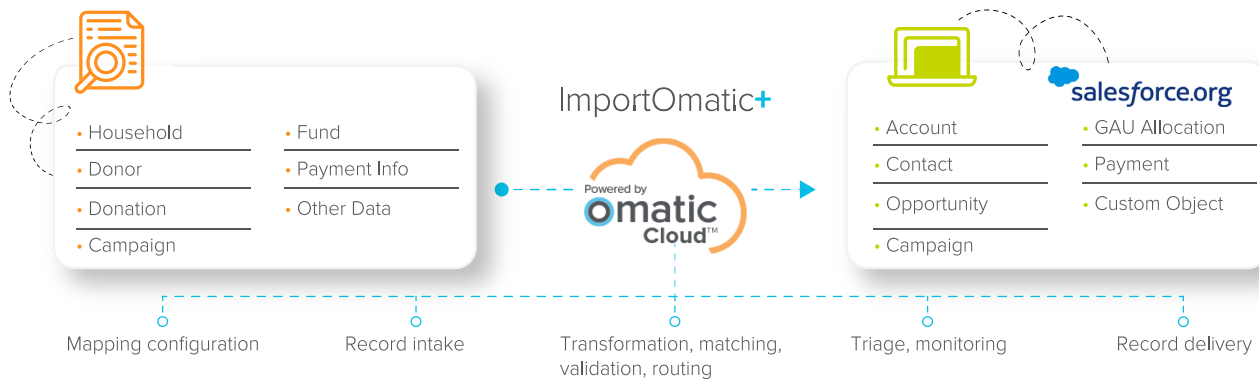


ImportOmatic+ for Salesforce

Data integration does not need to mean increased stress and wasted time.

Now, integrating data from various external sources into Salesforce can be an efficient and consistent experience, with decreased effort, time, and errors. ImportOmatic+ delivers the same seamless nonprofit data integration for Salesforce that Omatic has been providing for almost 20 years with its original solution, for Blackbaud Raiser's Edge®.



What happens when all your data isn't properly integrated into Salesforce?

- Standard data import templates or data-loaders just don't seem 'smart' or intuitive enough to get the job done without a lot of manual manipulation, intervention, and error-remediation.
- Your processes require Excel and file manipulation and still result in duplicate records, misspelled contact information, invalid email addresses, inaccurate giving histories, and other data errors.
- Data issues directly impact the supporter experience and subsequent supporter engagement: delayed donor acknowledgments, duplicate solicitations, email bouncebacks, misspellings, and donors pulled into inappropriate fundraising or stewardship segments.
- If supporters are not being engaged appropriately – or at all – there's the risk their donations will slow or stop completely – that they won't be retained, or acquired to begin with. Then add to that the overall financial cost impact related to the inordinate amount of time being spent on data entry, and you've got the recipe for longer-term financial challenges.

What do you gain with proper data integration into Salesforce?

- ✓ Omatic's secure, cloud-based data integration solution was built specifically for the nonprofit sector. Omatic Cloud offers smart, intuitive integration, putting a highly configurable platform into your hands, and delivering expedient, error-free importing of virtually any nonprofit CRM data into Salesforce.
- ✓ ImportOmatic+ integration processes properly transform and standardize data, clean it up along the way, and ensure the prevention of duplicate records.
- ✓ Data quality ensures that supporters will enjoy the engagement experience they've come to expect. They'll be treated in a way that builds their relationship with you. They'll feel properly connected to your organization and appropriately stewarded for their involvement.
- ✓ The right supporter experience will inform new donor acquisition, donor retention, increased giving and solid community relationships. On top of that, the time savings associated with a streamlined data integration process can easily be redeployed to other important priorities.

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.

