

# ChANGiNG the WORLD

**A**nanda Roberts is insightful and often eloquent, thoughtful and pensive, driven to excel, energetic and responsive. Her answers to questions reveal a creative and inquisitive mind. I first met Ananda in September 2003, when she received the prestigious Spirit of Enterprise Award. Over several months we met occasionally and discussed issues relating to her expansive, determined vision. I found her to be generous and giving, caring of her employees who both like and admire her. She in turn inspires them to share a vision - CHANGE THE WORLD FOR THE BETTER, ONE COMMUNITY AT A TIME.

Fast forward to August 2005 and a comprehensive interview designed to tell the story of this unique entrepreneur. I found her to still be on vision and willing to share her personal story - her quest. In September 2006, we met again for an additional interview to further explore areas of her career only touched on initially.

In order to set the stage you need to know about her company, which is nFocus Software. Since 1984 they have worked with nonprofit organizations and government agencies to provide unique products and services. Their software applications enable public sector organizations to better manage data for trending, analysis and reporting. They serve national, state and local public organizations including the military, schools, children's organizations, and police departments in the United States, Canada, U. S. Virgin Islands, Puerto Rico, Japan, and Great Britain, just to name a few. In addition, they have selected Fortune 500 companies as clients. How Ananda and her team do business is germane to her attitude, character and the success of her enterprise.

*What do you most want a client to remember about you and your business? What makes you different and why choose this particular business and client base? What products/services do you provide?*

Thank you for the honor of selecting me for inclusion in your book. I will try to answer these questions to your readers' satisfaction. We welcome inquiry calls as well. I want our clients to remember the level of care we take with

each of them. Our products are built specifically for the needs of the public sector. We deliver unique products and the best support possible, which in turn allows our clients to deliver an even higher level of service to the public at large. Our vision is to **Change the world for the better, one community at a time.** We believe that the level of service we provide and the quality of our products assists both our clients and our company in doing just that.

We are different because our systems are cutting-edge and we take advantage of the latest technological advances in order to deliver more efficient solutions for tracking and training. We also bring a level of compassion and direct, personal service to each and every one of our clients.

I started my company in college, raising money for nonprofit organizations and I saw vast levels of disparity between the haves and the have-nots within the public sector. I wanted to be able to "level the playing field" and I felt the best way to do that was through the use of technology. Our clients can accurately tell their stories through data that truly reflects the impact they are having on the communities they service.

We write tracking solutions which are web-based allowing organizations to track the efficacy of the services they provide to the general public that increasingly demands accountability. These systems are used by the United States Army to track the training and career paths of all the individual soldiers in the Army. This allows our nation to deploy more effectively during wartime and to train more effectively during peacetime. Nonprofit organizations and public schools can track the impact of the social services they provide to youth. In our country, we spend billions on programs and services to youth, expecting better grades, higher levels of graduation, lower drop out levels, less gang violence, etc. The nation's investments have not delivered results commensurate with the investments because without accurate data only non-objective perception prevails. I believe perception and anecdotal data have been driving the development and delivery of social services to youth for so long, that an accurate picture of what really needs to be done has not been fully developed. nFocus products can and do provide the accurate data needed, so that effective decisions can be made. These decisions can begin to correct the problems witnessed for far too long in America. We are a software company, so we always have products being refined and new ones

