



blackbaud®
**DEVELOPERS’
CONFERENCE**
June 15–17, 2021

Top 3 Tips to Reducing Your Integrations Costs

MEDLEY TRACK SESSION

BRUCE QI

Session Host: Dave Evatt



Safe Harbor Statement

This presentation contains forward-looking statements that involve inherent risks, uncertainties and assumptions. It outlines Blackbaud's current plans and general product direction as of the date this presentation was created. Functionality described in this presentation that is not currently available is subject to change at any time, without notice, at Blackbaud's sole discretion. It does not represent a commitment to develop or release specific features within the timeframe discussed, according to the presented design, or at all. Please make any purchase decisions based on features and functionality that are currently available.

Agenda

1. Introductions
2. Launchpad - What We Do
3. Cost of Point-to-Point Integrations
4. Case Study: St John School
 - Government Reporting Automation
5. Case Study: Salesforce
 - Enterprise Integration Architecture
6. Pro Tip 1: Widen Your Peripheral Vision
7. Pro Tip 2: Find Reusability
8. Pro Tip 3: Out-of-the-Box Integrations Not Always Less Expensive
9. Paasport™ Integration Platform
10. Q&A





Every organization experiences a similar challenge.

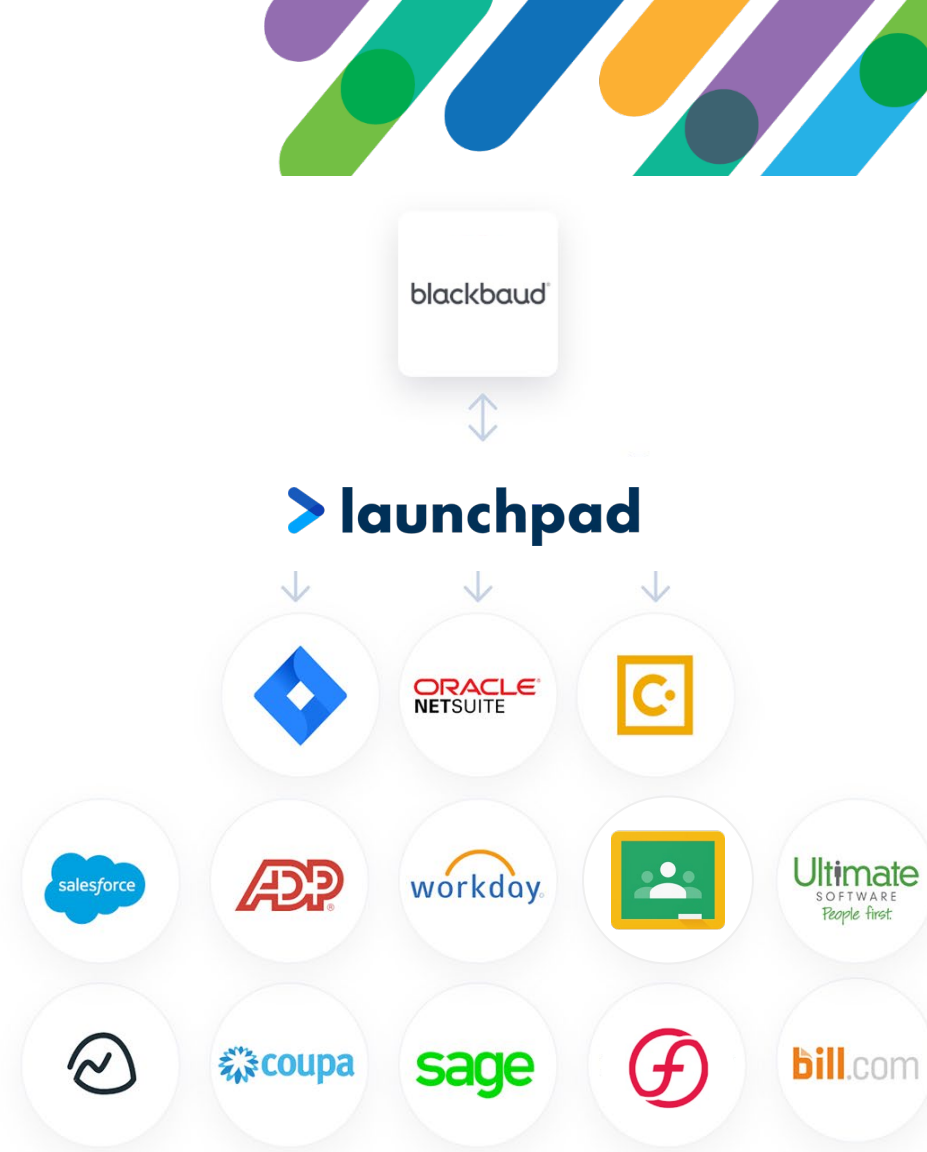
Software applications they have **invested** in need to work **automatically** in sync to realize the full value of their investment.

Integration work performed by inhouse developers often comes at the expense of **inconsistent** industry standard approach, and creates dependency on the individual IT resource's **availability to support**.

Automated processes across their systems are needed to reduce human error and potential impact to **critical operational efficiency**.

