking forward, Theater of the Stars (TOTS) executives wanted to centralize its ticketing process and employ a robust customer relationship management solution to develop its subscriber base of approximately 5,000 to 7,000 annually. In addition, TOTS wanted to expand its current Microsoft Exchange Services to include remote access to e-mail and other important online processes. But, without an IT department, TOTS would first have to identify experts to investigate the requirements and technical specifications of making such a change to its computing infrastructure.

After a review of several firms, TechBridge was selected as TOTS' technology partner. "Most nonprofits don't have IT staff, so it's helpful that they explain what they do and why," said Grant Anderson, CFO, Theater of the Stars. "After meeting with TechBridge representatives, we knew they understood our unique business requirements since they are also a nonprofit."

A Dramatic Solution

After working with TOTS to evaluate the various options for transitioning to the new software, it was decided that an overall technology upgrade along with some customization to make the program work with TOTS' processes would be needed. TechBridge further recommended a hosted environment for the new application and e-mail services. The comprehensive project plan presented by TechBridge showed how TOTS would effectively accomplish its goal at a reasonable price without sacrificing security and reliability.

Finale

With TechBridge's technical expertise and proven methods, TOTS transitioned to TechBridge's Hosted Exchange environment enabling it to access e-mail from any place with an Internet connection. To implement the new ticketing solution, TechBridge worked with Ticketmaster, the Fox Theatre and Cbeyond to ensure a seamless transition and meet strict security guidelines.

"TechBridge brought us into the 21st century," said Anderson. "Now, we can track more timely financial information, sales, subscriber history and preferences."

Encore

The wealth of data now being tracked, stored and maintained will be invaluable to

the future success of TOTS. The added security and redundancy inherent in the hosted environment has enhanced the overall solution and reduced the total cost of ownership. Additionally, TechBridge has provided training to several TOTS employees on routine network maintenance to further streamline internal processes.

A Word From Kathleen Kurre TechBridge CEO



Never lose a holy curiosity.

Albert Einstein

The range, depth and scope of technology are amazing. One day, I found curiosity getting the best of me and decided to look for and count the places where technology touched my life. By mid-day, I stopped counting. I rounded the recorded number to "a LOT!" In today's world, technology is seamless in our everyday life – we use it without a thought, it is just there.

We all know that technology doesn't just happen. It is created, invented, built, implemented, modified and used. That is, people make technology happen. We hope the "behind the scene tour" of how we are bringing technology to your life and your community tickles your curiosity.

TechBridge In Action

Recycled Handheld Wireless Devices

Did you know your outdated wireless devices can benefit TechBridge, our community, and the environment? TechBridge and Atlanta-based telecom consulting firm, TGA, Inc. are partnering to recycle handheld wireless devices – including, but not limited to, cell phones, Blackberry, Treo, etc. All makes, models and carriers are accepted – in any condition.

The Program Is Simple!

Simply collect your outdated corporate devices and mail them to the collection point using the pre-paid mailing labels provided. All corporate/personal data will then be removed from the devices, which will be reconditioned for resale, or recycled. You will receive an inventory report of the devices donated, including model and associated value, and a donation acknowledgement. But, the best part is, TechBridge will receive a check for the proceeds, all of which support technology programs for our community nonprofits. To get started just e-mail recycling@techbridge.org or contact Carrie Bates at 404.879.5404.

You can even send in personal devices by using the prepaid mailing label available at www.techbridge.org/donate/handheld.aspx.

The Coca-Cola Company is proud to participate in TechBridge's wireless handheld recycling program. 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*



Accenture Drives Donations

Many thanks to Accenture volunteers who conducted an electronics drive to benefit TechBridge and Computers for Youth, in conjunction with Hands on Atlanta Day October 4, 2008. In addition to collecting used equipment, volunteers also tested monitors and dismantled outdated computers.

Take a Swing for Charity!

TechBridge invites you to join your friends and colleagues for the 3rd Annual Society for Information Management (SIM) Atlanta Technology Exchange & Charity Golf Outing. The tournament will take place on May 18, 2009 at the Country Club of the South in Atlanta. All proceeds from the event will benefit TechBridge and the nonprofit organizations it serves. Come out for a day of fun and networking. For complete details, please visit www.simatlanta.org.

Calling All Nonprofits!

Applications for the 2009 Technology Innovation Award are now being accepted. Apply online at www.techbridge.org by February 3, 2009. The Award includes thousands of dollars in TechBridge technology services, Microsoft software and cash, in addition to valuable PR opportunities. Organizations that submitted applications in prior years are eligible to apply. Don't miss this valuable opportunity!

Last Call for Digital Ball Sponsors!

Are you among the who's who of Atlanta's business and technology communities that will celebrate the spirit of philanthropy at TechBridge's Digital Ball? If not, you are encouraged to act fast. Sponsorships are selling quickly and TechBridge predicts another sold-out year.

TechBridge's Digital Ball, presented by Accenture, is a vibrant event that brings together more than 1,200 members of the business, nonprofit and technology sectors in support of the TechBridge mission: to help nonprofits use technology to better serve our community. An evening of dinner, dancing and visually stunning performances helps facilitate the formation of valuable business and priceless personal relationships. The annual Digital Ball is the 'not to be missed' event in the technology community. Sign up today. Sponsorships will sell out soon. Make sure your company has a reservation!

Digital Ball® - May 9, 2009
Georgia World Congress Center

Sponsor Information:
www.techbridge.org
404.879.5416
digitalball@techbridge.org

Presenting Sponsor:

High performance. Delivered.