



Accelerating aid to people during emergencies

When disaster strikes, E4E Relief[®] LLC helps companies support workforce financial needs for food and shelter.

KPMG. Make the Difference.



Key facts

Client: E4E Relief LLC

Industry: Public sector

Primary goal: Using technology to increase accessibility to emergency relief

Business solution:
Microsoft Dynamics 365
Customer Engagement (CE)



Founded after the 9/11 tragedies, E4E Relief provides cash grants from responsible and compassionate companies to individuals impacted by crises or unexpected needs. When the COVID-19 pandemic hit, companies were eager to support workers reeling from financial and personal stress. E4E Relief's original platform was stretched by the exponential increase in volume of need from individuals and interest from companies to launch. The platform needed to be re-envisioned. The pandemic created an opportunity for E4E Relief to create a new platform with greater scale and speed of its reach.

E4E Relief took a carte blanche approach to constructing their next generation platform to increase scale and security and serve more companies and their stakeholders around the world.

Outcome highlights

Key outcomes	Making a measurable difference
	<p>Over a two-year period, the E4E Relief implementation of Microsoft Dynamics 365 managed by KPMG has:</p> <ul style="list-style-type: none">• Improved onboarding and dashboards for clients• Provided a better applicant and donor experience for stakeholders• Increased business insights• Standardized operating procedures and stabilized systems• Developed a secure, scalable, cloud-based platform• Added major new clients

Client transformation journey

Before

A legacy platform with limited scalability

For years after 9/11, E4E Relief empowered clients by providing financial aid for those impacted by disaster and financial hardship. Starting with financial services firms as clients, E4E Relief built a bespoke solution that addressed customized needs based on the original blueprint of a major bank client. Each new client required E4E Relief to implement a custom solution, which was time-consuming and difficult to scale. The design limited E4E Relief's reach and ability to respond quickly to growing demand for its services.

The COVID-19 pandemic resulted in a sharp increase in the number and size of E4E Relief's clients and the employees it served. Between 2020 and 2023, E4E Relief grew from serving 1.75 million employees to more than 6 million employees globally. Clients wanted desperately to relieve the financial and mental pressure on thousands of remote employees who were dealing with critical personal needs. E4E Relief professionals were rapidly adding multiple new clients. Time and speed were essential to get the new platform up and operational so clients could instantly send money to disaster-plagued employees. E4E Relief was eager to improve onboarding and customer experience.

After

An automated template-based platform with greater accessibility

Starting in 2021, E4E Relief began transforming its existing Microsoft Dynamics 365 implementation into E4E Relief's Emergency Financial Relief platform—an improved, automated solution tailored to E4E Relief's clients. The new solution energized E4E Relief professionals by improving their ability to onboard more clients simultaneously and more portals to expedite relief to individuals after an unexpected hardship or disaster. E4E Relief's Emergency Financial Relief platform enables clients to access activity and program information for their relief fund, and their employees can also apply and donate within the portal on a single, unified, secure platform.

The new platform provided multiple benefits, including:

- An efficient and scalable process to respond to crises for millions of individuals around the globe
- A streamlined management of processes between external client portals and the Microsoft Dynamics 365 platform
- Sustainable growth, enabling E4E Relief to deepen its relationships with existing clients and acquire new ones
- Multi-language capabilities to support applicants globally
- The ability to deploy client-specific portals to address donations, applications processing, and management
- An increase in the size and number of client that E4E Relief has acquired

Next

Continued transformation leads to multiple benefits

Learning from its past, E4E Relief prepared for the future, the organization has laid the groundwork by creating a more streamlined, automated platform. The emphasis has moved from improving the back end to focusing on what really matters—that E4E Relief can now reliably and rapidly deliver aid to client employees.



We're incredibly excited about how, with KPMG's help, we will reach even more individuals through their companies' generosity, and broaden our scope with respect to providing the most secure, measurable financial assistance globally. Their team's innovative approach, coupled with their leadership's thorough understanding of our increasingly ambitious goals as the pioneer in grants to individuals impacted by disaster and hardship, enabled E4E Relief to maintain its firm position as the leader in this space.

—**Courtney Ramey**
Chief Product Officer, E4E Relief



How KPMG helped E4E Relief speed aid to distressed employees



Mission

E4E Relief and KPMG set out to transform the original relief platform with a four-point mission: (1) Make it easy to do business with clients and employees by modernizing the technology platform and business processes, (2) enable better, faster, more accurate onboarding processes, (3) provide management with better reporting and insights, and (4) stabilize remaining systems processes.

Stage 1 – Vision and validate

To accomplish this mission, KPMG began working with E4E Relief in 2021 by focusing on standardizing operation procedures; increasing visibility across E4E Relief teams; designing a scalable solution that reduces technical issues; and improving applicant experience.

Within a year, the KPMG team had developed architecture diagrams, data models, and additional documentation; reconfigured the applicant portals and streamlined the application; standardized sales process and program configuration; and integrated the platform with a global payment software program to support international payments.

Stage 2 – Go-live and continued development

KPMG followed up with Stage 2 in 2022, during which E4E Relief took the upgraded platform live and continued development into 2023. The KPMG team helped move E4E Relief from a bespoke to a multitenant platform with sustainable portals, stabilized systems, and operational process, and helped enable E4E Relief to win large client deals.

Working with KPMG and Microsoft, E4E Relief supported strategic quarterly releases; deployed translations, program builder, and legacy upgrade solutions; implemented regression testing processes and procedures; and improved marketing processes and operations.



Spotlight

KPMG is recognized as a Microsoft Business Applications Inner Circle award winner for 2023–2024

KPMG ranks in the top echelon of Microsoft's Business Applications global network of alliance partners for 2023–2024. Inner Circle members have performed to a high standard of excellence by delivering valuable tech solutions that help organizations achieve increased success. We're proud to have Microsoft as our alliance partner, and of the transformation we've helped drive for our clients using Microsoft solutions.

[Learn more](#) about E4E Reliefs emergency financial relief platform.

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Learn about us:



[kpmg.com](https://www.kpmg.com)

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Meet the KPMG team that made the difference for E4E Relief

Let's talk about how creating a new solution could impact your business.



Start a conversation

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