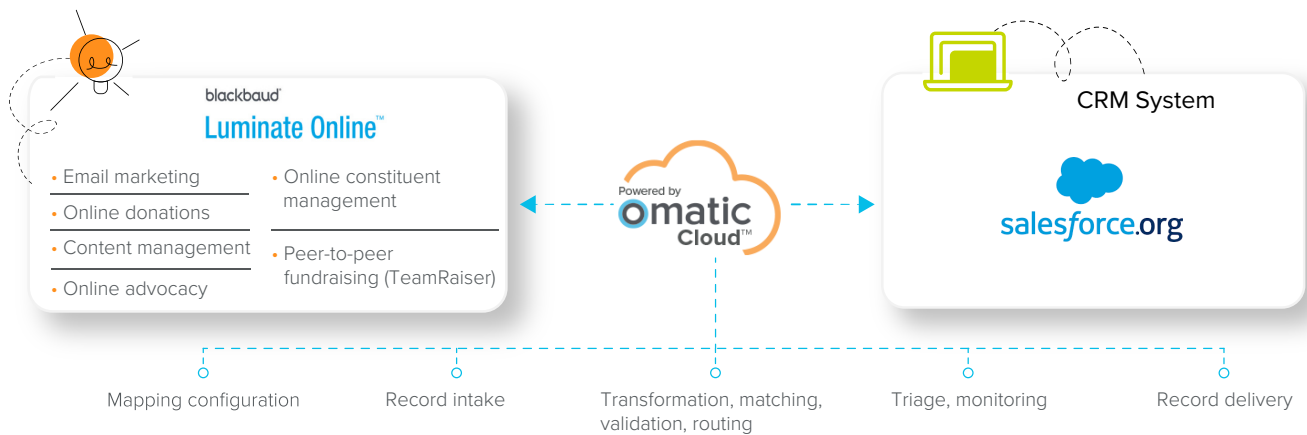


Ensure the relevant data from both systems are integrated, available, and usable across your organization.

Omatic's Luminate Online – Salesforce integration makes it possible to consolidate all of the data that is captured in either system with a fully configurable, bidirectional, automated integration solution. It ensures that your supporters' dynamic information remains up-to-date, complete, and error free in both systems. No more data silos.



What happens when your systems aren't integrated?

- Prolonged team-member time is required to review and manually import data from one system to the other, and that can mean duplicates, errors, or data gaps in both systems.
- There can be a lag in data crossing between systems which means information can quickly become outdated, creating further data gaps and inconsistencies.
- Data gaps or silos in either Luminate Online or Salesforce can reduce your organization's ability to gain insights in how to personalize communication, or cause you to miss the communication choices your supporters prefer.
- Unintegrated data that leads to missed personalization and inappropriate communication can ultimately lead to decreased supporter engagement, giving, and retention.

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

- ✓ A bidirectional, fully configurable integration tool that eliminates manual data entry or rudimentary import utilities – no more data silos.
- ✓ Imagine every area of Luminate up-to-date with every supporters' interactions with your organization – peer to peer fundraising, online giving, email activity, advocacy, constituent updates – AND all of that information updated in your Salesforce system in real time.
- ✓ 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.
- ✓ Seamless integration means time spent normally on data entry and error remediation can be redirected other priorities.
- ✓ Trust in your data and better insights translate into better communication with your supporters that then amplifies supporter acquisition, engagement, and retention.

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.

