



Mental Health Foundation of Australia – Integrated Solution Case Study

Client: Mental Health Foundation of Australia (Victoria)

Location: Melbourne (Head Office)

Date: 2016 – 2017

Industry: Health & Education

Executive Summary:

Mental Health Foundation of Australia was originally run via a combination of manual spreadsheets and cash/eftpos transactions for product / seminar sales and reporting. Invirtual was engaged to originally for a web solution with some additional functionality, During the course of consultation, we discovered there was an opportunity to automate and integrate multiple manual functions and legacy processes via cloud based custom software automated solution build integrated to their domain name.

We were successful in implementing this change and deliver value to the business by adding a couple of enhancements:

- We provided an option for MHF to save all internal board meeting minutes/ notes/ memos and announcements within the domain that can be accessed by staff/ board/ members..etc via a custom built module – with controlled access with varying security protocols.
- We were able to provide an additional dimension of online membership, product & service sales management via a customised embedded shopping portal and integrated reporting, which allowed the client to save costs & eliminate manual intervention on these activities creating full automation and reducing the margin for error.
- Client was also provided an option to integrate revenue generating online advertisement layout model.



Discovery:

Originally at the beginning of the project, the requirement was a static website by the client – this led into discussions around requirements which uncovered multiple manual processes and existing challenges in terms of information integration between these processes. There was also the additional cost resulting out of these inefficiencies and a big margin for error due to the manual nature of the set up.



IT Strategy Consulting:

Based on the above discovery, we were able to identify critical areas and put forward recommendation to implement a single cloud based solution, which would not only integrate all manual process under one single umbrella. It would not only eliminate all manual processes and operationalise all tasks via the single portal, but also take out all inefficiencies and margin for error but provide cost savings in terms of additional resourcing for recurring tasks (like invoicing, order management, registration admin..etc) and allowed their staff to reallocate their time towards more value creation activities.



Single Solution to Multiple Problems:

This would go on to house all the below modules under a single platform:

- Membership Management – via a shopping cart integrated into the portal
- Products/Services/ Events – like Seminars/ Dinners..etc all sold via the portal.
- Reporting – for admin and staff/ management/ board via a custom built reporting module
- compliance – for admin and management via a custom built module
- Invoicing – automated and built into the shopping cart
- Newsletter – Integrated with external mail campaign monitor