



March of Dimes Foundation  
White Plains, NY  
www.marchofdimes.com

**Industry:**

Professional Services

**Annual Revenue:**

US\$246.9 million

**Employees:**

1,700

**Oracle Products & Services:**

Oracle WebCenter Suite

**Oracle Partner:**

Project Performance Corp. (PPC)  
www.ppc.com

**“Oracle has enabled us to empower employees across our organization—from staff at headquarters, to those working in chapters, to our neonatal support specialists in hospitals—putting the information they need at their fingertips.”**

– Paul Tominsky, Director of Enterprise Portal/Knowledge Management, March of Dimes Foundation

**March of Dimes Implements Enterprise Portal to Strengthen Support for Employees and Volunteers**

March of Dimes Foundation seeks to improve the health of babies by preventing birth defects, premature birth, and infant mortality. The organization carries out this mission through research, community services, education, and advocacy to save babies’ lives. March of Dimes researchers, volunteers, educators, outreach workers, and advocates work together to give all babies a fighting chance against threats to their health: prematurity, birth defects, and low birth weight.

**Challenges**

- Improve ability for geographically dispersed employees, in over 200 offices, to connect and share foundation data and information
- Deploy an affordable and reliable enterprise portal that is easy for the not-for-profit to use, implement, and maintain
- Manage and distribute more than 20,000 documents
- Launch extranets to facilitate effective communication and collaboration with volunteers, partners, and vendors

**Solution**

- Deployed Oracle WebCenter Interaction Portal to replace the legacy intranet and provide a feature-rich and cost-effective enterprise portal
- Created an enterprise portal that has become an essential and reliable work tool that employees count on and use daily
- Provided an out-of-the-box solution for users, which is easy to use, deploy, and maintain without draining the IT budget
- Leveraged Web 2.0 capabilities to provide enhanced support to and improve collaboration between Neonatal Intensive Care Unit (NICU) family support specialists, who work remotely and independently
- Leveraged built-in extranet capabilities—allowing March of Dimes to deploy seven extranets for partners, volunteers, and vendors, and enhancing operations
- Delivered fundraising materials quickly without taxing the e-mail system and in an environmentally friendly way by reducing shipping requirements