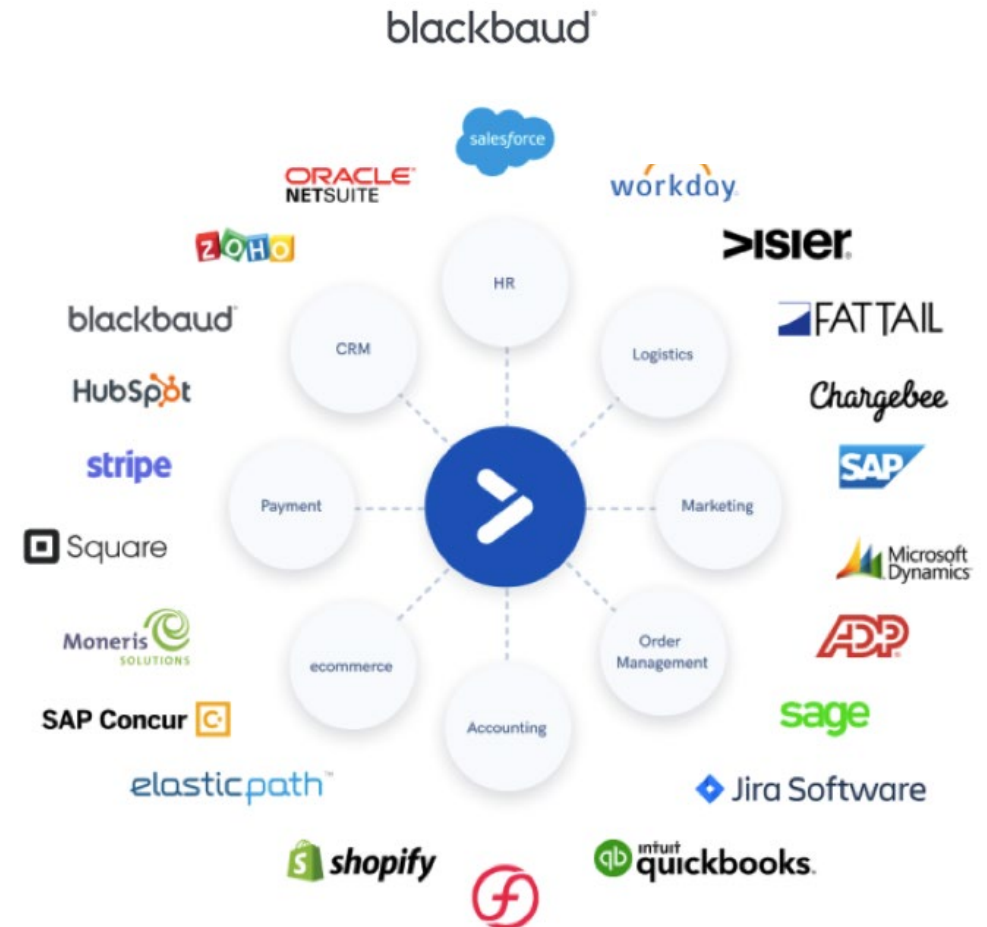
Blackbaud's One-Stop Integration Center

Low-cost implementation upfront
Cloud-hosted Integration platform
Full support & managed services
Powerful integration engine that can scale to enterprise level complexity



Focus on your core.
Operate your organizations.
Automate your processes.

Leverage industry leading integration **experts** as a collaborative extension to their existing team.



