



Certified



Corporation

CASE STUDY

Dr. Bronner's is a natural products company and an international leader in using business as a force for good. As of 2023, the Company is the highest-scoring B-corp in the world

Dr. Bronner's engaged PIE to both reduce costs and increase donations with minimal staff distractions, starting with their large Microsoft expense. PIE delivered:

\$23,136

Savings on 2024 Microsoft renewal by working with PIE's team



\$8,310

Estimated annual donation by PIE to Dr. Bronner's favorite causes

THE APPROACH

Dr. Bronner's CFO Trudy Bronner discovered PIE's model and sent the project down through the Conscious Capital project lead. It was then sent to IT for due diligence.

The Bronner's IT team had a big Microsoft renewal approaching in Q1 of 2024. PIE's Microsoft Team, veteran 28-time Inner Circle award winners, worked to gather requirements to suggest licensing rightsizing to reduce costs while PIE negotiated margins to optimize donations.

THE RESULTS

In a few meetings, totaling under 3 hours, the PIE and Dr. Bronner's team planned the migration to PIE as their reseller.

The Q1 2024 renewal generates a donation of \$7,235 while reducing costs, with \$1,074 in donations due later in the year.

The Bronner's team will continue to work with PIE to evaluate other purpose-powered services like payments, connectivity, and SaaS in coming years to fully optimize for cost and purpose.



James Anctil
IT Supervisor

"Testimonial coming soon"



Alissa Hauser
PM of Constructive Capital

"Testimonial coming soon..."