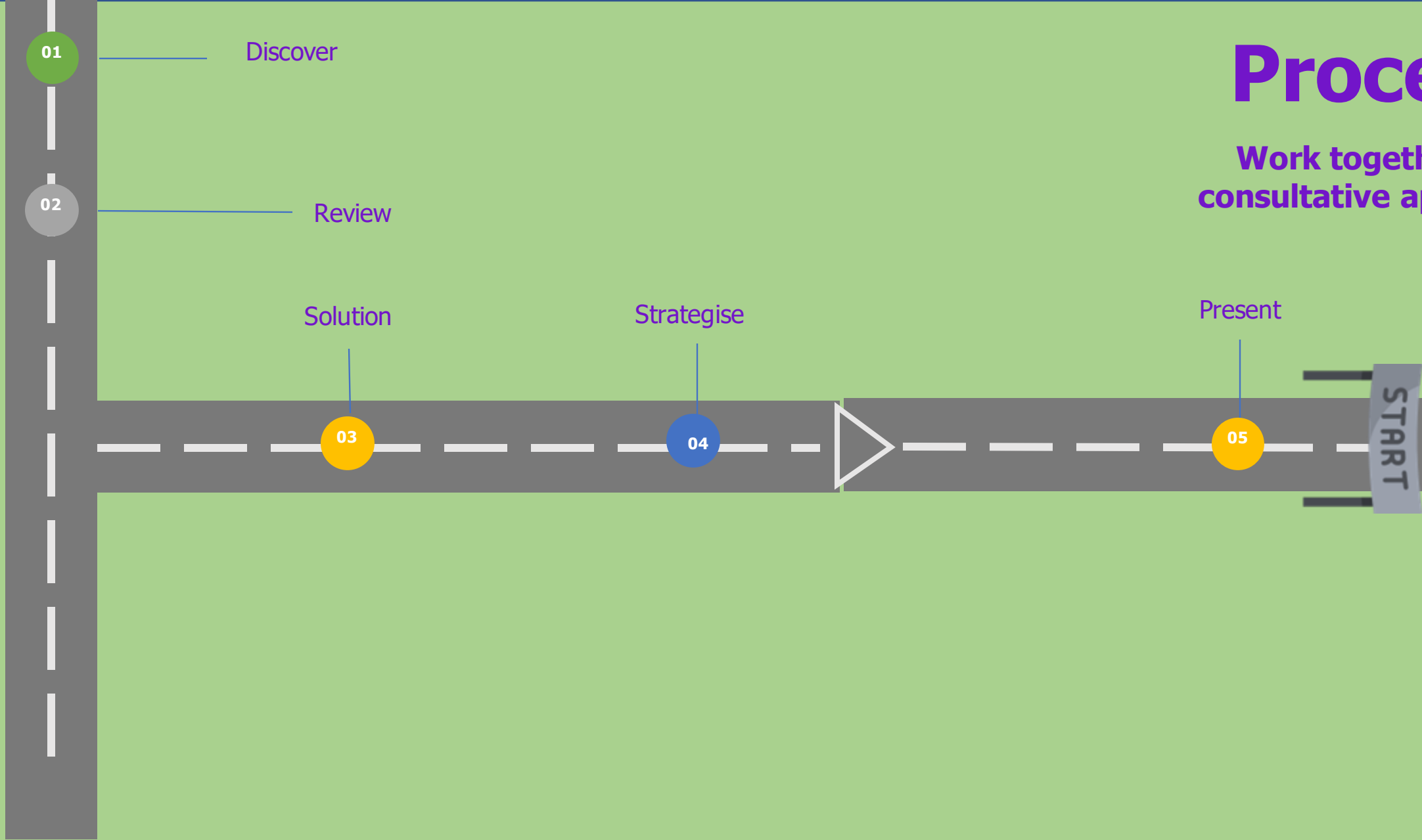


Process

Work together with
consultative approach



Data Migration Assessment Outputs



You are paying for tangible, actionable assets as part of your Data Migration assessment.

By committing to this, we are collectively responsible for producing the assets summarised in the table to the right.

Activity	Output Name	Description
Discover	Data Catalogue	As-is landscape capture of data sources, data volumes for data migration consideration for on Kerv data catalogue template
Review	Persona Empath Maps	Up to 5 Empath Maps to crystallise understanding of solution
Solution	Target Solution Architecture	High-level solution architecture for consideration in Data Migration Assessment
Strategise	High Level Migration Approach	Data migration approach, suggested tooling, resourcing and sequencing of migration dependencies
Strategise	Migration Roadmap	High-level user stories with ROM of effort and suggested sequencing to allow project planning
Present	Summary Presentation	A polished presentation with an executive summary of the above outputs

Persona Empathy Map

Organisational Mission

Maintain, Grow funding levels with agreed resources

- Operational reports for strategic decision-making
- Fundraising performance reporting
- Individual giving
- Legacies
- Appeals
- Acquisitions



Persona

Fundraising & Marketing Director

Elon discussed the reporting needs of his department, including fundraising performance, segmentation for appeals, and better insight into the behaviours and interests of supporters.