Portfolio

CLIENT PROJECT HIGHLIGHTS

TIME

YMCA

salesforce

salesforce.org

splunk>

svb
Silicon Valley Bank

W.K. KELLOGG
FOUNDATION

UL

cruise GM

EBSCO

+ a b l e a u

COLUMBIA UNIVERSITY
IN THE CITY OF NEW YORK

Freedom
House

UNIVERSITY OF
OXFORD

AirSprint
PRIVATE AVIATION

SCOUTS
Creating a Better World

trintech

SPENCE
DIAMONDS

FiNCAD

JMJ

SAFE SOFTWARE

1-800-GOT-JUNK?
THE WORLD'S LARGEST JUNK REMOVAL SERVICE

M THE
MASON
COMPANIES

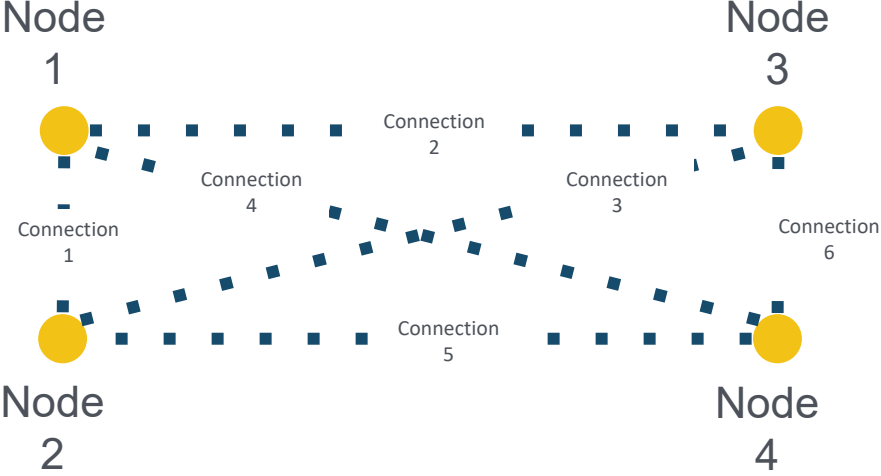
BOSA
PROPERTIES

MDA

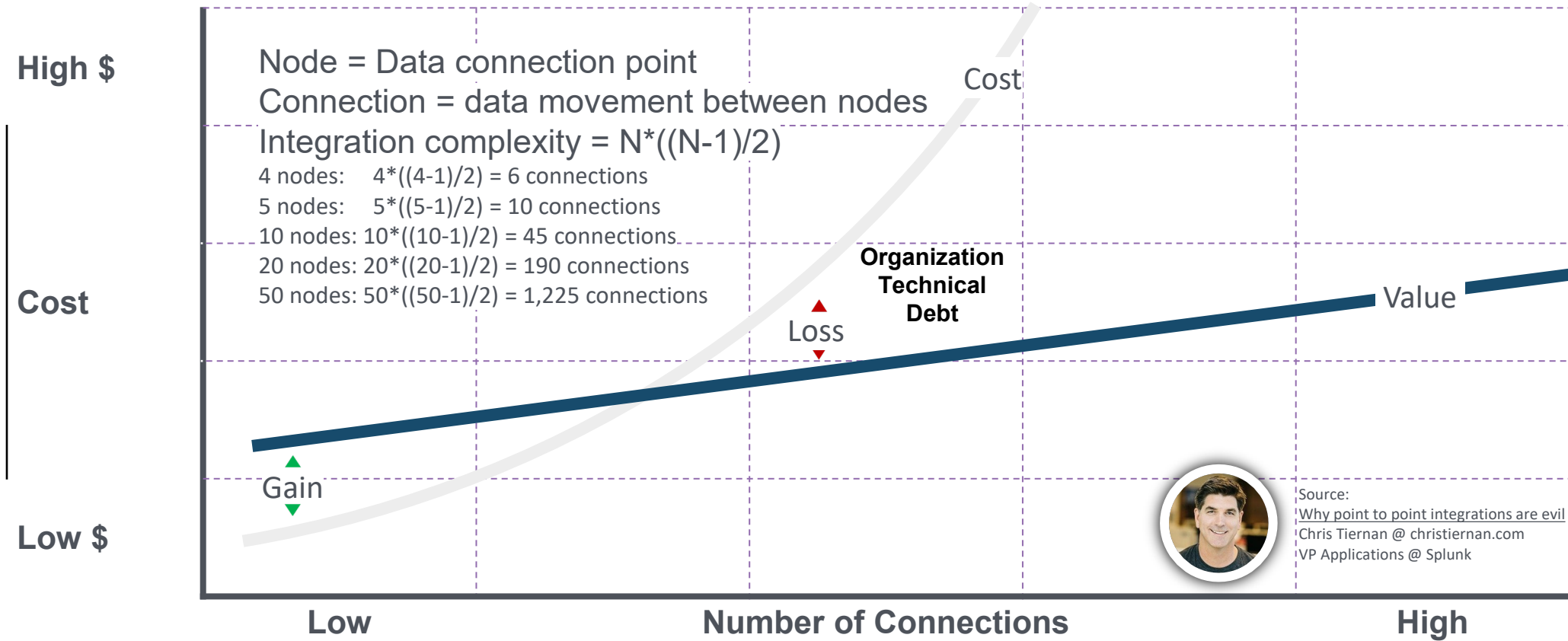
MasterControl
Compliance Accelerated



Cost of integrations: P2P network



Cost of integrations: P2P network





Go Launchpad. 1-Click Ministry TRAX Report

The Challenge

St Johns School, as other schools in the Province, has a requirement to generate TRAX report from Blackbaud or other systems of records, and submit to the BC Ministry monthly.

- Critical - directly related to government funding
- A temp workaround was created by inhouse resource
- Risks - inconsistent reliability of the temp solution, the support was at the mercy of inhouse resource availability

