



INFRASTRUCTURE NEEDS

Going beyond the conference -- Transaction Level Collaboration

INTRODUCTION: ABOUT MY ORGANIZATIONS

aidmatrix[®]
Right Aid. Right People. Right Time.[™]

aidmatrix
SCM4Hunger

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SCM4Good

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SCM4Giving

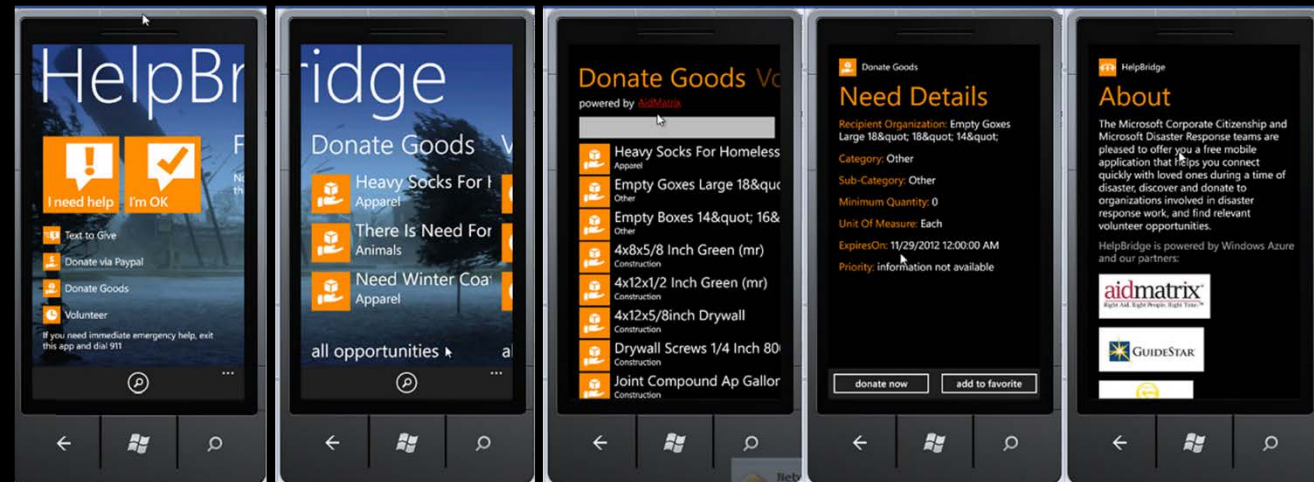
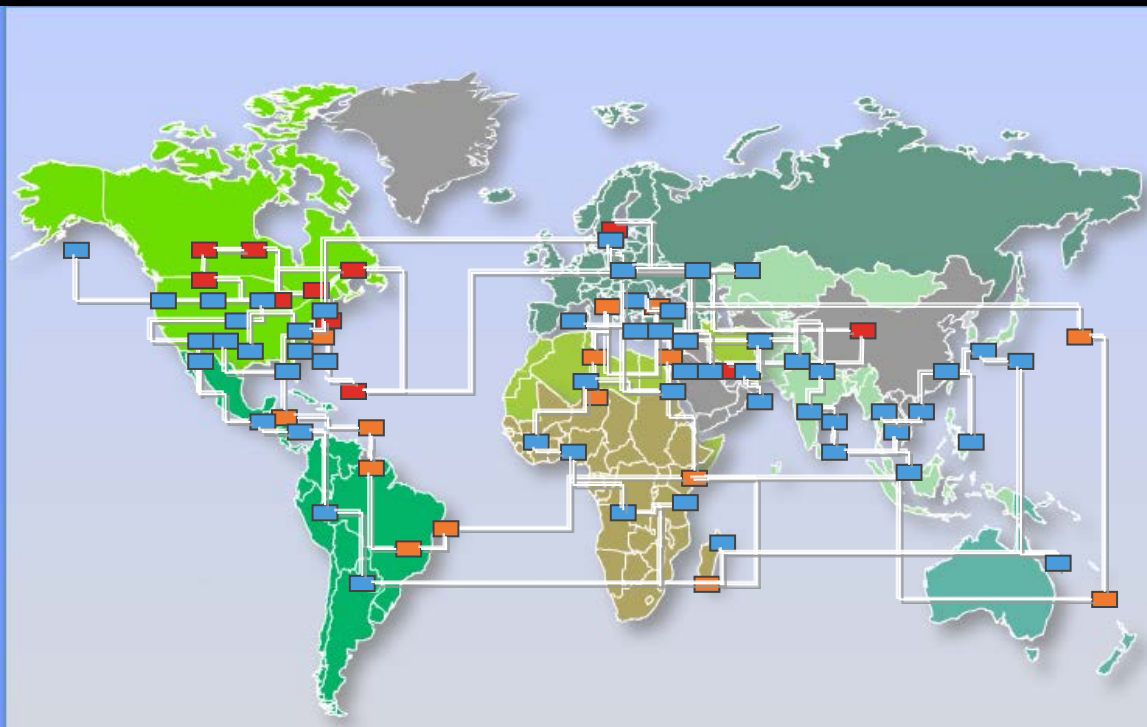


AdvanceNet Labs

Coming Soon!

