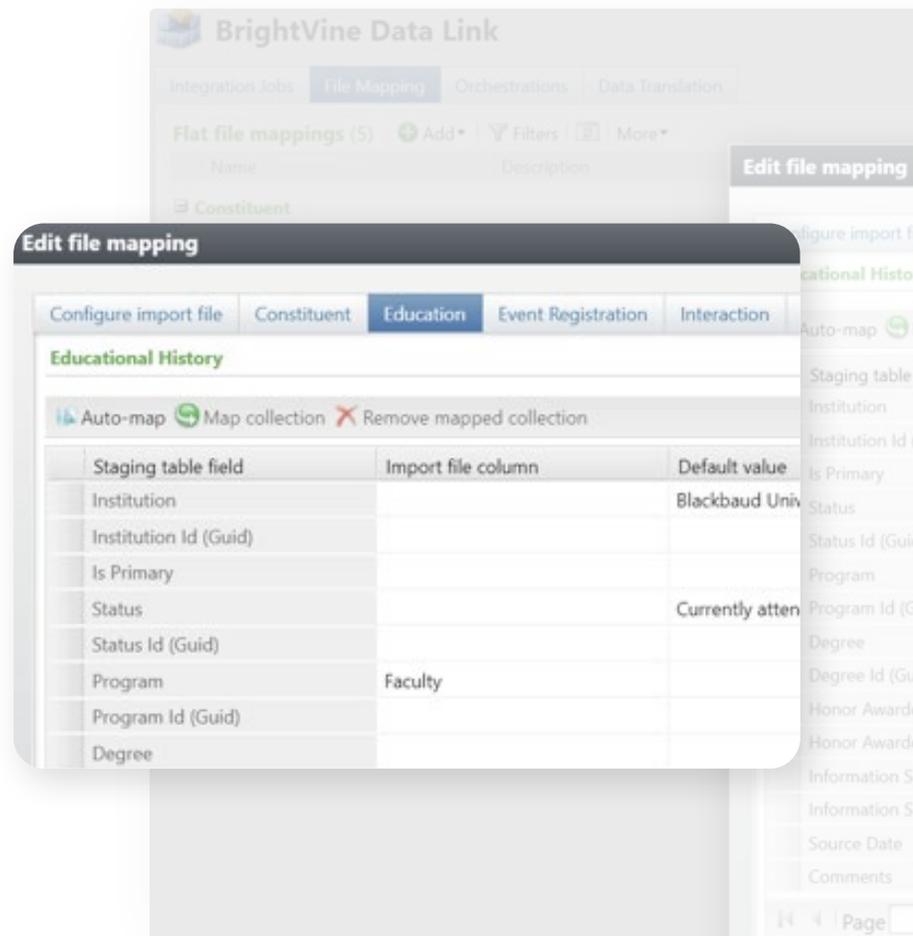# BrightVine Data Link for Blackbaud CRM

The integration of data is one of the most significant challenges that every organization faces. From student imports, new donor and gift files, revenue updates, event registrations, interactions, and more, the need to integrate data quickly and reliably is ever-present.

The BrightVine Data Link is a powerful integration engine that puts Blackbaud CRM™ at the center of your fundraising ecosystem, enabling organizations to manage key data across multiple solutions. Because the two solutions are fully integrated, your data lives within your Blackbaud CRM environment and is only transferred between the applications you choose via secure connections.

The BrightVine Data Link Integration Engine targets two main themes: automation and structured processes that allow for data integration as well as pre-and post-data processing.

Key Benefits of BrightVine Data Link for Blackbaud CRM

Eliminate manual data manipulation and improve data quality by creating rules within Blackbaud CRM that apply to some or all incoming data.

Use Orchestrations, which can run pre-or-post processing, to match on nearly any field within Blackbaud CRM, improve data hygiene, and reduce duplicate records.

Capture data such as student records, new donor and gift files, revenue, event registrations, and more from dozens of popular tools spanning event, marketing, constituent, financial, and donation management solutions.

Create custom fields and tables and enable bidirectional connections to push data from Blackbaud CRM back to your integrated solutions. Integrate using multiple data sources, including SQL, flat-file, and APIs.

Process large datasets or multiple files at the same time without sacrificing performance.

Work faster by managing exceptions in one place, regardless of data type, and without needing to stop processing.

Minimize custom development work by empowering your end users to automate data manipulation and clean-up through their own orchestrations.

Popular Integrations Supported by BrightVine Data Link Include:

✓ Event Management

✓ CVENT

✓ Everbrite

✓ Engaging Networks

✓ Marketing Solutions

✓ Adobe

✓ Blackbaud CRM Marketing

✓ Hubspot

✓ Constituent Management

✓ Banner Student Import

✓ Payroll Deductions

✓ Experian

✓ Finance & Donation Management

✓ Blackbaud Luminate Online

✓ Blackbaud Internet Solutions

✓ Workday

About Blackbaud

Blackbaud (NASDAQ: BLKB) is the world's leading cloud software company powering social good. Serving the entire social good community—nonprofits, higher education institutions, K–12 schools, healthcare organizations, faith communities, arts and cultural organizations, foundations, companies, and individual change agents—Blackbaud connects and empowers organizations to increase their impact through cloud software, services, data intelligence, and expertise. Learn more at www.blackbaud.com.