



# Fighting Type 1 Diabetes:

JDRF Uses Data to Help Improve Lives



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**Sri Mishra**  
CTO, JDRF

## Goals

Segment supporters to drive personalized relationship management and make strategic, data-driven decisions

Increase productivity and meet future needs for fundraising, research, and advocacy

Revolutionize how the Type 1 Diabetics community can engage with supporters and help find a cure faster

## Solution

Master supporter and location data with Informatica Multidomain MDM and use Informatica MDM – Customer 360 for a single view of supporters

Use Informatica Intelligent Cloud Services to connect and integrate on-premises systems across multi-cloud platforms, including AWS, Azure, Salesforce, web, and mobile

Cleanse and enrich supporter data with Informatica Data Quality and Informatica Data as a Service to make CRM more effective

## Results

Expands pool of potential recurring donors by 50 percent and helps increase conversion rates by enabling personalized, omnichannel supporter experiences

Improves productivity up to 40 percent, helping focus more of the nonprofit's resources on fundraising, research, and advocacy

Boosts engagement with donors, volunteers, and the T1D community, helping to accelerate research and expand impact worldwide

## Business Requirements:

- Follow a cloud-first strategy
- Become a data-enabled nonprofit
- Achieve fast time to market and quick ROI

### About JDRF

JDRF is the leading global organization funding type 1 diabetes (T1D) research, with an exclusive focus and singular influence on the worldwide effort to end T1D. Its mission is to accelerate life-changing breakthroughs to cure, prevent, and treat T1D and its complications.

## Informatica Success Story: JDRF

Type 1 diabetes (T1D) is an autoimmune disease that strikes both children and adults, suddenly. It has nothing to do with diet or lifestyle. There is nothing you can do to prevent it. And, at present, there is no cure. In T1D, your pancreas stops producing insulin—a hormone the body needs to get energy from food. There are approximately 1.25 million people with T1D in the United States, and 20 million worldwide. Every year, nearly 64,000 people are diagnosed with T1D.

Fortunately, much is being done to search for a cure and help people with T1D manage the disease and lead longer, healthier lives. JDRF is at the forefront of this fight, raising awareness, funding research, advocating for government support on issues such as insulin availability, and helping bring new therapies to market. Founded by parents determined to find a cure for their children, JDRF has funded more than \$2 billion in research and made significant progress in understanding the disease.

To keep up the pace of funding and progress, JDRF must know its supporters: who they are, where they live, and what their personas are. Supporter personas may traverse multiple roles; for example, a particular supporter could be a recurring donor, a political advocate, a volunteer, or a parent of a child with T1D. Understanding supporters and what's important to them is key to tailoring the right communications and ensuring the most value from the support they are able to provide.

For years, JDRF has used Salesforce to manage donor information, amassing approximately 10 million donor records. However, over time, the data became duplicative, and was often incomplete. JDRF either used outside vendors to clean the data, which was costly, or asked employees to cross-check and compare multiple donor records in Salesforce, which was time consuming.

To enable more personalized relationship management and more strategic, data-driven decisions, JDRF needed to establish a single, unique view of every supporter in Salesforce. Going forward, it wanted to keep feeding Salesforce with high-quality, mastered data to keep its fundraising, research, and advocacy efforts on point.

"We want to become a technology- and data-enabled nonprofit so we can be more productive and efficient in how we engage with our supporters in the fight against type 1 diabetes," says Sri Mishra, Chief Technology Officer at JDRF. "Our audience is changing, so we need to use new messaging, new channels, and new technologies so that our important message gets through."

## Painting a true picture of supporters with Master Data Management

As a nonprofit, JDRF must show a quick return on investment (ROI) in any new technology to demonstrate that it is making the best use of donations. Already a user of Informatica Intelligent Cloud Services to





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**Sri Mishra**

CTO, JDRF

connect and integrate on-premises systems with multi-cloud platforms, JDRF hoped that a cloud-based MDM solution could provide similar ease of use and fast ROI. After comparing Informatica MDM offerings to competing solutions, JDRF was convinced that the Informatica solution was the right fit.

"Informatica's cloud offering is a much more comprehensive solution than we could get from the competition," says Mishra. "It combines real-time cloud integration with multidomain MDM, which addressed our complete business need."

JDRF uses Informatica MDM to master supporter and location domains, bidirectionally syncing the data with operational systems such as its Blackbaud Luminate fundraising platform and Microsoft Dynamics financial system. Saving months of deployment time, Informatica MDM – Customer 360 gives employees the single, consistent view of supporters they need. Informatica Intelligent Cloud Services enables both batch and real-time integrations for web, mobile, CRM, ERP, fundraising systems, and identity management.

"Time to market was critical, and Informatica MDM – Customer 360 gave us everything we needed right out of the box," says Mishra. "We were able to deploy the solution before the start of our next fiscal year, and speed time to value by making supporter data easily accessible to our employees."

To help make CRM efforts more effective, supporter data is first cleansed with Informatica Data Quality. Critical fields such as name, street address, phone number, and email address are verified and enriched with Informatica Data as a Service.

"Before Informatica, our employees didn't completely trust the data, because they could see for themselves that there were multiple records in Salesforce and the data wasn't always clean," says Mishra. "Now, the trust level is going up, which will drive CRM adoption as well as the creative use of analytics."

### **Increasing supporter engagement and productivity**

With Informatica MDM, JDRF reduced its existing 10 million records to 3 million unique supporter records, giving it a clear and complete picture of its supporter base. Out of those 3 million records, 1 million represented past supporters with whom the organization was not currently engaging, immediately increasing its pool of potential recurring donors by 50 percent.

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JDRF also identified 2 million additional records with enough information to warrant further outreach. All supporters can now be reached through personalized, omnichannel campaigns, helping JDRF's message





### Inside The Solution:

- Informatica MDM – Customer 360
- Informatica Multidomain MDM
- Informatica Data Quality
- Informatica Data as a Service
- Informatica Intelligent Cloud Services
- Informatica Cloud Application Integration
- Informatica Cloud Data Integration

be heard and resonate with younger generations. With faster, easier access to trusted data, employee productivity is increasing as well, helping focus more of the nonprofit's resources on fundraising, research, and advocacy.

"Informatica is helping us increase productivity and efficiency, allowing our employees to concentrate on our core mission," says Mishra. "We expect to see a 30 to 40 percent drop in manual work in many areas as we integrate, master, cleanse, enrich, and synchronize our data."

### Improving lives, accelerating breakthroughs

Smarter data management helps JDRF expand globally and engage more effectively with the entire T1D community. For example, if a child in San Francisco is diagnosed or born with T1D, JDRF can match the zip code location to its volunteer base and pair a close-by volunteer to work with the family. It can do geographic targeting on social media to increase participation in charity walks. It can better target delivery of "Bags of Hope," which come complete with a stuffed bear named Rufus and thoughtful instructions for parents that can help ease the emotional pressure and stress.

In the near future, JDRF will use Informatica solutions to bring in research data as well as data from medical devices connected to the Internet of Things, opening up a new world of treatment possibilities.

"With Informatica, we're taking control of our data to become the premier global diabetes therapy accelerator so we can make life-changing breakthroughs possible sooner," says Mishra. "We're creating a cloud data lake that will expand the sharing of T1D information in a compliant manner to researchers and technology companies to enable new research and therapies."

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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