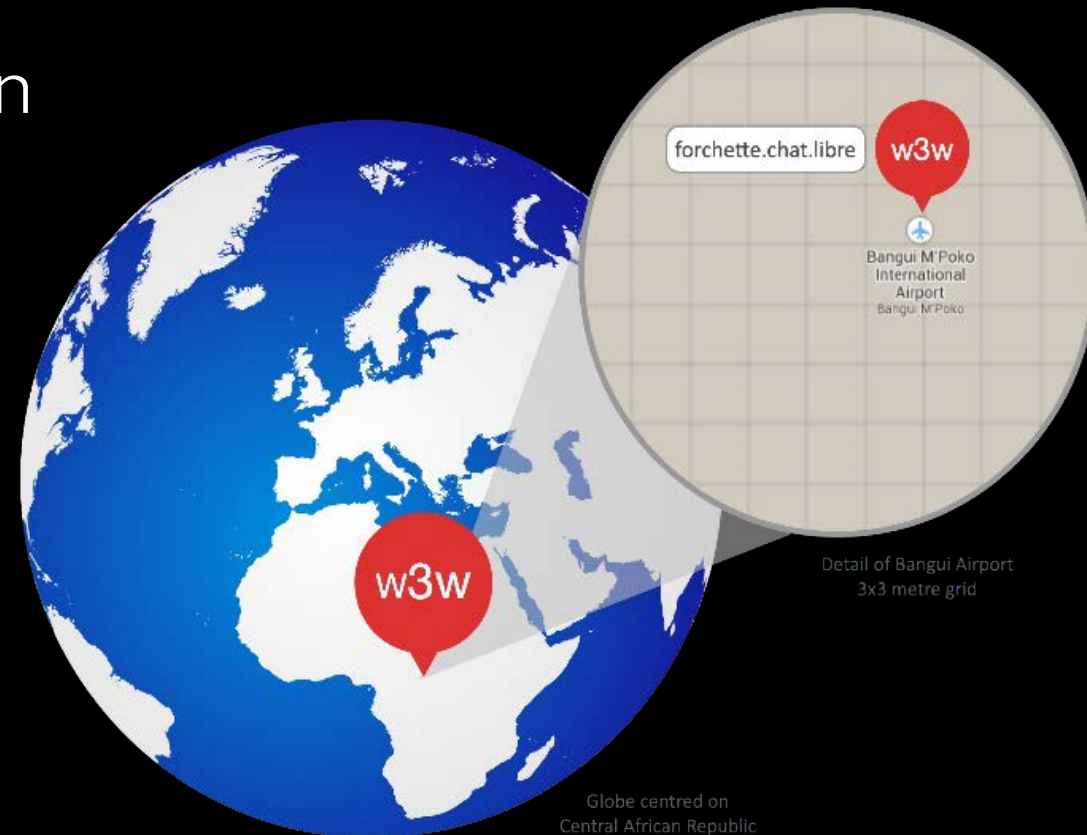
TRANSACTION LEVEL COLLABORATION

- Beyond email and informal networks



COMMON TRANSACTION LANGUAGE

- Items
 - Common Catalog
 - UNSPSC, Red Cross Humanitarian Relief Catalog, etc.
- Services
 - UNSPSC, Others
- Locations
 - GPS, What 3 Words, others
- Needs
- Beneficiary Management/Victims



INFRASTRUCTURE AT THE SOURCE

- Field operations need to be information system supported



INFORMATION HUB

- Augmented with "Search"

The screenshot shows the Microsoft Corporate Citizenship website with a focus on disaster response. The main heading is "Microsoft Disaster Response: Community Involvement". It features a section for the "2011 Japan Earthquake" with a map of Japan and text describing the event and Microsoft's support. There are also sections for "Notes from the Ground" with a photo of a relief effort, "Find Friends and Family" with a search tool, and "Important Resources" with links to check flight status and latest news. At the bottom, there is a "Ways to Help" section with logos for various NGOs like NetHope, American Red Cross, World Vision, and International Medical Corps. A table titled "New Needs" lists specific requests from various organizations, including medical supplies, food, and transportation.

INFORMATION TOOLS ABOUT US Programs | Local Impact Map | Unlinked Potential Blog

United States Change | All Microsoft Sites

Microsoft Corporate Citizenship Search CorporateCitizenship bing

Home Citizenship Report - Working Responsibly - Serving Communities - Partnerships -

Microsoft Disaster Response: Community Involvement

2011 Japan Earthquake

On March 11, 2011 at 14:46 (local time), a magnitude 9.0 earthquake struck 81 miles (131km) east of Sendai, the capital of Miyagi prefecture (Japan), followed by a 7 meter tsunami.

To help support ongoing relief efforts, Microsoft has made a commitment of \$2 million, which includes \$250,000 in cash as well as in-kind contributions. Employees have raised over \$1M to support relief and fundraising efforts in Japan. [Learn More](#)

Notes from the Ground

"We just landed in Tokyo airport and our team is now preparing for a 3-hour journey by bus to our makeshift Headquarters near the area outside the quarantine zone..."
Joe Smith, IRC - posted 3 minutes ago

Find Friends and Family

Blend (2 RedCross) enables you to quickly and easily send a video message via email to your friends and family including a map location. It enables people to search for their loved ones using their e-mail address.