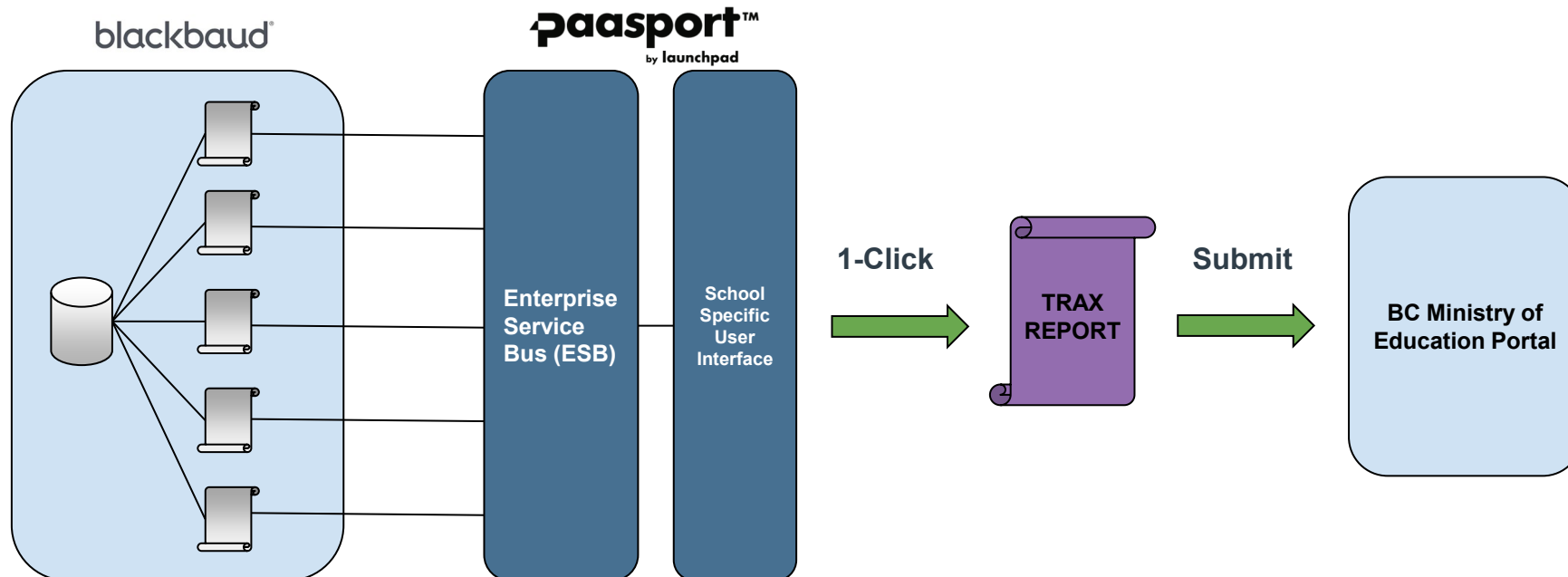
The Solution

- **Automated** - easy 1-Click process to aggregate the data and generate the TRAX report for filing
- **Reliable** - cloud hosted, industry standard best practice integration / automated approach
- **Predictable** - 24/7 professional support, ongoing maintenance and upgrade of the solution
- **Future proofing** - as the Ministry change standards, or school operational needs change, the solution can easily and quickly be updated to reflect the changes

