

Dynamics 365 elevates member engagement and growth for Microsoft Alumni Network

RSM develops a connected data foundation to enhance visibility and scalability

KEY TAKEAWAYS

1. Legacy technology systems limited the Microsoft Alumni Network's member support and scalability.
2. RSM implemented Microsoft Dynamics 365 and Power Pages, creating a stronger digital foundation.
3. The network gained visibility into member interactions, strengthening data-driven decision making.

The Microsoft Alumni Network is a worldwide community of former Microsoft employees that represents 300,000 alumni in more than 50 countries. For 30 years, the network has been dedicated to helping members stay connected through networking opportunities, programs and community initiatives.

The challenge: Legacy systems limiting a growing global community

As the network continued to grow, legacy technology and fragmented processes limited their ability to efficiently support members and scale operations. The organization needed a modern platform that could improve access to member data, streamline engagement activities and create a stronger environment for long-term success.

"Whether our members are building startups, creating non-profits, returning to technology or retired, it's important to have a community that supports them and a technology that backs up their benefits," says Manuela Papadopol, executive director of the Microsoft Alumni Network.

The solution: A connected platform built on Microsoft technologies

RSM US worked closely with Microsoft Alumni Network stakeholders to transition their member engagement

platform onto [Microsoft Dynamics 365](#) and [Power Pages](#), leveraging deep non-profit experience with extensive Microsoft platform knowledge. The collaboration replaced legacy technology with a more connected ecosystem designed to improve data accessibility and build a platform ready to scale.

Key elements included:

- Dynamics 365 implementation to support member engagement and improve access to organizational data
- Power Pages deployment to deliver a scalable experience for members
- Data and analytics capabilities to strengthen visibility into member interactions and customer journeys
- Workflow improvements to drive efficiency and support scalability as the organization evolves
- Strategic advisory to guide decision making, backed by non-profit experience and Microsoft technical capabilities

Throughout the project, the collaboration was defined by open communication and a focus on delivering meaningful outcomes for the Microsoft Alumni Network. This approach reflects RSM's broader view of technology as a catalyst for achieving strategic priorities and long-term value.



"When we're thinking about technology and solving problems with technology, we're helping our clients move from something that's potentially tactical to something more strategic," says Bob Kanzler, a principal at RSM.

Key results: Turning data into a strategic asset

The transformation has established a stronger digital foundation for the Microsoft Alumni Network while creating new opportunities to understand and engage members. By centralizing data and connecting key processes, the organization gained greater visibility into member interactions and the ability to create more personalized experiences.

Outcomes included:

- Connected data supporting more informed decisions
- Improved understanding of member engagement and activity
- Personalized customer journey capabilities through customer relationship management (CRM) and analytics
- Greater operational efficiency through streamlined workflows
- Modern solutions designed to support future growth and innovation

"For the marketing team, the world is our oyster now," says Papadopol. "We have a world-class CRM tool, we have the data analytics, we can create customer journeys in a way that we have never been able to do before."

She adds, "It was a seamless experience to work with the RSM team. It felt like an extension of our team."

RSM leaders also viewed the initiative as a critical step in helping the organization maximize the value of their information assets.

"We look at this first phase as laying a foundation for collecting data and making it a true asset for the Microsoft Alumni Network," says Mike Gillis, a principal at RSM. "Bringing this data platform forward will be a great example for other non-profits of how they can consider data a true asset."

The takeaway: A model for non-profit transformation

For non-profit organizations, technology investments are about more than improving operations. They are about creating the insight and flexibility needed to serve members better, strengthen relationships and adapt to changing organizational needs.

By implementing Dynamics 365 and Power Pages, RSM established a stronger base for the Microsoft Alumni Network's member engagement, data-driven decision making and sustainable growth. The transformation also reinforced the long-term collaboration between the organization and RSM—a relationship focused on helping the network continue to evolve and deliver value to their global alumni community.

The engagement clearly demonstrates how non-profits can transform data into a strategic asset while enhancing member experiences and organizational scalability.

Ready to modernize your operations and get more value from your data? [Contact our team](#) to learn how we help mission-driven organizations use Microsoft technologies to improve visibility and support future success.

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