



Omatic + iModules

The success of your institution's advancement team depends upon clean, accurate data powering your engagement and fundraising efforts. If your institution uses Blackbaud's® Raiser's Edge (RE) or Raiser's Edge NXT™, you know how challenging it can be to move data between systems inside and outside the Blackbaud ecosystem, particularly importing updates into the Raiser's Edge.

iModules, the leading provider of online engagement and fundraising solutions in education, has teamed up with Omatic Software, the premier solution for integrating, extending, and optimizing data from Raiser's Edge, to bring institutions a complete solution for connecting with alumni and supporters.

Use your Raiser's Edge data to drive engagement and raise more money. Power your advancement goals with solutions from iModules and Omatic.

This partnership allows your advancement department to better engage with your audience and raise more money by connecting online and offline data from your Raiser's Edge instance to your iModules solution. This ensures your advancement team always has access to the most up-to-date information about your audience and drastically reduces the time spent getting valuable updated constituent profile and gift information into RE. Now your organization can more quickly respond to the online giving activities happening in iModules.

Improved User Experience

Are you ready to delight your institution's alumni and friends with an exceptional user experience? With access to the best data about your constituents, you will be able to engage them with relevant communications and drive more meaningful experiences.

Increased Productivity

Who doesn't want to simplify their day? The advancement team at your university can be more efficient when you use ImportOmatic to connect your Raiser's Edge database to your iModules platform. ImportOmatic data integration means your data is accurate, clean, and standardized with no duplicate records or manual entry.

Increased Responsiveness

You can show your appreciation upon gift receipt when your data is seamlessly flowing between Raiser's Edge and iModules. And, when your constituent data is accurate and accessible, your institution's advancement team can more quickly adapt business strategies.



Contact your iModules representative for more information.

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