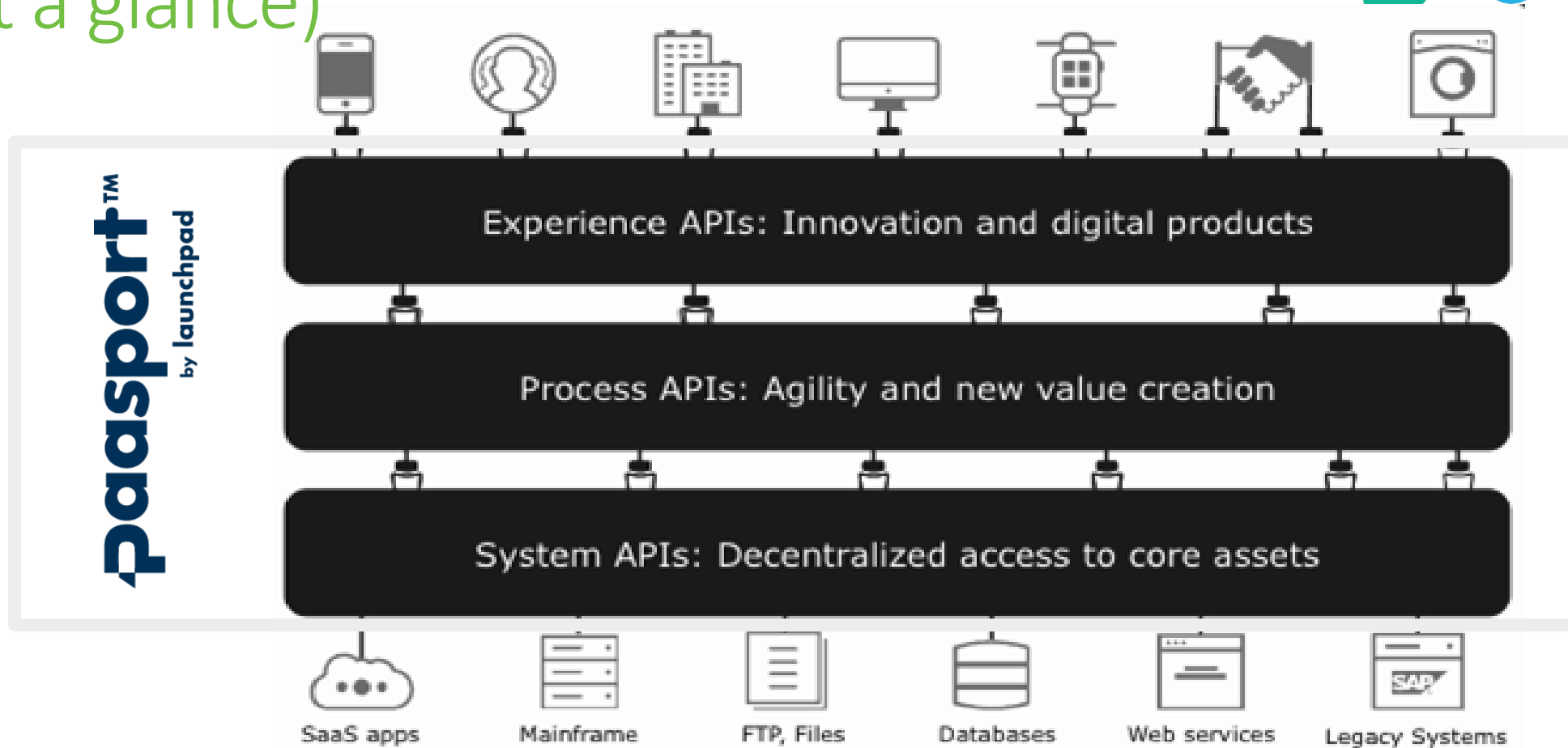


Go Launchpad. 1-Click Ministry TRAX Report

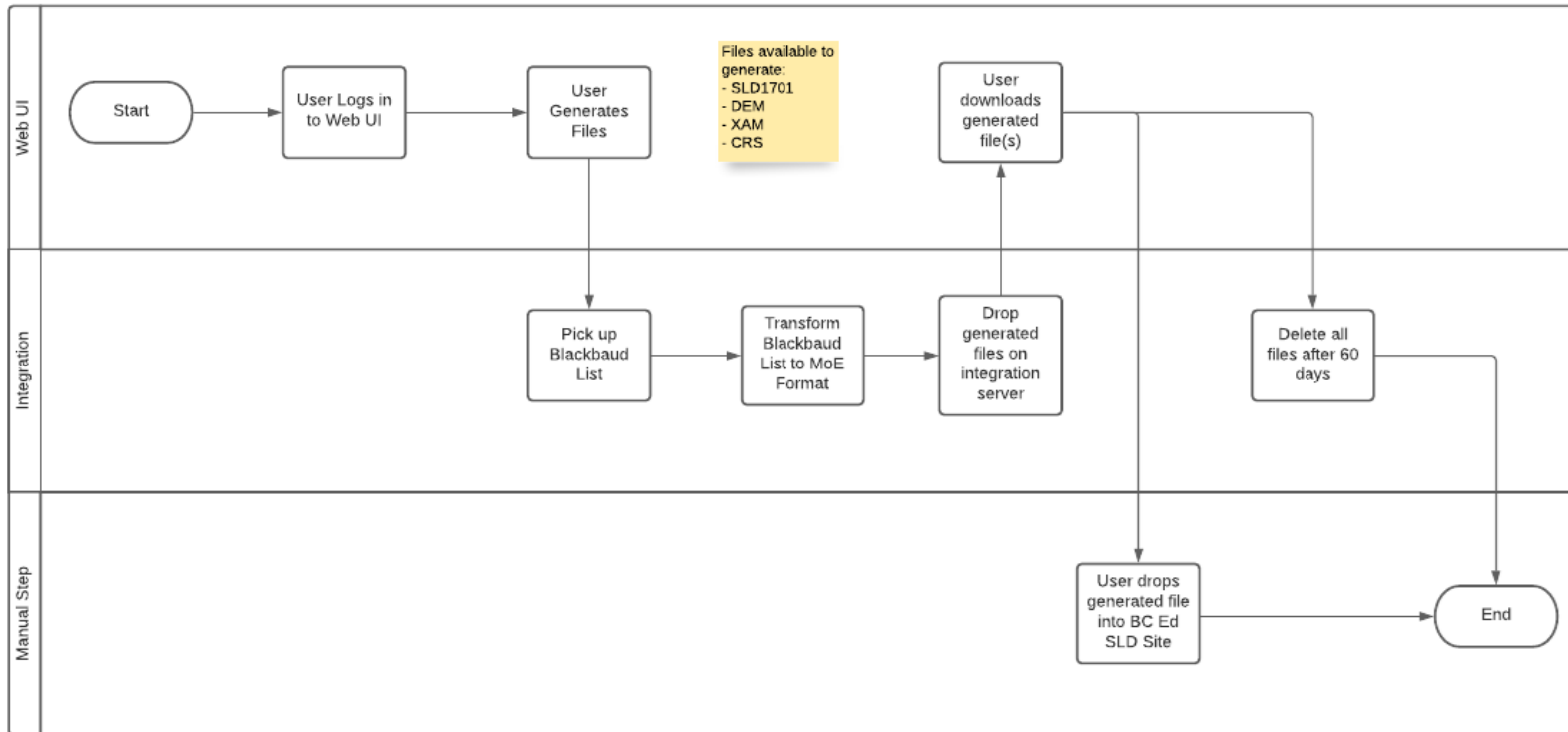
The Solution



Enterprise Service Bus Architecture (at a glance)



Enterprise Service Bus Architecture



BLACKBAUD SOURCE DATA

1. **SLD1701** - Student Data Collection form for Independent School and BC Global Education Program - Offshore Schools
2. **DEM** - Part of TRAX System - Demographic Data.
3. **XAM** - Part of TRAX System - Transaction dealing with a course that has an associated provincial exam taken by a student for which this exam is either required to be written or is optional
4. **CRS** - Any transaction dealing with a course taken by a student for which no provincial exam exist, or the exam is not required because it is an equivalent course completed outside of the BC school system.

