

# Omatic Cloud Integration Platform for Blackbaud CRM®

*“Thanks to Omatic’s integration for Blackbaud CRM, we are now able to process the millions of pieces of mail we receive annually with donations. This automated solution has expedited the follow-up process, thereby increasing donor affinity which allows for a greater stewardship plan. It would not be possible otherwise!”*



## Integration Without Compromise

With so many organizations vying for donors’ attention, it’s more important than ever to provide a positive, personalized experience so they remain loyal to your organization. And that personalized experience starts (and ends) with data. Omatic Cloud Integration Platform allows you to build a technology ecosystem that leverages your investment in BBCRM – combined with best-of-breed solutions – without sacrificing the complete view of your constituents.

Unlike point-to-point or custom integrations, Omatic Cloud is untethered to any specific system or endpoint, helping your organization grow and evolve as your needs require.

- **Eliminate Data Silos.** (Connect any system or data source) Sync data from all technology and vendor platforms.
- **Share Insight.** (Integrate key information) Ensure data accuracy and relevancy by controlling integration at both the record and field level.

- **Take Control.** (Your data, your rules) You decide which data flows between systems, when and how.
- **Maintain Data Health.** (Stay fresh, clean and complete) Data is imported quickly, cleaned and standardized, and duplicates prevented through an advanced algorithm.
- **Leverage the Experts.** (Unrivaled nonprofit technology experience) Partner with Omatic, a team of seasoned nonprofit technology and data experts.