

BearingPoint®

# Schule im Aufbruch uses effective reporting to enable innovative programs for shaping the future of education



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BearingPoint helped Schule im Aufbruch to define and harmonize its business processes and to establish effective KPIs using Salesforce. This allowed the NGO to see clearly through its educational programs and network of partners, evaluate project results and use data to enhance services for the future.

Schule im Aufbruch is an initiative founded in 2012 with the aim of inspiring schools to critically examine and let go of the historically grown understanding of teaching in order to enable a transformative path to new learning..

## Efficient program management requires reliable IT solutions

Schule im Aufbruch (SiA), Schools on the move, is a non-profit initiative that supports holistic and transformative education in line with UNESCO's Global Action Plan Education for Sustainable Development. Through its educational programs, SiA cultivates a learning culture that helps children and youngsters learn how to be active and creative, develop future skills and how to work with others for meaningful outcomes.

SiA collaborates with hundreds of schools across Germany on different educational programs, offering workshops, school development programs, transformation guidance and memberships. Schools participating in the two-year long "Transformation Program" need to go through several steps, such as onboarding, alignment and commitment of teachers on selected workshops, as well as reporting regularly on certain milestones during the projects' implementation. Therefore, SiA wanted to have a unified perspective on all its project activities, from evaluating and enrolling the schools, to tracking the workshops' execution and outcomes, as well as centralized information about its membership network. The NGO also sought more clarity across its funding sources and use data to prioritize projects optimally.

## Customizing Salesforce features to support SiA's processes

As part of a pro bono initiative, BearingPoint supported SiA with the definition and harmonization of its business processes and the set up of effective KPIs. The team first analyzed the NGO's business workflows, and identified and structured the key work processes. They also assessed the various methods of work and the words and definitions they applied to different tasks. This led to the development of a more structured way of working and a concise and coherent dictionary of the in-house terminology. SiA's existing Salesforce system was enhanced with effective KPIs to help them generate and track their funding sources, and plan better for their upcoming educational projects.

In a second project BearingPoint focused on streamlining SiA-specific processes for its educational programs. The team adapted the regular Salesforce opportunity process to cover all required project phases and elements, including the eligibility criteria and onboarding of new members, workshop choices, and timelines. SiA's educational offering portfolio was clearly categorized, and its alumni network of schools was incorporated into the system using the Salesforce Nonprofit Success Pack (NPSP) data model. BearingPoint then created customized reports to effectively see the KPIs and help SiA to track and evaluate its whole project activity and performance.

## Enhancing the reporting function to support future initiatives efficiently

SiA has centralized and harmonized all of its operational processes across Germany, gaining a holistic view of its entire business activity. By using Salesforce's flexible features, the NGO is enabled to have a complete view of data across collaborations, project phases, funding sources, and payment schedule. They can now use consistent data to evaluate projects performance, gather useful feedback about their activity, and adjust products and services to meet their partners' needs.

The collaboration journeys improved, both among SiA staff and across different units, as well as with external partners, schools, and members. Reporting became easier and faster, leading to operational efficiencies and better decision-making based on KPI-driven insights.

## Contact

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