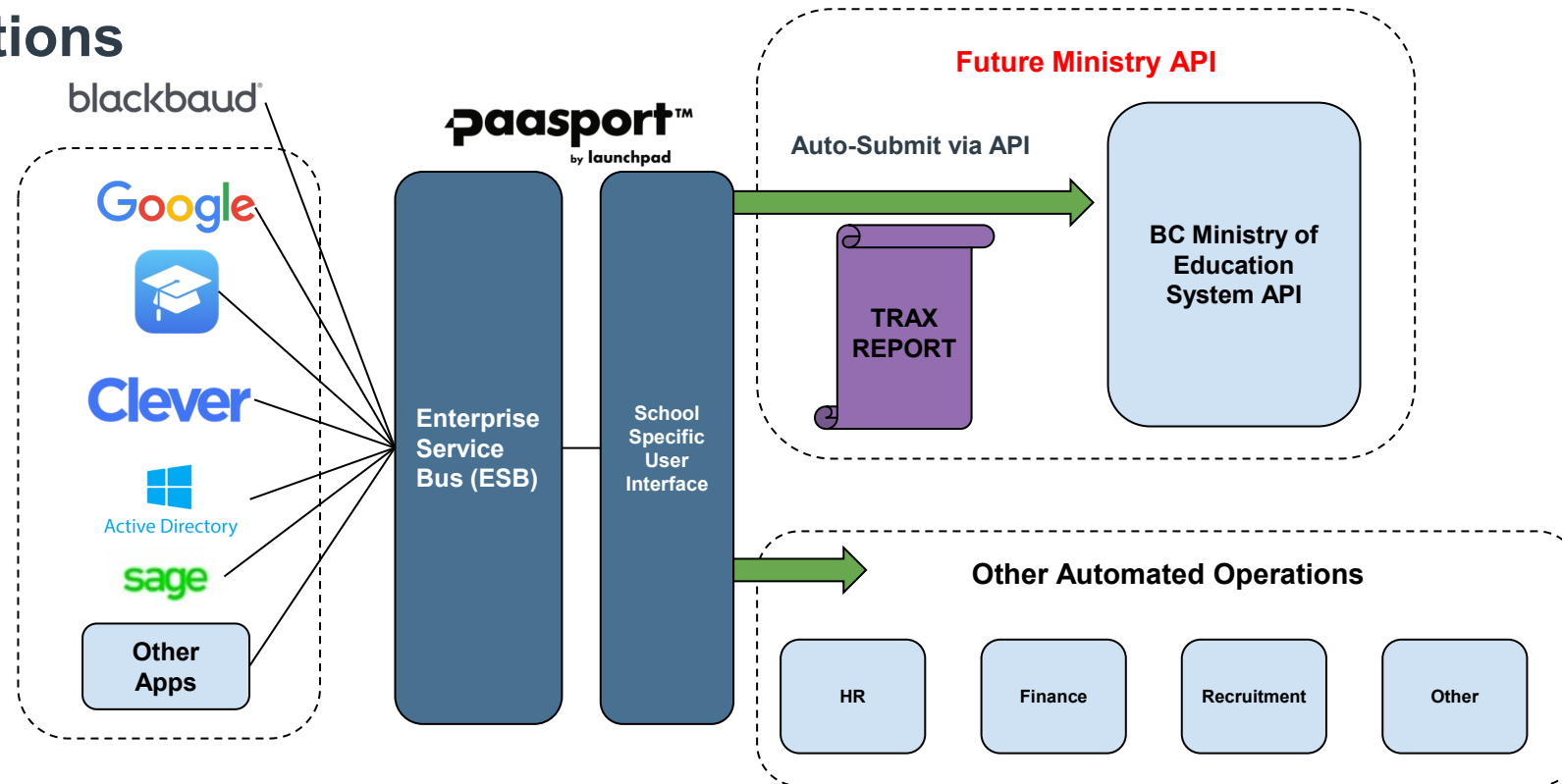
BLACKBAUD APIS:

1. **SKY API OAUTH 2.0 PROTOCOL** (<https://developer.blackbaud.com/skyapi/docs/authorization>)
2. **BLACKBAUD SCHOOL APIS** (https://developer.sky.blackbaud.com/docs/services/school/operations/V1LegacyListsByList_idGet)



