

From dialup to AI

How this life-changing movement embraces technology for global good



Nexon Asia Pacific (Nexon) is proud to help Cerebral Palsy Alliance harness digital innovation to deliver a world of opportunity for people living with cerebral palsy and their families.

From a small, hopeful group of families in Sydney over 75 years ago, Cerebral Palsy Alliance has grown into a global leader in research, innovation, advocacy and clinical and wellbeing interventions. For almost 20 years, Nexon has enjoyed the privilege of being their core technology partner.

Great minds think differently

Cerebral Palsy Alliance believes that magic happens when great minds think differently. Their community of clients, donors, technology entrepreneurs, employees, advocates and researchers bring unique skills to its alliance of great minds.

In 2005, CEO Rob White and his leadership team identified the need to upgrade the organisation’s technology to drive growth and help more people. He was introduced to Barry Assaf, CEO of Nexon, and a strategic partnership was born. Over almost two decades, both organisations have grown up together.

“It started with technology, but Nexon quickly became committed to Cerebral Palsy Alliance’s mission to improve lives and discover groundbreaking solutions. We’re proud to play a role in their inspiring work, making a difference across Australia – and the world” says Barry.

Thriving from simple beginnings

Nexon’s partnership with Cerebral Palsy Alliance began with humble roots. In the early days, it set up dial-up internet access

before transitioning over the years to ADSL broadband, VoIP telephony, on-premise servers, networks and support services.

Fast forward to today, almost two decades later, and both organisations have grown significantly, embracing the latest digital innovations along the way, most recently cloud and AI.

Rapid expansion drives major digital transformation

Established in 1945, Cerebral Palsy Alliance has grown organically with clients’ changing needs. In 2018, the integration of the Department of Family and Community Services housing into their Group Homes project marked a significant expansion in their sites from 55 to over 100.

This allowed them to help 500 people living with neurological and physical disabilities live independently and to add 560 new carers, support workers and managers in just three months, increasing its employees to approximately 1,800.

This rapid growth exposed limitations in their legacy technology, siloed systems and network capacity, hindering support for their growing mobile workforce, especially in remote locations.

“Our aging technology environment couldn’t support our long-term growth strategy or evolving customer needs,” said CEO Rob White.



At a glance

Industry

Not-for-Profit, Social Services

Business challenge

- Aging technology and siloed systems
- Inadequate support for growing client base
- Significantly outgrew network capacity
- Limitations in supporting mobile workers

Solution

- Microsoft Azure public cloud, modern work and unified communications
- Salesforce CRM integration
- Genesys Cloud contact centre
- ServiceNow ITSM
- Secure, scalable and highly available end-to-end networks
- Integrated communications and collaboration
- End User device management
- Level 1 service desk
- Executive-level strategy, advisory and partnership

Outcome

- Improved speed, reliability and scalability
- Greater network visibility and control
- Increased staff productivity
- Enhanced network connectivity
- Mutually trusted partnership



As part of this strategic evolution, Cerebral Palsy Alliance recognised the need for a major digital transformation to power its long-term mission. After a comprehensive competitive review, Nexon was reaffirmed as its long-term partner.

"Nexon's market longevity, diverse expertise and proven results for us over many years gave us full confidence in their ability to deliver this significant transformation," says Rob.

"As a non-profit delivering life-changing services, maximising our output and budgets takes on a new level of importance. Every dollar and hour saved means we can help more people. Nexon helps us do more with less."

Building a technical foundation for long-term success

The first phase of the digital transformation consisted of two stages:

- 1 In the earlier days, a critical network upgrade from ADSL to high-speed fibre then to SD-WAN, and now a SASE model, laying the groundwork for a seamless transition to cloud services over time.
- 2 A suite of managed services unified communication, video conferencing, collaboration, and mobile needs on a single cloud-based contact centre platform with advanced tools like AI-driven call routing.

For IT, the unified solution was much simpler to manage and secure, with total visibility and control across all sites. Support staff and therapists, especially those working remotely, had the unified data and tools they needed to work productively from anywhere.

"With a solid technical backbone fully managed by Nexon, we freed up internal IT resources to focus on transformation programs and achieved greater operational efficiencies, enabling us to deliver more effective services and support to our clients," says Rob.

