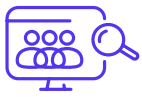


# Transformative innovation for advancement.

Unlock the power of Advancement RM, and experience a: **scalable, flexible, extendable, and secure platform**



## Constituent Management

Innovation built for advancement



## Gift Processing Automation

Gift processing done *right*



## Data driven Insights

Harmonize data across the institution



## Adaptable Architecture

Supported on all Salesforce clouds

## Why Advancement RM?

### Seamless scalability, superior user experience, and robust data integration

- ▶ **Industry-Leading Advancement CRM and Data Solutions** - Pioneers of best-in-class advancement CRM and database technology
- ▶ **Scalable, Adaptive Platform** - Streamline operations with automation, AI and predictive analytics to optimize data, strategy, response, and effort
- ▶ **Vibrant User Community** - Engaging User Community sharing leading-practices and success stories
- ▶ **Trusted Partner in Advancement** - Trusted by over 75 leading institutions in higher education

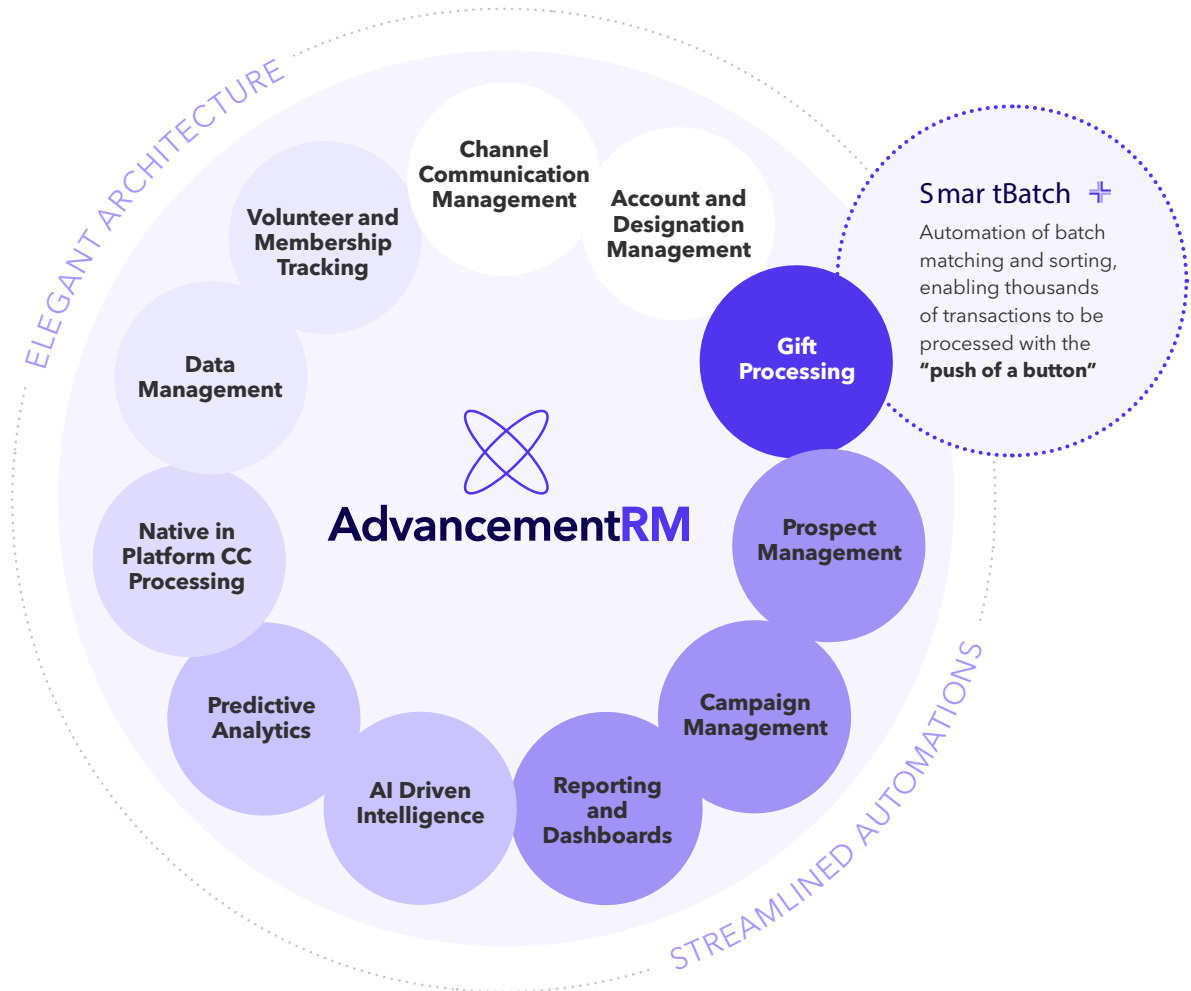


“The most important characteristic of our new system is that Advancement leadership is recognizing the value of this technology. From data transparency to administrative efficiencies, **we are trending in the right direction in every area.**”

**Deborah Treister** | Director, Planning and Administration, Wesleyan University



# Accelerate advancement philanthropy in one platform.



## Time to value

### Drive ROI with

Predictable **18-month implementation timeline**, with no need for custom code

**Streamlined upgrades and new product releases** that require minimal resources (and no code)

"With **Smart Batch**, our team is equipped to acknowledge, process, and receive philanthropic gifts with **speed and precision**. This advanced functionality ensures we continually meet and often exceed our ambitious goals."



**Joseph Calger**

Assistant Vice Chancellor and  
Chief Operating Officer, UCSF

