

## CASE STORY: CHILD FOCUS

It's a parent's worst nightmare: evening falls, and your child hasn't returned from school. Nor the next night, nor the next...

In 1997, a group of parents of missing and murdered children formed the non-profit, Brussels-based group, Child Focus. As the organization's visionary CEO Kristine Kloeck knows the urgency these parents feel – and understands how technology helps multiply her grass-roots efforts exponentially.

Child Focus finds missing children and fights child pornography and exploitation, working internationally with the police, governmental organizations, and social and health-care services. Over the past decade, the group's 50 full-time employees and 2.000 volunteers have responded to 350.000 calls relating to family problems, and investigated 30.000 cases of disappearance and sexual child abuse.

Such communications volume demands a modern-day infrastructure. "Technology is the center of our business," Kristine observes. "Volunteers put up posters, but information also goes out over the Internet and on mobile phones." Child Focus is the recipient of a full suite of cutting-edge technology, through Microsoft's Unlimited Potential program. The donation makes it possible for the group to function with the same high-performance IT environment as for a profit corporation.

Child Focus' CRM partner, Travi@ta, deployed Windows Server 2008 for fast and secure dissemination of photo's and information identifying missing children. MapPoint 2006 allows for the integration of maps into communications, while the emergency call center, the children's files, the judicial authorities and law-enforcement contacts information are managed with Microsoft Dynamics CRM 4.0.

Kristine realizes that embracing the Information Age means the difference between heroism and heartbreak: "One of the most important rules for missing children is that you can't lose time. The quicker you spread the information the better chance you have to find the child."

Kristine Kloeck, General Manager / CEO, Child Focus, Brussel