Pain Points

- Unable to create behaviour-based segment through RFV based on Frequency of Engagement (not just frequency of giving) as his organisation moved towards a digital-first strategy of supporter engagement

Understand each Key Initiatives?

Understand the Business Value?

Using behaviour-based segments improves lead-time on data selections for appeals, increasing effectiveness of A/B testing

Data Migration Assessment

Understand the value of integration of each data source (from 1-5) to contribute to measurement of this KBI

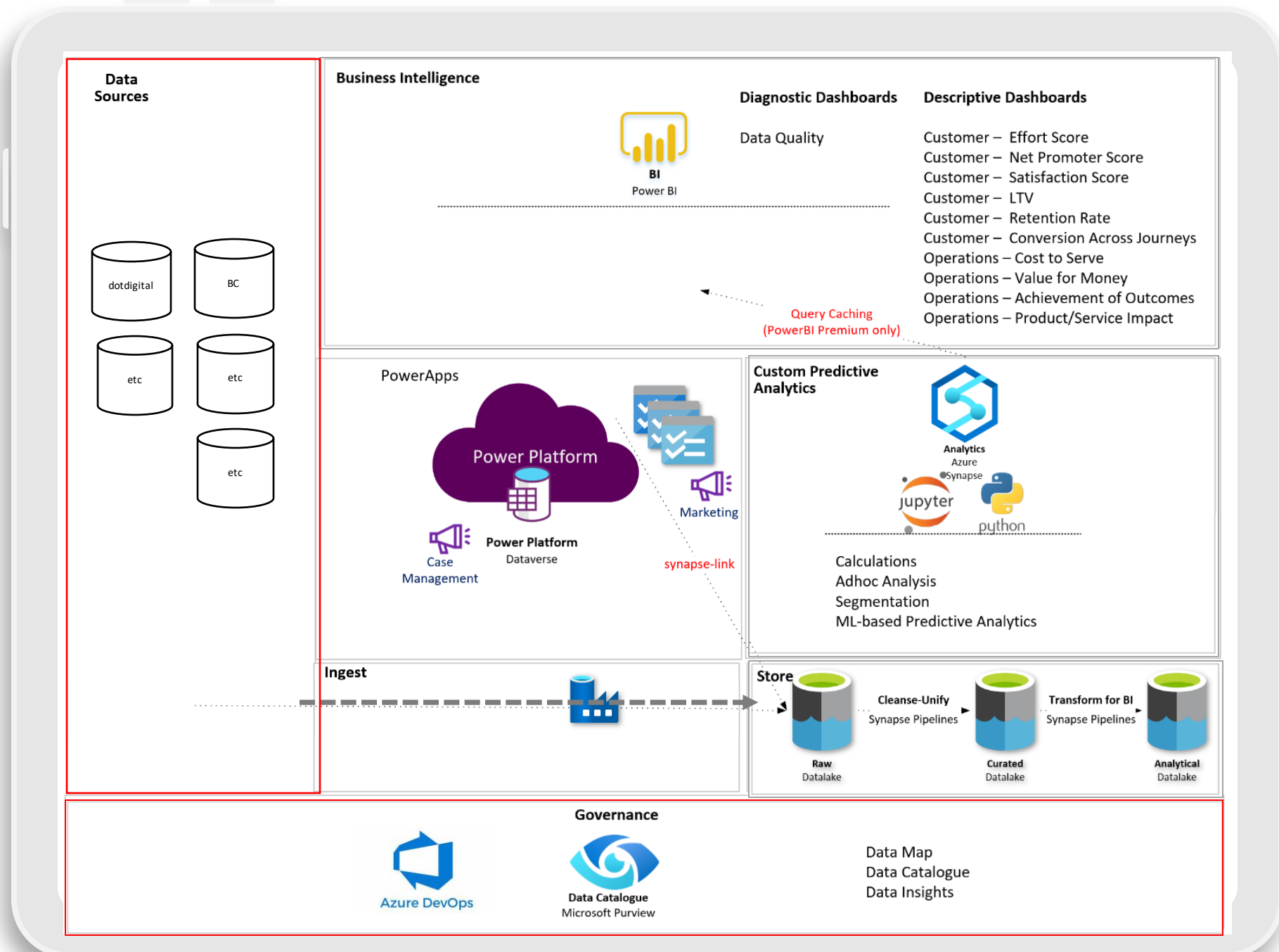
Targeted KBI: Improve conversion of single donors to frequent givers

		Use cases				Notes
		Fundraising	Philanthropy	Income Per Segment	Segmentation Dashboard by Supporter Engagement	
Data Sources	Engaging Networks					
	N2					
	Social Media engagement					
	Event Brite					
	Donations					
	Volunteer database					
	Email Engagement					

Empower through Data



Customer Data Platform Solution



Data Migration Strategy