Cloud-first platforms reduce operating costs by 30%

To help manage this transition, four years ago Cerebral Palsy Alliance hired technology leader Nathan Lightfoot as CTO. Recently appointed to CIO, Nathan

has been instrumental in leading the organisation's network migration, data centre consolidation and transition from on-premise to cloud-based infrastructure.

"The main objective of CPA's digital transformation is to deliver the best outcomes for our clients and staff and maximise value for the organisation, as well as boost productivity while maintaining security and privacy."

"Our technology vision is to be 100% cloud-first, so we can scale up, down or flex as quickly as the business requires, rather than being constrained by technology," says Nathan.

Today, in partnership and enablement with Nexon, the organisation is well on its way to achieving this with Microsoft Azure as its public cloud solution, Salesforce to manage its partner and customer relationships; integrated with Genesys Cloud as its cloud contact centre with ITSM leveraging ServiceNow.

Why partner with Nexon?

"Three words: **Peace of mind.** With mission-critical infrastructure like networks, security and core cloud platforms, it's critical that they are proactively managed by a team we can trust. Nexon is that team for us," says Nathan.

"As a non-profit, we don't have a 24/7 team to manage technology. While we are there day and night for our clients, we don't want to focus on tech support."

The partnership is built on trust, collaboration and communication. "It's never transactional with Nexon. **It's a true people-first relationship and a strategic business partnership. We're in it for the cause, and Nexon is too,**" he adds.

The right cloud-based tools and centralised information enhance the productivity of everyone in their community, from client care and therapist productivity to researchers, strategic partners and support staff.

"It's been a pleasure to see Cerebral Palsy Alliance achieve so much. Through the years, we've built a strong partnership founded on trust and support. Our values are aligned, and we have each other's backs, no matter what challenges arise," says Nevien Badawi, Chief Sales Officer at Nexon.

Secure data is at the heart of Cerebral Palsy Alliance

Personal information, such as health records, medication details, test results and meal plans must be protected while allowing approved professionals to access accurate data and collaborate on client care.

The move to a modern cloud-based platform has significantly strengthened security, providing:

- End-to-end visibility and management
- Effective service level agreements, reducing costs and simplifying management
- Centralised systems and data, enabling complete access control and streamlined cybersecurity and backups

"In terms of security and peace of mind, it's gone from night to day! We've migrated from multiple systems and vendors to a consolidated cloud-based platform, monitored, protected and updated in real-time online," says Nathan.

"We can pick up the phone if anything is urgent, and people make themselves available to get it sorted. No matter how senior they are," adds Nathan.



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Rob White
CEO, Cerebral Palsy Alliance

Partners in purpose

Nexon and Cerebral Palsy Alliance share a meaningful partnership far beyond technology. Having dozens of staff working together across both offices for many years has formed deep friendships and a sense of community.

The teams have participated in fundraising events, including Krazy Kosci Klimb, STEPtember, Grace Gala and more. Nexon is proud to offer event support, promotion, volunteers and funds, making it a multi-level engagement that truly makes a difference.

At the heart of this partnership is a shared purpose: to support early detection, research and ongoing therapy for those affected by cerebral palsy.

As Nevien notes, "We're not just a tech partner; we're a partner who believes in their purpose. Our partnership is built on a shared mission to make a difference in the lives of those affected by cerebral palsy."

Embracing the future: AI, automation and augmentation

As it looks to the future, Cerebral Palsy Alliance is exploring emerging innovations like artificial intelligence, cybersecurity and intelligent automation with guidance from Nexon.

"We know we can lean on Nexon for their strategic input, expertise and practical solutions. We use them as a guide to help us on our journey," says Nathan.

CPA is investigating intelligent automation to augment staff capabilities, increase efficiency and reduce manual processes. "The goal is to streamline physical processes, cut administrative noise and enable our therapists to focus on what they do best - helping people."



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Nathan Lightfoot
CIO, Cerebral Palsy Alliance

"Effective innovation is all about making people's jobs easier. Technology is there to augment and help people do what they do best by easing the administrative burden."

Whatever's next, Nexon hopes to be by their side, supporting their mission in the years ahead.

About Nexon

Nexon is an award-winning digital consulting and managed services partner for mid-market, enterprise and government organisations across Australia. We offer clients a uniquely broad suite of solutions requiring end-to-end capabilities coupled with specialist expertise in security, cloud and digital solutions. As a certified and accredited local and state government provider, CREST and ISO-certified, Nexon partners with world-class technology vendors to deliver innovative and integrated solutions.

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