



## CASE STUDY: SHELTER

# Modernizing their data infrastructure to offer a better experience to their supporters

The needs of people who are homeless have not changed. The needs of those who support them have. We helped charity Shelter to modernize their data infrastructure and strategy to offer a better experience to the supporters helping them to tackle homelessness in the UK.

### The project

Shelter's goal was to strengthen their relationship with the supporters who donate money and time to the charity. They wanted to use data to get a clearer understanding of their supporters as individuals, creating personalized conversations, recognizing individual contributions and encouraging an ongoing dialogue – all while remaining GDPR compliant.

### The challenge

Getting a single view of Shelter's supporters was difficult. The charity collects data from a wide range of sources – third party pages like JustGiving, social media interactions, donation forms, etc – and their pre-existing fundraising platform, Raiser's Edge, could no longer support Shelter's evolving relationship with that data. Other systems had been added to address that shortfall, leading to no less than 90 active data systems across the organization – 29 of which had no integration to Raiser's Edge at all. This complex knot of data and systems was raising their chance of data errors, not to mention their risk of GDPR infringement.



### The Agile solution

Shelter chose Informatica's Hybrid Integration Platform to address their challenges in data capture, collaboration, analysis, and segmentation, and enable them to integrate their CRM system with multiple marketing avenues. Agile implemented Informatica's Cloud iPaaS (integration Platform as a Service) in just seven two-week sprints, modernizing Shelter's data strategy and infrastructure quickly and effectively. This included the automation of incoming funding streams, data quality improvements, and removal of manual failure points. Methodology training for Shelter staff also helped the company improve future project deliveries after deployment ended.

### The results

With Informatica Cloud iPaaS installed, the charity reduced the time spent on manual data entry and improved response times. With streamlined, real-time data processing, they could react quickly and improve their supporters' experience, as well as save costs. In the long term, Shelter will monitor the project outcomes to realize a return on investment in the shape of an increased level of support, thanks to personalized, data-driven dialogue with supporters.