



Ellucian Advancement Data Visualization by ADVIZOR®

GAIN INSIGHT, BOOST PERFORMANCE

Advancement has always been a data-driven enterprise. Wealth and asset data, demographics, constituent touchpoints, and ratings and evaluations have always informed the more artful relationship-building activities that successful alumni relations and fundraising programs depend on.

But every year campaign goals grow more aggressive and the competition for donor dollars intensifies. And today, development staff, particularly development officers on the road, expect to have the tools they need to find answers to critical questions quickly and easily.

A UNIQUE PARTNERSHIP, POWERFUL SOLUTIONS

How can you better analyze the rich data available in your advancement database to discover new prospects, new strategies, and effective tactics?

Ellucian has partnered with ADVIZOR Solutions, Inc., a leading provider of interactive data visualization, in-memory data management, and predictive modeling tools to help you do just that. This contemporary approach to data discovery and analysis puts the power of data into the hands of your development directors, prospect researchers, prospect managers, and annual giving staff. With Ellucian Advancement Data Visualization by ADVIZOR, staff can

immediately “see” the data that’s important to them, manipulate it directly through a web-based interface to find answers to key questions, apply predictive modeling and scoring techniques, and take action more quickly to have a strategic impact on goals and priorities.

Ellucian Advancement Data Visualization by ADVIZOR doesn’t deliver “new” data to your development staff. Instead, interactive data visualization and predictive modeling techniques such as heat maps, scatter plots, and multi-variant regression models help your staff understand relationships between and among already available data. More intuitive access to data means a more productive way to



weave together patterns in what can often be a dynamic, ambiguous, and sometimes conflicting information environment.

Your staff can apply new insights to prospect identification, prospect management, and campaign and gift analysis, as well as to your alumni relations and annual giving programs.

Ellucian Advancement Data Visualization by ADVIZOR's data discovery and analysis solutions support on-the-fly interaction with large sets of data, speeding time to results. No predetermined structure is required, so your end users can perform ad hoc analysis against any combination of elements in your advancement database. Even complex queries take only minutes—sometimes seconds. That kind of direct access to meaningful data can help your staff work faster and make the intuitive leaps that drive creative thinking and problem solving.

A FASTER WAY TO RESULTS

Let's look at a simple example of how Ellucian Advancement Data Visualization by ADVIZOR can have an immediate impact on your fundraising operations. A director of development for financial aid just received a report that your institution is not on track for its year-end goal. That information is important. But it doesn't tell your director what to do next. And the end of the year is closing in fast.

With quick access to data, and the ability to see connections in a powerful new way, that same director can quickly assess, test, and implement a plan of action. Would all prospects who have expressed an interest in giving to financial aid and have made previous total gifts of \$10,000 be a significant enough pool to target in the next two months? What if you narrowed that pool by graduation year or proximity to campus? What if you could score all entities based on the characteristics of those who have already given in order to create a ranked list of top prospects?

With Ellucian Advancement Data Visualization by ADVIZOR those kinds of analyses are easy to perform so that your development director can determine in seconds whether to pursue this option. If the option is viable, you are that much closer to launching a strategic and focused campaign. If the option isn't viable, your development director can find a different way to attack the problem—perhaps looking at highly rated donors who have given to financial aid at least once in the past.

Knowing how your programs are performing is important. Knowing what to do in response to that information is critical. Using Ellucian Advancement Data Visualization by ADVIZOR in combination with your advancement database can help you:

- Understand data and answer key questions quickly and easily
- Analyze large data sets without multiple queries
- Create a highly interactive, self-service environment for predictive modeling
- Increase collaboration and teamwork
- Improve problem solving, and the way you do business
- Implement quickly, with or without a data warehouse
- Minimize IT requests
- Reduce costs and raise more money

Ellucian Advancement Data Visualization by ADVIZOR is a key element of Ellucian's Advancement Performance Management strategy, a comprehensive approach that helps advancement offices monitor, analyze, and manage information and data. With Ellucian Advancement Data Visualization by ADVIZOR you can put timely, accurate information into the hands of those who need it. Used alone, it can help you improve the effectiveness, productivity, and success of everyone on your advancement team. Used in conjunction with the Advancement Enterprise Data warehouse and Advancement Performance's scorecards and dashboards, it can help you gain visibility and insight about what you can do to improve the performance of all your advancement programs.





ABOUT ELLUCIAN

Ellucian helps education institutions thrive in an open and dynamic world. We deliver a broad portfolio of technology solutions, developed in collaboration with a global education community, and provide strategic guidance to help education institutions of all kinds navigate change, achieve greater transparency, and drive efficiencies. More than 2,400 institutions in 40 countries around the world look to Ellucian for the ideas and insights that will move education forward, helping people everywhere discover their futures through learning.

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