

Blender

Data pre-processing for improved integration and analysis

Charities are continually acquiring data from a wide range of different sources – channelling this mass of information into the main fundraising database can be fraught with inconsistencies. Blender is a largely automated solution that delivers consistent, accurate data, prompt processing and considerable time savings. It also avoids the need for costly post-processing to rectify issues, because Blender identifies and corrects these at source.

What does Blender do?

Blender pre-processes all incoming data, preparing and formatting it so that it is consistent and compatible with the charity's database. An intuitive user interface allows users to deal quickly with complex multiple data streams, either by using the inbuilt library of expressions or by creating their own custom rules with Blender's expression builder. The result is more accurate and reliable data, delivered earlier in the processing cycle.

Why is Blender so effective?

- Cuts costs by slashing processing effort now, and reducing the need for additional processing in the future
- Flexible and configurable – works with multiple formats and environments
- Removes problem loads for separate consideration, reducing stress on the main processes and enabling the main database to function as normal

Blender can be configured to run within all major fundraising database environments, including Alms, CARE, BBEC, Raiser's Edge and Salesforce databases. Inbuilt flexibility means it can be set up with just as much (or as little) automation as each client requires.

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Why is Blender so effective? (continued)

- Retains the built-in functionality of the host database
- Control is in the hands of the user (not a 'black box' solution)
- Easy and quick to add a new data source
- Where possible, data pick-up and load is entirely automatic
- Data manipulation against incoming data feeds, ensuring robust and complete data
- Data checks against integrity/accuracy of incoming data

What will Blender add to my organisation's performance?

By smoothing out and streamlining data flows, Blender can generate significant savings in processing costs further down the line.

Blender delivers more accurate data, giving you firmer and more reliable foundations for analysis – and ultimately the opportunity to take better business decisions.

Why choose Blender from Wood for Trees?

Wood for Trees has an extensive track record in developing integrated/consolidated marketing databases, particularly for major UK and overseas charities and working across a range of database types. The solutions we've developed have generated huge savings in time and manpower, as well as putting in place stronger, more consistent inward data flows. Clients tell us that Blender helps them to put greater trust in their data related activities, thus adding value and credibility to analysis and to subsequent strategic decision-making.



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