Go Launchpad. 1-Click Ministry TRAX Report

Future Options

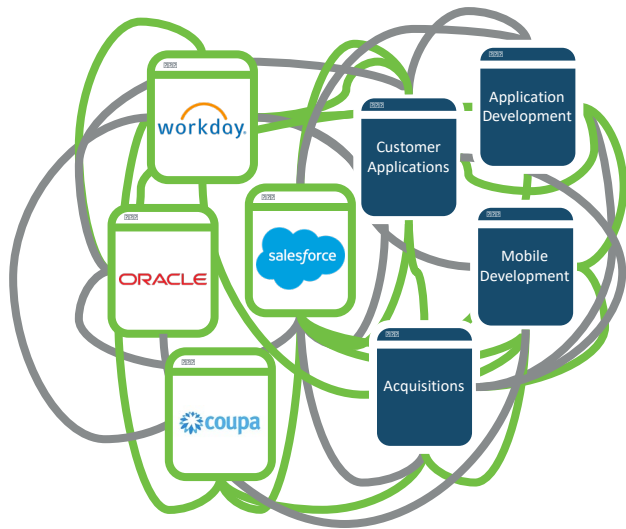


case study

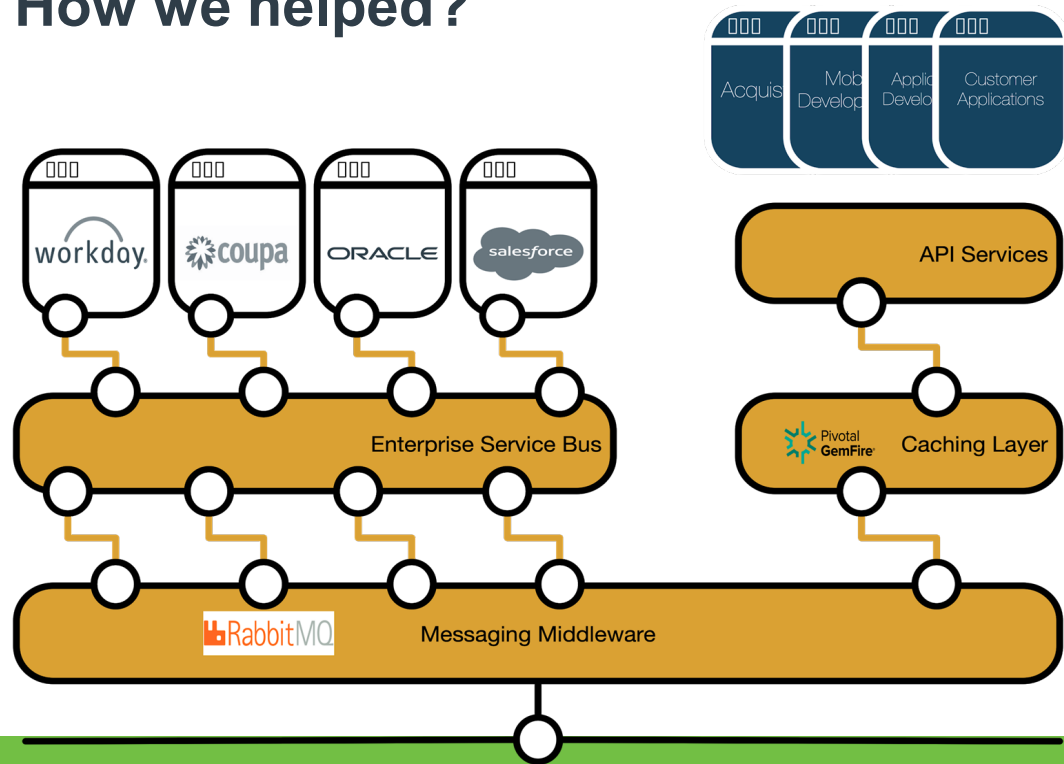
Go Launchpad. Project Snapshot.

salesforce

Where they were headed



How we helped?

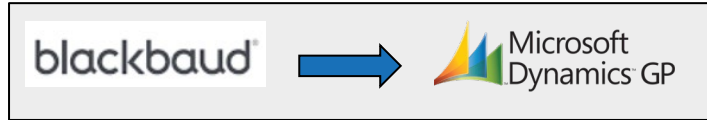


Pro Tip 1: **Widen** your peripheral **vision**.

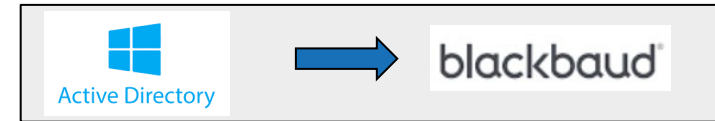
Often times, we see:

Organizations say we would like to integrate X and Y.

Like this:

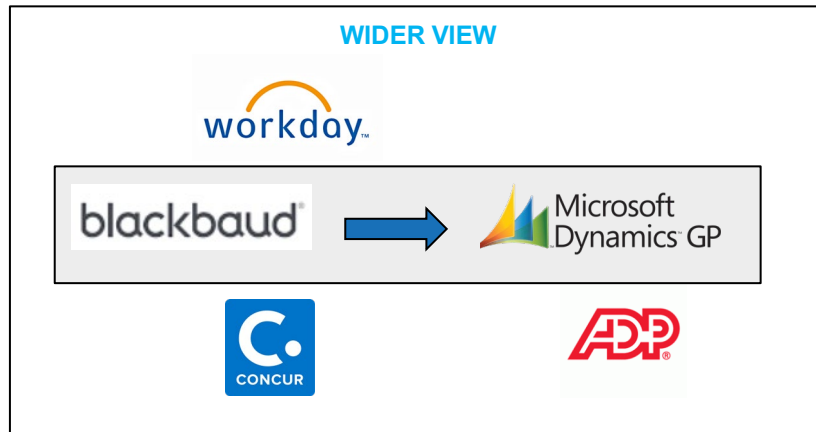


Or like this:

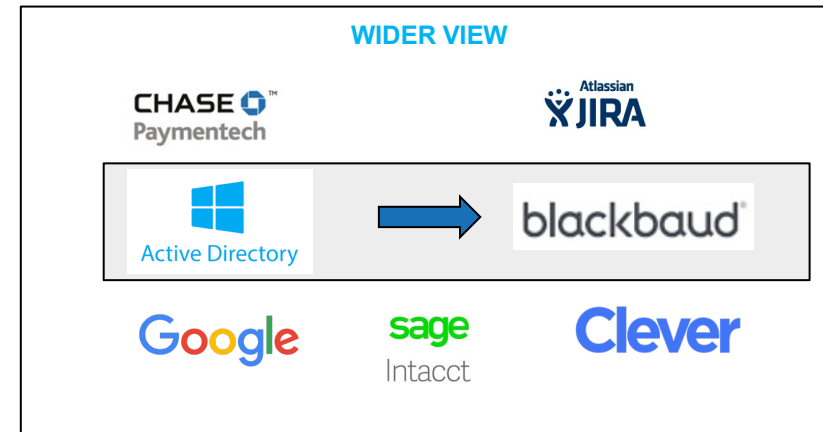


- That narrow view is understandable since the organization's immediate need is to solve a very specific pain point today.
- But if you take a moment to step back and widen your view, you'll see that app X and app Y aren't the only ones your organization is using.

