



# Helping More Refugees:

Japan for UNHCR Makes Donations Go Further



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**Carl Sundberg**  
CIO, Japan for UNHCR

## Goals

Make the best use of donations to raise awareness, help the world's refugees, and ease the plight of displaced people

Empower a small IT team to quickly develop and deploy digital tools and software features that help fundraisers with their mission

Raise funds to ease the impact of COVID-19 on refugees and displaced communities while maintaining social distancing

## Solution

Move from manually intensive data flows to Informatica Intelligent Cloud Services for integration platform as a service (iPaaS)

Use Informatica Cloud Data Integration to connect cloud apps and a Microsoft SQL Server data warehouse using prebuilt connectors

Integrate Salesforce with Amazon Connect to move donor and financial data in and out of a cloud contact center while keeping information current in Salesforce

## Results

Helps donations go further by improving operating efficiency, reducing manual processes

Increases developer productivity 3-fold, making new fundraising tools and features available in weeks instead of months

Positioned the technology infrastructure to support redeployment of face-to-face solicitors to telemarketing

## Business Requirements:

- Automate ETL and job scheduling for cloud migration
- Accommodate double-byte Japanese character sets
- Provide a visual interface for non-programmers

## About Japan for UNHCR

Japan for UNHCR (J4U) is a registered Japanese nonprofit organization receiving approximately USD \$43 million per year in donations, growing at a 20 percent annual rate with 70 employees in its Tokyo office.

## Informatica Success Story: About Japan for UNHCR

The plight of refugees is top of mind for many, as we face an ever-growing population in an increasingly uncertain world. By the end of 2019, there were nearly 80 million forcibly displaced people on Earth, meaning that approximately 1 percent of the world's population had fled their homes. Whether unsettled by war, famine, persecution, or climate change, refugees are increasingly vulnerable to poverty, hunger, and disease.

The United Nations High Commissioner for Refugees (UNHCR) is a United Nations agency that helps protect refugees, forcibly displaced communities, and stateless people, and assists in their voluntary repatriation or resettlement. Japan was the first Asian country to join UNHCR's resettlement program, taking refugees from South Sudan, Myanmar, and other countries. Japan for UNHCR (J4U) is the sole Japanese nonprofit affiliate of UNHCR, authorized to solicit and receive donations from Japanese citizens, corporations, and foundations.

Donations are the lifeblood of UNHCR's mission, which is funded almost entirely from voluntary contributions. When raising awareness and soliciting donations, J4U must manage a large amount of data concerning who contributes to the organization and how funds are distributed. Additionally, a primary objective is to make sure that no more than 25 percent of donations are used to fund its operations, including technology. The nonprofit keeps its IT team lean, which means that any issues with on-premises software must be solved by the vendor, potentially driving up costs.

Until recently, J4U's business processes and data transformations were manual, spreadsheet-based, and documented through tribal knowledge. Exchanging information via .csv files was cumbersome and time consuming and offered little visibility across datasets.

To manage technology costs and empower its IT team to be more effective in helping fundraisers with their mission, J4U wanted to move away from legacy systems and adopt best-of-breed cloud applications such as Salesforce. However, it first needed to integrate and automate business processes by implementing a more robust, manageable, and scalable data management environment.

"We wanted a user-friendly, economical tool to synch data between Salesforce and our Microsoft SQL Server-based data warehouse," says Carl Sundberg, Chief Information Officer at J4U. "But it needed to handle complex transformations because of the huge number and variety of characters in the Japanese language."

## Future-proofing a crucial nonprofit

J4U launched a detailed request for proposal (RFP) process, evaluating several integration solutions, including native Salesforce tools. After extensive comparisons, J4U determined that Informatica Intelligent





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**Gary Tinkham**

Sr. IT Advisor, Japan for UNHCR

Cloud Services would provide the best bridge to the future by automating data flows with integration platform as a service (iPaaS).

"We chose Informatica Intelligent Cloud Services because it has very good .csv processing, and it future-proofs us by providing modern integration capabilities," says Gary Tinkham, Senior IT Advisor at J4U. "We knew that Informatica would not only get us over our initial hurdles, but also set us up with a platform that will allow us to exchange data with our partners as they open up their APIs."

J4U used Informatica Cloud Data Integration to connect Salesforce, NetSuite, and other cloud applications to its data warehouse using prebuilt Informatica Cloud Connectors, avoiding custom coding and development for fast time to market.

"Informatica Intelligent Cloud Services allows us to give people who are non-programmers a user-friendly visual interface so they can build transformations and workflows themselves," says Sundberg. "There are a lot of cost savings and efficiencies that go along with that. Also, when we looked at the robustness of the transformations, Informatica Intelligent Cloud Services was clearly ahead of the other products we evaluated. It allows us to use Salesforce and other cloud applications to their full potential."

Performance improved as well: large batch integrations that used to take more than eight hours now complete in less than two hours, giving J4U room for its data to grow. In addition, J4U now has centralized visibility across its ETL function from a cloud-based interface.

"One of the first benefits we noticed with Informatica Intelligent Cloud Services is that we have a centralized view of what's happening in our organization data-wise," says Tinkham. "We can see all the jobs that people are working on and what they're planning to do. We can check in early in their development phase and make sure they're heading in the right direction. For a nonprofit with limited staff and funds, that's been a big plus. For example, as IT provided ETL access to the Settlements Team, manual line-by-line data reconciliation checks that used to take hours can now be done in minutes with the results of the automation producing clear log files of the activity."

### Helping refugees through a pandemic

The modernization could not have come at a more opportune time, as the COVID-19 pandemic made UNHCR's mission much more challenging. New requirements for social distancing, hand washing, and medical supplies in refugee camps made it more critical than ever for J4U to solicit donations and make the best use of funds. The pandemic also represented an opportunity to grow the nonprofit, because more people than ever were looking for ways to help. Due to social distancing, however, face-to-face fundraising suffered setbacks.





### Inside The Solution:

- Informatica Intelligent Cloud Services
  - Informatica Cloud Data Integration
- Salesforce

Spurred by the immediate need to raise funds to ease the impact of the pandemic on refugees and the communities that host them, J4U used Informatica Intelligent Cloud Services to quickly spin up a cloud contact center based on Amazon Connect. Donations and contact data flow smoothly in and out, keeping the information synched with Salesforce.

“We were able to respond quickly to the COVID-19 pandemic by building the infrastructure capacity to potentially reposition 50 of our face-to-face fundraisers as telemarketers, using Informatica Intelligent Cloud Services to move the data between cloud applications,” says Sundberg. “We put up leads in Salesforce and created a virtual call center. That kind of quick pivot simply wouldn’t have been possible before.”

### Increasing the impact of donations

With more efficient data management, J4U is reducing manual processes and improving operating efficiency, enabling it to channel more donations directly to UNHCR’s mission. Without the need to custom-code integrations for each new project, developers can be much more productive, turning out new donation-related tools and software features in weeks instead of months. “An example of this has been in the automation of our payment gateway used for validating and clearing credit cards,” says Tinkham. “Using the suite of tools in Informatica, we were able to implement credit card processing for our Call Center to replace tablet-based entry of card information, further protecting our donor privacy. This integration between vendor products and service providers would never have been possible without our ETL.”

“There’s always an enormous dynamic of trying to ensure that our operating costs remain low and drop if possible,” says Sundberg. “By modernizing and integrating our systems, we’re reducing the cost of the administration side of the organization. Informatica also helps us with attractive pricing that for us as a nonprofit allows us to pass on more money to refugees and displaced people.”

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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