

**For more information contact:**

SunGard Higher Education Media Relations  
Laura Kvinge  
Tel: 801-257-4158  
Fax: 610-578-3358  
e-mail: Laura.Kvinge@SunGardHE.com

## **SunGard Higher Education Brings Visual Data Discovery to the Advancement Office**

### **Advancement Data Visualization by ADVIZOR Helps Facilitate Smarter, Faster, and More Creative Approaches to Reach Fundraising and Alumni Relations Goals**

MALVERN, Pa., Nov. XX, 2008 — SunGard Higher Education (<http://www.sungardhe.com>) announced a new solution to help advancement offices gain better insight into current performance and what can be done to improve future performance. The company worked with ADVIZOR Solutions, Inc., a leading provider of data visualization and in-memory data management tools to offer Advancement Data Visualization by ADVIZOR to higher education. The solution offers a unique interactive visual approach for displaying and analyzing data that helps empower development directors, prospect researchers, prospect managers, annual giving and alumni relations staff to make efficient and effective decisions without relying on others to prepare or interpret the results.

“SunGard Higher Education’s Advance creates a wealth of data. The new visual discovery capabilities allow us to leverage that data to help make better and faster decisions,” said Judy Doherty, deputy director of information services, supporting development and alumni relations staff at Dartmouth College. “The data visualization techniques in ADVIZOR help our end-users make sense out of what that data means – whether it is identifying the next million dollar donor, analyzing a specific fundraising campaign or ‘fishing’ with alumni relations to find the ‘right’ people for a specific opportunity.”

With Advancement Data Visualization by ADVIZOR, data visualization combines with in-memory data management to support on-the-fly interaction with large sets of data so end users can perform ad-hoc analysis against any combination of advancement data elements. Interactive data visualization techniques such as heat maps and scatter plots help staff understand relationships between and among data already available. Up to 15 different charts use a display and interaction technology that helps users combine them into dashboards that link data by color selection and filtering, allowing end users to “see” the data that is important to them and manipulate it directly through a Web interface. Advancement staff can apply new insights to prospect identification, prospect management and campaign and gift analysis,

as well as alumni relations and annual giving programs in order to make informed decisions that help impact goals.

“Advancement officers are asking for solutions that quickly highlight what matters and then help front line staff to drill down to get to a specific list of prospects, a group of staff members and proposals for follow-up, or a segment of alumni to invite to an event.” said Doug Cogswell, president and chief executive officer of ADVIZOR Solutions.

“Advancement needs business intelligence solutions that are more accessible to gain insights to help achieve their goals and this solution is part of our strategy to meet this need. Advancement Data Visualization by ADVIZOR is what our advancement customers need to not only see how they are performing, but also to see how they can improve performance,” said Fred Weiss, executive vice president, advancement solutions, SunGard Higher Education. “Our customers have asked us to deliver data slicing and dicing capabilities that make it possible to drill down, segment data, perform statistical analysis and support better prospecting and overall decision making in the advancement office.”

Advancement Data Visualization by ADVIZOR complements other SunGard Higher Education performance management solutions. Those solutions align people, process, technology and measurement and employ a single, trusted source for institutional data to help customers access, understand and apply information to achieve goals. These solutions help institutions more easily track progress toward goals using powerful scorecards, dashboards and reports configured to specific objectives.

For more information about SunGard Higher Education’s advancement solutions and Advancement Data Visualization by ADVIZOR, please visit [www.sungardhe.com/advizor](http://www.sungardhe.com/advizor).

#### **About ADVIZOR® Solutions, Inc.**

ADVIZOR Visual Discovery software enables people to make better and faster fact-based decisions from their business data. Built on patented visualization and in-memory-data-management software spun out of Bell Labs Research, and best-of-breed predictive analytics, ADVIZOR empowers business people to understand and analyze information without relying on others to prepare or interpret the results. ADVIZOR enables this through

- Simple and clear visual display;
- Easy ad-hoc interaction and analysis with a mouse;
- Flexible thick and thin client deployments; and
- Tight integration with common databases and office tools.

#### **About SunGard Higher Education**

SunGard Higher Education provides software and support, systems implementation and integration, strategic consulting, and technology management services to help colleges and universities build, unify, and manage their digital campuses. Bringing together people, processes, and technology, SunGard

Higher Education assists more than 1,600 customers worldwide to strengthen institutional performance through improved constituent services, increased accountability, and better educational experiences.

**About SunGard**

With annual revenue of \$5 billion, SunGard is a global leader in software and processing solutions for financial services, higher education and the public sector. SunGard also helps information-dependent enterprises of all types to ensure the continuity of their business. SunGard serves more than 25,000 customers in more than 50 countries, including the world's 50 largest financial services companies. Visit SunGard at [www.sungard.com](http://www.sungard.com).

Trademark information: SunGard, and the SunGard logo are trademarks or registered trademarks of SunGard Data Systems Inc. or its subsidiaries in the U.S. and other countries. All other trade names are trademarks or registered trademarks of their respective holders.

ADVIZOR and Visual Data Discovery are trademarks or registered trademarks of ADVIZOR Solutions, Inc.

END