



Semper Technology, Inc.

Blackbaud Case Study - Integrated Solutions

Case Study Highlights	
The Client	<input checked="" type="checkbox"/> The United States Naval Academy Alumni Association and Foundation (www.usna.com)
The Challenge	<input checked="" type="checkbox"/> To provide constituents as well as business partners the ability to update and synchronize database information in real-time.
The Semper Technology Solution	<input checked="" type="checkbox"/> Assess the desired interfaces and the existing information systems capabilities. <input checked="" type="checkbox"/> Design an integrated database synchronization system and supporting interfaces to facilitate a real-time update of Blackbaud Raiser's Edge 7.

The Client: The mission of the United States Naval Academy Alumni Association and Naval Academy Foundation (USNA-NAF) is to support the United States Naval Academy and its alumni.

The Academy Alumni Association's focus is on alumni services and friend-raising, while the Academy Foundation is focused primarily on fundraising.

The Challenge: Keeping in touch with over 70,000 alumni, parents and friends can be quite a challenge, since graduates and their families are likely to relocate many times during their career.

Bearing this in mind, USNA-NAF came to the realization that they must be proactive in keeping contact information current and accurate. In addition, it became apparent that synchronization of critical information with strategic business partners could be time-consuming and time-critical.

Over the years, as the organization's constituent base has grown, so too have these challenges. Realizing that these interests needed to be addressed, USNA-NAF decided to turn to Semper Technology, Inc. (STI) for an efficient, cost-effective solution.

The Semper Technology Solution: USNA-NAF selected Semper Technology, Inc. (STI) for its proven expertise in information technology, design and development of database applications, and extensive knowledge of The Raiser's Edge.

Semper Technology's approach was to:

- Identify the organization's key business objectives and future growth requirements
- Identify the required hardware and software technology to accomplish the business objectives
- Assess the organization's existing IT infrastructure's ability to meet the business objectives

- Coordinate specifications and operations with business partners
- Develop the strategy for closing software and hardware gaps; and design the synchronization system interfaces.

USNA-NAF, an existing Blackbaud client, opted to take full advantage of the capabilities of The Raiser's Edge by first upgrading to version 7 (RE7).

In addition to numerous improvements and enhanced capabilities, RE7 offers the integration and customization tools necessary for the success of this project. Given the size and sophistication of the USNA-NAF organization, this initiative was a major project in its own right. Utilizing proven project management techniques, STI guided USNA-NAF through the conversion process, ultimately benefiting the entire organization.

The solution, which incorporated fault-tolerant transactional database theory, provided USNA-NAF with a robust real-time synchronization system that accommodated a wide variety of interfaces. Using this system, a secure Web-based biographical profile was developed so that the alumni themselves could update the USNA-NAF database with their most current information.

Alumni can join, renew, or upgrade their membership status via the Web - all without staff participation. Trusted business partners, such as direct marketing firms, can exchange information with USNA-NAF, eliminating the need for time and resource consuming data exchanges, that may contain information that is already out-of-date.

The Benefits: The STI Raiser's Edge solution has saved the staff an estimated equivalent of 4 hours per day of data entry. In the first six months of operation, approximately 50,000 Web profile updates have been made, all without staff involvement.

In addition, the real-time interface has improved the accuracy of the database while empowering constituents, which will lead to a higher level of grass-roots involvement in fundraising activities.

Semper Technology, Inc.

Semper Technology, Inc. is a leading provider of cost-effective IT solutions that are designed to improve the overall performance of nonprofit organizations. Our client-centered approach is one that incorporates proven methods to help organizations get the most out of technology.

We specialize in Blackbaud services and solutions, Microsoft Office and BackOffice services and solutions, business technology assessments, process design, custom reporting, training programs, database solutions, and Web applications. For information regarding Semper Technology's services, please visit our web site at www.sempertech.com or call 703.450.8620.