Use **Family Links** from the International Committee of the Red Cross to get in contact as a result of separation by disaster or conflict.

Important Resources

[Check Flight Status](#)

Latest News

Search **Bing** for the latest quake information. Get the latest news from **MSNBC**. See updated images. Watch related videos. Get breaking news on **Twitter**. [Microsoft News on Twitter](#)

Ways to Help | [Support from Microsoft](#) | [Bing Maps of Japan](#) | [Photos + Videos](#)

Several organizations are offering support to help victims of the Japan Earthquake and Pacific Tsunami relief. Here are a few ways you can help:

- Reference list of mobile shortcuts accepting donations [here](#).
- [Tips to Avoid Donation Fraud](#)
- [Making the Right Donation Decision](#)

NetHope | **American Red Cross** | **World Vision** | **aidmatrix**

Save the Children | **Mercy Corps** | **International Medical Corps**

More Ways to Help:

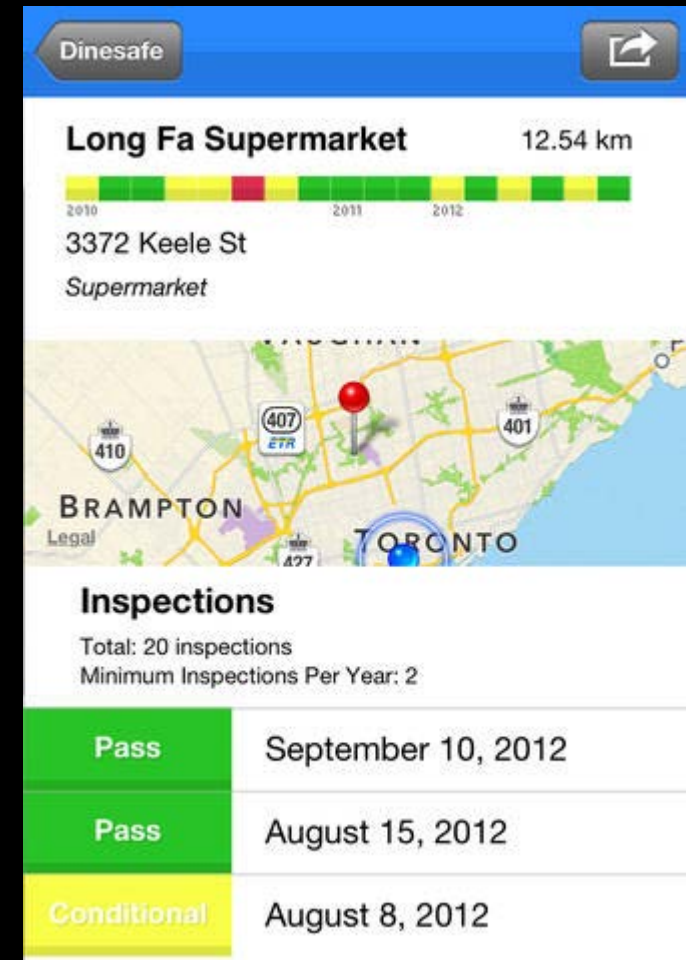
1. Below are some of the specific needs posted by NGOs responding to the disaster. You can review the needs and make a donation offer directly to the NGO by clicking on the Donate link beside the item. The NGO will be able to view your offer and coordinate directly with you.
2. Or you can make a general donation offer by clicking the Donate button below that makes the offer visible to all participating NGOs to review and respond.

[Donate](#)

Recipient	Need Category	Need Sub-Category	Need Description	Minimum Quantity	Maximum Quantity	Unit Of Measure
MedShare International	Medical	General Supplies	Cases of Hot & Cold Compresses	1	1000	Cases
MedShare International	Medical	General Supplies	Cases of Hand Sanitizer	1	1000	Cases
MedShare International	Medical	General Supplies	Cases of Portable Bandages	1	1000	Cases
World Concern Development Organization	Food	Dry Food-Staples	We have large distribution capacity in Port Au Prince and surrounding areas. NGO registration available upon request. Collaborating in logistics (closer to Port Au Prince, shipping/funding available).	1	20	Tonloads
World Concern Development Organization	Transportation	Transportation	Are or ocean freight for 2 large diesel generators.	1	1	Each
World Concern Development Organization	Food	Dry Food-Staples	Rice and beans/very enriched rice/ies and lentils.	1	20	Tonloads
World Concern Development Organization	Other	Tarps	Blue tarps used for ramp roofing or boat covers 50x8 with grommets and rope.	6	40	Yards
Catholic Relief Services	Transportation	Transportation	Urgently need to transport approximately 10,000 lbs of moved food items from Haiti to Port Au Prince.	10000	10000	Pounds
Global International	Transportation	Transportation	Transportation	1	1	

CHANNEL LEADERSHIP

- Economic Models to Drive collaboration, Publication





THANK YOU!

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