Like this:



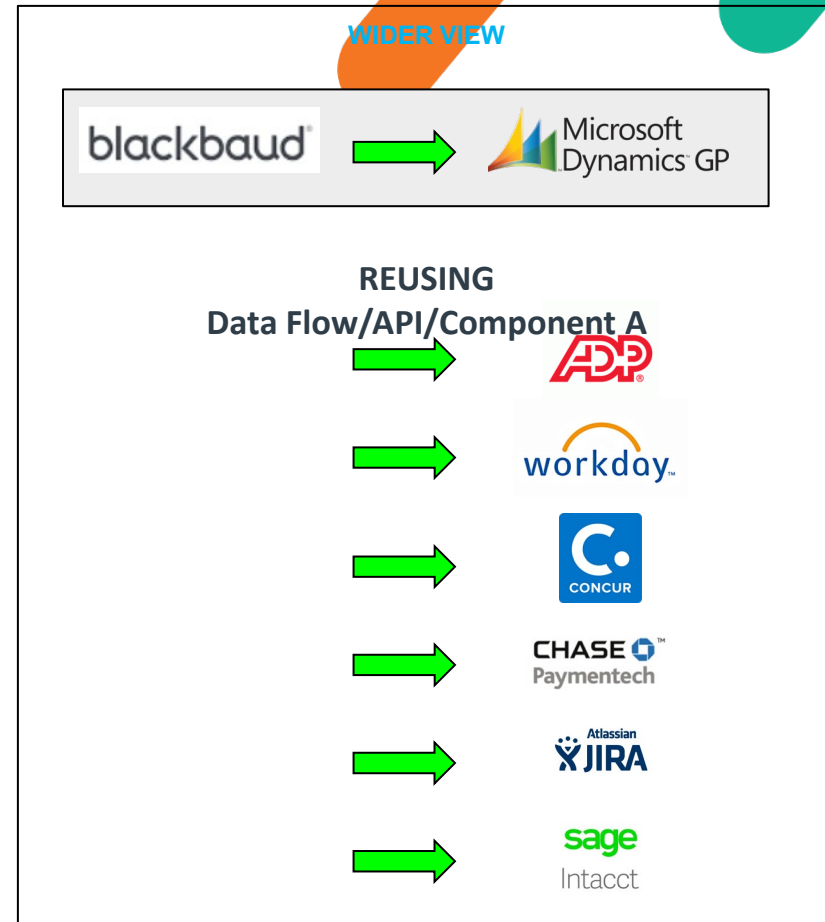
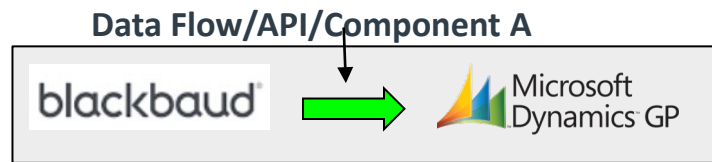
Or like this:



Pro Tip 2: Find **Reusability**.

Once your view is widened:

When building every connector, API, component, create a process to govern the reusability of these components that is relevant to that particular set of data flow or workflow. Or at the least create standardization in data.



Achieved Through:

- Enterprise / full organization focused architecture
- Master Data Management (MDM)
- Internal API Library / Marketplace
- Data Quality Assurance

Gain Scalability Without Overpaying

Pro Tip 3: Out-of-the-Box integrations are **NOT** always less expensive.

How often are your applications implemented OOTB?

OOTB INTEGRATION CONNECTORS

- Preconfigured connections are often marketed as being affordable "out-of-the-box" data integration solutions.
- The idea is that you're able to save money by purchasing a generic connection that requires little to no modification.

THE REALITY, OFTEN TIMES ARE:

- Even small to mid-sized organizations typically have enough **complexity** in their data systems and application workflows to **customize** their applications during implementation or usage over time.
- They often find out-of-the-box connectors aren't a valid integration solution as their systems are not that "OOTB".

THE RESULT, OFTEN:

- Depending on the nature and technology of the OOTB connector, often it either does not allow any customization, or customizations end up costing 3-4X the original cost.

300-400%
POTENTIAL OVERRUN

OOTB Connectors are not always "bad"

IF YOU ARE GETTING AN OOTB INTEGRATION CONNECTOR

- Ensure your workflow and data flow is extremely targeted and scoped out well.
- Leverage Tips #1 and #2, identify a wider view of your organization's needs, and find reusability.
- Evaluate the OOTB connector on:
 - Exactly which data fields and workflows are supported in the package
 - What is the underlying architecture (ETL, ESB, EDI, etc?)
 - Does it allow any customization?
 - If customizations are allowed, is it via user interface or at code level?
 - Who will do the customization? Vendor service team or your IT?



#bbdevdays

Thank you!