

10 July 2008

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NGO Connection
Microsoft

Microsoft Is Not Always Chasing a Profit

The company introduces new resources for nonprofit organizations

Not all Microsoft initiatives are profit-oriented, and the latest one from the Redmond company comes to prove this point. The [NGO Connection](#) is designed as a comprehensive collection of resources made available through an online hotspot to nonprofit organizations worldwide. According to the software giant, the NGO Connection is a direct result of the ongoing collaboration with and feedback from worldwide nongovernmental organizations. "Whether a nonprofit group is searching for access to software or interested in networking opportunities with other organizations working on similar projects or looking to engage with Microsoft and other partners on key initiatives, NGO Connection offers all the resources that they need to achieve their goals," explained Pamela Passman, corporate vice president of Global Corporate Affairs at Microsoft. In this context, NGO Connection aims to be a platform centralizing not only technology resources, but also offering online access to hands-on examples and real life demonstrations from nonprofit groups, along with catalyzing community building and enabling knowledge sharing. "By providing a virtual workspace that is rich in technology resources for NGOs to inform, engage and collaborate with other NGOs, the new online tool provides a one-stop portal that meets all their technology and networking needs," Passman added. Microsoft placed a great deal of focus on the need for NGOs to engage in an elaborate global social networking infrastructure which, benefiting from the collaboration work and the right technology, will expedite their mission. The website is available in English, but it will also be tailored to specific markets with localized versions including Arabic, French, German, Russian and Spanish. "Technology is as essential for NGOs as it is for any business in today's networked economy. But unlike most businesses, NGOs typically lack the resources and knowledge to access the technologies that can make them more effective, efficient and sustainable in serving those at the margins of modern life," commented Rebecca Masisak, Co-CEO of TechSoup, an organization also working with nonprofit groups.