



New N-Tiered Software Solution from StrategicOne Gives NonProfits Greater Depth of Understanding about Donor Giving

36One™ Available in Single-Client or Enterprise-wide Configurations

Kansas City, MO — March 31, 2006 When it comes to generating buzz in the nonprofit IT world over new advancements in donor management technology, the sell can be pretty tough. But, more than a few tongues are wagging over the new offering being rolled out by Kansas City-based StrategicOne, a leading-edge database solutions provider.

It's called *36One™*, a N-tiered architectural solution that draws its name from its ability to look at a donor from multiple perspectives, which in the aggregate, help marketers develop a much better understanding of donor needs, motivations and preferences. The technology features highly specialized querying capabilities supported by expanded business rules, and offers heightened security features. And, because it uses natural language, fundraisers will be as comfortable interacting with the technology as their counterparts in the IT group.

"*36One* bridges the often frustrating communications gap that exists between development and information technology professionals," said Bill Crowe, Chief Software Architect for StrategicOne. "It allows them not only to speak the same language, but it enables faster access to data across a broader spectrum of needs. Ultimately, of course, this produces better decision-making with respect to outreach strategy."

Modules included in the *36One* software suite include Account, Donor and Campaign Management, as well as Selects and Analytics. Also included is StrategicOne's acclaimed marketing automation module, a CRM-type technology that represents the nonprofit field's first fully automated application for direct response marketing. The JAVA-based program takes completed copy and creative executions and automatically synchronizes these donor communications across multiple media channels.

With its unique N-tiered architecture, *36One* offers superior scalability and flexibility. Users can access and rapidly manipulate large data sets than may range in

size from 750,000 up to 100 million records. The technology runs on either Oracle or Microsoft SQL servers.

About StrategicOne

StrategicOne, LLC., with offices in Kansas City and Washington, D.C., is a leading provider and implementer of direct marketing analytics and marketing automation services. StrategicOne believes the facts of any organization are buried in the data and, by developing a thorough understanding of the data, the company can move clients from the realm of opinions to the power of knowledge. StrategicOne enables non-profit and commercial clients to make better marketing decisions by learning from past donor behaviors, understanding the present and anticipating the future. Such clients include: Sprint, Yellow Freight, Caterpillar, The Salvation Army, American Red Cross, Prison Fellowship Ministries, World Wildlife Federation, and Concerned Women for America. For more information, visit www.strategic-one.com.