Case Study

Astera | FOCUS ON THE FAMILY

This Nonprofit Uses Astera to Reduce Turnaround Time and Increase Customer Satisfaction.



Background

Founded in 1977, Focus On The Family is a global nonprofit Christian ministry dedicated to helping families thrive.

Profile

Focus On The Family is a global nonprofit Christian ministry dedicated to helping families thrive.

Industry

Non-profit

Use Case

Focus on the Family used Astera to quickly and easily extract, cleanse, and onboard donor data.

Results

Using Astera has resulted in a significantly faster turnaround time for Focus on the Family and increased customer satisfaction.

Learn more

Use Case

Focus On The Family receives donation-related data from multiple sources in different formats including delimited, Excel, and fixed-length files, as well as printed text and PDF reports. The data often contains duplicates, missing, and incorrect information such as inconsistently formatted names and addresses, missing addresses, etc. This data must be cleansed and reconciled with existing donor data before loading into the operational system. The IT team wanted to shorten their testing time and minimize the risk of integrating new, potentially incorrect data. Previously, they had been working with a multi-week to multi-month turnaround when building ad hoc integration solutions and needed an ETL tool that would deliver consistency, flexibility, speed, and accuracy.

The integration process needed to meet the organization's requirements was fairly complex and involved a series of steps and transformations that included receiving and decrypting data files, validating, cleansing, transforming, and onboarding data. Additionally, all data had to be reconciled to ensure that no records were inadvertently omitted. In the past, the Company's IT team had used SQL Server Integration Service (SSIS) jobs and others to attempt to meet their needs. SSIS, decidedly a programmer's tool, proved difficult to learn and use and did not provide the required flexibility and agility to meet the goals of rapid turnaround time and data quality.

Enter Astera

Focus on the Family selected Astera for its ability to meet their specific needs as well as its superior usability, completeness of features, and performance.

> **"We absolutely love the product, it's just so fun to work with. The data preview is our favorite feature – it's a huge time saver."**
>
> **June Ebell, Technical Data Steward**

Astera is a high-performance, scalable data management platform that allows businesses to meet today's advanced business needs. Powered by an enterprise-grade parallel-processing engine, Astera offers data extraction, transformation, integration, and data warehousing all through a single platform.

> **"Our QA and QC group has been able to reduce testing time due to the data preview feature. The data preview allows me to see the problems in the development phase, which saves time and minimizes risk when integrating something new into something existing."**
>
> **June Ebell, Technical Data Steward**

To ensure that the selected product met its requirements, Focus on the Family's data management team designed a "Technology Bake-Off" that required all potential vendors to prove the applicability of their product in a live demo. At the end of these evaluations, Astera was selected because it was the only product that met all the organization's key requirements by demonstrating how the customer would be able to implement complex dataflows using a drag-and-drop interface.

> **"Astera is an 'all in one,' highly intuitive tool with a unified interface. It has given us speed, accuracy, and flexibility—features that those other solutions didn't give us."**
>
> **Kris Birdyshaw, Sr. Systems Analyst, IT**

Focus on the Family tested Astera's ability with complex data integration projects. Within 30 days of starting the project, key integration jobs were developed, tested, and deployed successfully. The organization reports increased customer satisfaction, which they attributed to quick turnaround and improved data quality.

> **"A pleasure point for me is that whenever I put in a ticket for a question or a request for something, I get an immediate response."**
>
> **Kris Birdyshaw, Sr. Systems Analyst, IT**

Over time, Focus On The Family has been steadily expanding its use of Astera's integration capabilities to other business areas. They were pleased to discover that they could perform many complex tasks as well as print data flows, enabling greater communication between their team and donors.



> "IT is no longer the backlog area preventing things from getting out the door. Our business customers' trust has gone up because they can quickly receive what they need since our hands aren't tied due to budget and technology constraints."
>
> **June Ebell, Technical Data Steward**

Ready to Learn More?

Free Trial

Astera
Enabling **Data-Driven** Innovation

Contact us for more information or to request a free trial
sales@astera.com | 888-77-ASTERA
www.astera.com

Copyright © 2024 Astera Software Incorporated. All rights reserved. Astera and Centerprise are registered trademarks of Astera Software Incorporated in the United States and / or other countries. Other marks are the property of their respective owners.