

Customer Success | IFAW



We looked at a number of options to solve our integration needs and Jitterbit offered the most flexibility from both a connectivity and data transformation perspective. Today, our offline and online marketing teams are able to work out of the applications they use, Salesforce and Team Approach, with complete visibility to each others' activities as well as donor interaction with IFAW. ”

- Niels Petiet, Project Manager, IFAW



About IFAW

Founded in 1969, the International Fund for Animal Welfare saves individual animals, animal populations and habitats all over the world. With projects in more than 40 countries, IFAW provides hands-on assistance to animals in need, whether it's dogs and cats, wildlife and livestock, or rescuing animals in the wake of disasters. IFAW also advocates saving populations from cruelty and depletion, such as their campaign to end commercial whaling and seal hunts. www.ifaw.org

Why Jitterbit?

Jitterbit came recommended by IFAW's Salesforce implementation partner. IFAW chose Jitterbit because of its flexibility and ease of use provided by the built-in Salesforce integration wizards.

Summary

IFAW uses Jitterbit to do a two-way sync between their offline and online marketing and donor management applications, Salesforce and Team Approach, a Blackbaud CRM product based on an Oracle database. Before Jitterbit, IFAW's offline marketing team would create direct mail campaigns with little visibility to what their online marketing team was doing with email and vice versa. As a result, neither team was able to coordinate their contacts strategies or tailor their campaigns to be more integrated.

IFAW chose Jitterbit over other solutions because it offered more flexible connectivity and better transformation tools. Jitterbit's built-in Salesforce integration wizards made configuring their bi-directional synchronization a snap.

Today, Jitterbit provides ongoing bi-directional synchronization that gives everyone complete visibility to marketing and donor activities. In the future, IFAW plans to use Jitterbit for other adhoc integration projects including file conversions and direct debit transactions.

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Bi-directional
synchronization of data
between Salesforce CRM,
and Blackbaud Team
Approach



Challenge

- Fund raising programs run through Salesforce and Team Approach
- Lack of integration meant inefficient collaboration between online and offline marketing efforts
- Lack of visibility between online and offline marketing teams meant duplicated efforts and targeting donors who had already donated.

Solution

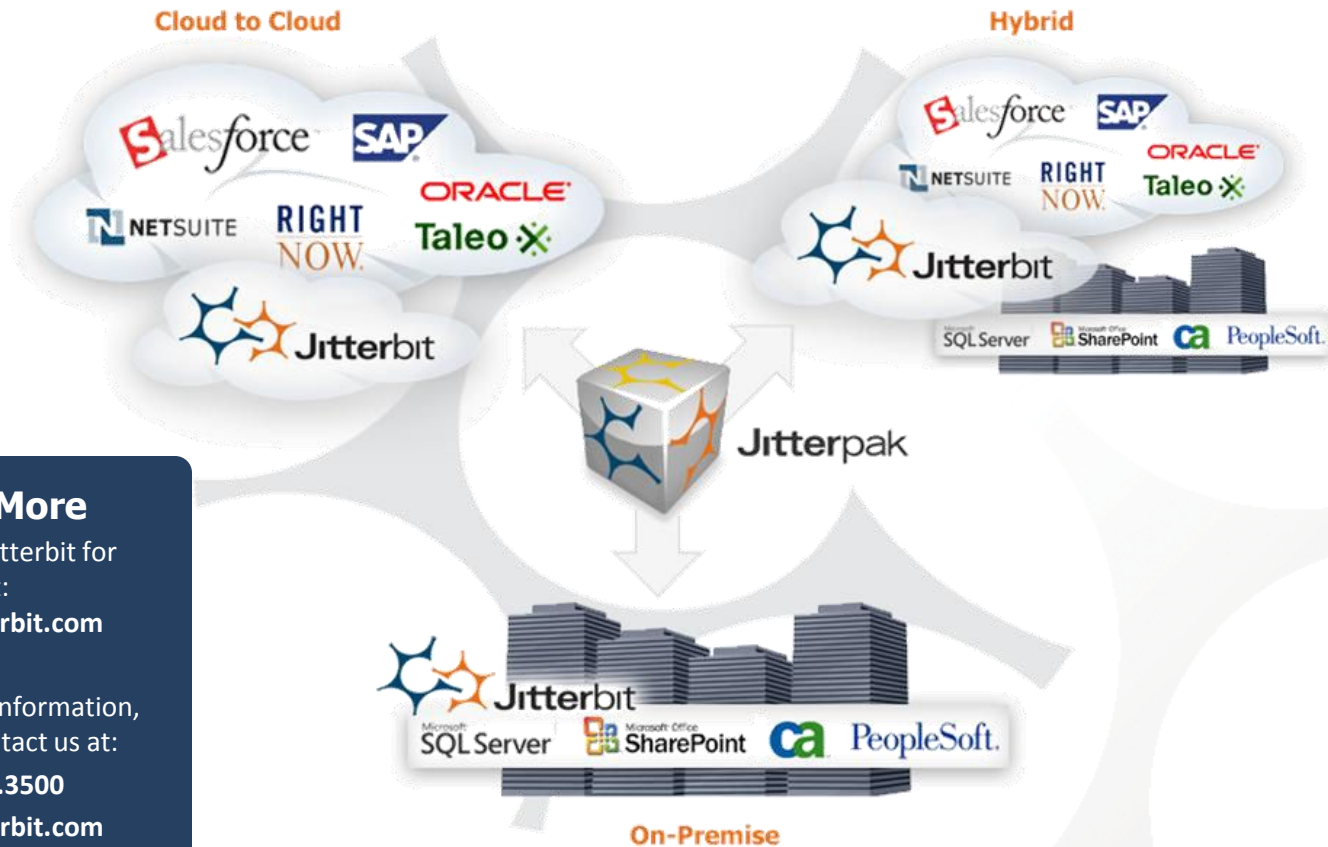
- Jitterbit
- Implemented entirely by a part-time consultant
- Delivered flexible solution allowing bi-directional sync of contacts and marketing activities between on-premise and cloud CRM.
- One way sync on opportunity transactions to system of record.

Results

- Contacts, marketing activities, opportunities and donation history are visible in both Salesforce and Team Approach.
- Marketing teams can react and filter campaigns to donors based on offline and online activities.
- More effective marketing, better fundraising efforts!

About Jitterbit

Jitterbit delivers powerful, flexible, & easy to use data and application integration software. Designed for the technical business analyst, Jitterbit's graphical "No-Coding" approach accelerates and simplifies the configuration and management of on-premise and cloud integration projects.



Learn More

Discover Jitterbit for yourself at:
www.jitterbit.com

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