

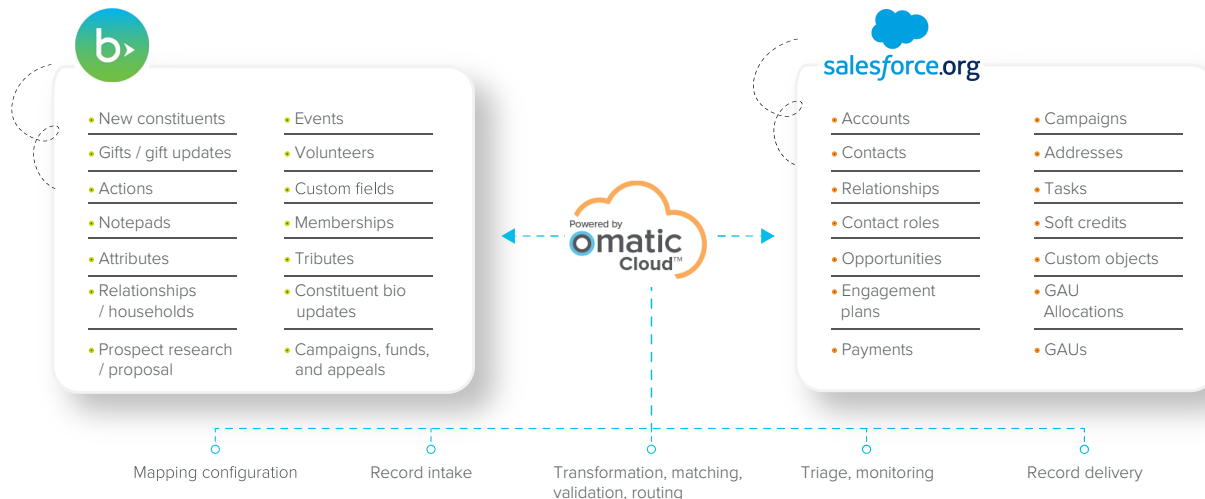


Omatic Integration for Salesforce with Blackbaud Solutions

Integrates with the following Blackbaud solutions: Blackbaud Raiser's Edge®, Blackbaud Raiser's Edge NXT®, or Blackbaud CRM™

Just like it is crucial for your organizational teams to work together, so should both your organizational data systems.

Omatic provides a bidirectional, fully automation integration solution between Salesforce and Blackbaud system solutions. This means that your organization does not need to see data in system silos, choose between systems (a hard migration), or rely on unreliable and error prone manual entry in each system.



What happens when your systems aren't integrated?

- Organizational time spent trying to keep two systems data up to date OR accept data silos
- Manual data entry and rudimentary importing are time-consuming and error-prone, resulting in duplicate records and erroneous data.
- Erroneous data or data silos mean data process issues that can mean supporters are not properly segmented, communicated with in a timely manner, or receive an incorrect communication.
- Incorrect communication or missed donor communication can lead to lower donor acquisition and retention rates and/or a reduction in donor value.
- Not to mention, the internal resources required for manual data entry, review, rework of data errors and then rework of supporter communication.
- Teams begin to distrust data in both systems.

What do you gain with system-to-system data integration?

- ✓ Up-to-date, error-free, and complete data in both systems, with consistent data standards, means that your organization has high-quality information that you can trust – so you can turn data into insights and insights into action.
- ✓ API-based integration does away with downloading, uploading, and manual manipulation in place of a highly configurable tool set that supports the most expedient and error-free exchange of data imaginable.
- ✓ Properly transform and standardize your data, clean it up along the way, and ensure the prevention of duplicate records.
- ✓ With complete information in both systems, your teams can work with its constituent's base effectively and deliver the best supporter experience across the organization.
- ✓ And that will ultimately lead to more support for your mission: more funds raised, more constituents engaged, and more money saved on administrative operations.
- ✓ Save internal team time, resources from an expensive, difficult and frustrating hard migration you can use system to system as a cost-effective alternative.

Omatic Cloud provides a secure, common data ingestion point, and a common integration experience, across nonprofit data systems. Our integration platform was built specifically for the nonprofit sector and ensures bidirectional flow of data that are exclusive to that sector. Omatic Cloud guarantees up-to-date, error free, and a full picture of supporter data everywhere.

