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PRESS RELEASE

IOM Partners With Salesforce to Speed Up Access to Relief Supplies in East and Horn of Africa

Nairobi –IOM, the UN Migration Agency, has joined forces with Salesforce, the global leader in Customer Relationship Management (CRM) software, to develop a concept for a web-based warehouse inventory tracking system to support IOM's humanitarian operations in East and Horn of Africa.

During a three-day workshop held in the Kenyan capital Nairobi between 27 August and 1 September, senior Salesforce executives together with IOM logistic experts developed a concept that aims to provide fast and cost-effective access to medical supplies, and other relief items needed by migrants, displaced populations and people in crisis in the region.

“IOM is known for their incredible work in addressing the needs of vulnerable populations” said Neeracha Taychakhoonavudh, Senior Vice President for Partner & Industry Innovation at Salesforce.

“Our time together in Kenya was eye-opening and rewarding, jointly working on solutions to enhance the response to emergencies. We're proud to collaborate with IOM to help them achieve their mission of helping those in need of relief,” added Taychakhoonavudh.

The hands-on advice, expertise and guidance by senior executives provided an invaluable opportunity to further improve IOM's response capacity in the region.

“This workshop was tremendously rewarding. Thanks to Salesforce's engagement we developed a remarkable and successful concept that will help IOM better respond to emergencies and the needs of beneficiaries” said Naidoo Donovan, IOM's Regional Procurement and Logistics Compliance Officer.

“We can safely say that the Salesforce team brought a change of mindset during the workshop and enabled IOM to look at alternatives and root causes of the challenge at hand.”

By linking warehouse inventories in countries in East and Horn of Africa region, IOM will be able to improve humanitarian response in times of emergencies as well as reduce costs in its efforts to save lives and livelihoods. Prepositioning of humanitarian supplies and goods can help bring economic benefits to communities, build resilience, and means emergency assistance can be delivered at maximum speed and at minimum cost.

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