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Case Study Snapshot

COMPANY: A leading developer of software and services for nonprofits

CHALLENGE: Data process inefficiencies, non-standardized data, disparate systems

SOLUTION: Deployment of a data lake, conformed data

TOOLS: Tableau

A leading developer of software and services specifically designed for nonprofit organizations offers products focused on fundraising, website management, CRM, analytics, financial management, ticketing, and education administration.

The company's core offerings play a significant role in the success of nonprofit organizations and their missions to do social good. The company does whatever it can to help its clients focus more resources on their missions.

IMPACT:

✓ Setup costs reduced by 89%

✓ Deeper customer insights and better BI

✓ Reduction in manual hours with automation

✓ Quicker onboarding of new clients

✓ Self-service dashboards

Disparate data and cumbersome changes

To power its marketing execution and business intelligence solutions, the company collects datasets from several CRM systems often with each client housing their data in different ways on multiple database platforms and with client-specific customizations.

Our client's in-house data team had customized the structure of the marketing execution and business intelligence systems specifically for each client and product, and this disparity of data structures made initial implementation and executing any small change affecting customers a cumbersome and time-consuming task. This approach also required manual coding of transformations and standardizations of values.

The company's senior solutions architect explains, "Bringing on new customers and keeping up with changes was problematic because our current process was time consuming, costly, and ultimately not scalable. I knew we needed to standardize and conform the data to simplify this process for us."

After learning of data integration challenges, the company's senior solutions architect contacted Arkatechture.

"I knew we needed to standardize and conform the data to simplify this process for us"

THE PROBLEM

- Company collects datasets from several CRM systems
- Each of their clients house their data in vastly different ways
- They customized their system for each client and each product
- On-boarding and any small changes became time-consuming

Working smarter with standardized data

The client brought to the Arkatechture team the need for a centralized, standardized data model that allowed for nonintrusive customization. The client also requested ways to create and populate various data lakes from CRM systems without manual coding for each client. After jointly coming up with a plan specific to the client's needs, all of their data was provisioned and integrated from many platforms and operational systems.

> ## "Instead of having a bunch of developers writing code, we worked with Arkatechture to...automate the process."

Additionally, the data team automated routine, repeatable tasks to free up resources and ease the amount of personalization required to onboard new clients or upgrade them to new products. "Another benefit of this approach is that it allows us to analyze a large variety and volume of data whenever and however we want," notes the senior solutions architect.

"We brought a high-level vision and design to the Arkatechture team for automated provisioning of data into the data lake, and simplified standardization of values across CRM systems into a common data warehouse data model. They did the detailed design and created what we called the 'code generators' for the data lake and the data warehouse. The automated steps for the code generation pulled the data from several places," the senior solutions architect says. "Instead of having a bunch of developers writing code, we worked with Arkatechture to dynamically generate the code and automate the process. So really, they wrote code that wrote code to move data from CRM systems into the data lake, and from the data lake into the data warehouse."

AUTOMATE
routine tasks
TO FREE UP RESOURCES

Setup costs reduced by 89% and a database with deeper insights

The tasks of provisioning and standardizing data from several hundred to several thousand data tables used to take the company several weeks to complete. The senior solutions architect now reports, "Thanks to automation, mundane data lake related tasks and standardization of data into the data warehouse that used to take weeks — or even months— to complete have now been reduced to a just a few hours, shrinking our setup costs by up to 89%. Clients can be upgraded more easily with minimal effort and reduced cost to our clients"

"...the data warehouse that used to take weeks - or even months - to complete have now been reduced to just a few hours"

These new data efficiencies allow the company to quickly and easily onboard new clients and upsell additional products without their in-house data team falling behind. With a standardized data structure, reporting and campaign management has also been simplified, enabling the creation of a new product that will empower their nonprofit clients with dynamic, actionable information.

Now, the company's nonprofit customers will get more out of their database, enabling them to dig deeper into information for a cohesive view of all donor information, marketing campaigns, and its constituents' giving habits, including progress to goals and year over year comparisons.

Several months following completion of the project, the company is pleased with the level of ROI it has seen. As the company's senior solutions architect explains it, "Arkatechture's detailed design and development of our strategic solution has resulted in measurable cost savings and efficiencies that directly save us money and allow us to work faster and smarter every day."

"What used to be a $40,000-$50,000 setup cost with our old way of doing things is now down to $5,000-$6,000 with these 'power tools' that Arkatechture built for us," notes the company's senior solutions architect. "We can now pass the savings right on to our customers, and that's very exciting for us."

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At Arkatechture, we love data — we play with it and learn from it every day, and we want you to love your data, too.

We are a technology company dedicated to empowering our clients with a better understanding of their business through data. We work with companies big and small to help solve their data challenges and show them how to leverage their data in brand new ways.

Need to collect, clean, or visualize your data? We can help.

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