

ADVIZOR Partners with Staupell Analytics to Provide Strategic Guidance to Fundraisers based on Predictive Models

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ADVIZOR Solutions, the leading provider of self-service data discovery and analytics solutions in not-for-profit fundraising, is happy to announce a new partnership with Staupell Analytics Group in Ithaca, NY. Staupell Analytics Group, founded by Marianne Pelletier, a well-known 28-year veteran in fundraising, provides services to help nonprofits with their data management, pipeline development, and analytics needs.

“We’re all about making it easy for business people to better understand and analyze their data,” says Doug Cogswell, President & CEO of ADVIZOR. “As part of that mission, and long before predictive analytics was the hot topic that it is today, we integrated a powerful modeling algorithm behind a user friendly interface in our interactive data discovery and analysis tool, making it really easy for business people to build and run models, no coding or stats degree required! As our customers grow in their use of data and analytics, they are often looking for help with new and expanded applications. And that is where Staupell Analytics can deliver.”

“We’re delighted that ADVIZOR Analyst/X provides semi-automatic modeling for clients who don’t have the time to study statistics, but do want to take advantage of statistical modeling,” said Marianne Pelletier, Managing Director of Staupell. “Clients can avoid the tedious work of repetitive iterations and testing, which is done by the software.” She also added, “Visualizations created in Analyst/X are flexible, drillable, and adaptable to any operation. Patterns are easy to see in charts and lists, and moving from gift totals to prospecting for additional gifts can happen within a few clicks.”

Together ADVIZOR & Staupell have designed 4 offerings that build off the strengths of each firm: (1) Campaign Feasibility Study, (2) Pipeline Development, (3) Engagement Analytics & Development, and (4) Prospect Segmentation & Appeal Targeting. “We’re excited to be working with Marianne and her team”, says Doug. “I see them as an extension of our team, with complementary expertise...able to pick up and carry on with our customers in a way that expands the value they can get from their data and their investment in ADVIZOR.”

About Staupell Analytics Group

Staupell Analytics Group is an all about data firm founded in 2012, focused on providing analytics, reporting, training, and process improvement services in the nonprofit sector. Learn more at www.staupell.com.

About ADVIZOR Solutions

ADVIZOR Data Discovery® and Predictive Modeling software solutions make it easy for professionals at all levels of an organization to access and gain insights from their data.

ADVIZOR provides a visual, interactive, analytical front-end to your core CRM system and other data sources. ADVIZOR’s unique integration of interactive data visualizations and “no code” predictive

modeling makes it a powerful but easy-to-use, self-service analysis tool that eliminates the need to rely on others... to write queries, prepare custom reports, or build models.

ADVIZOR offers flexible on-premise and hosted options to meet everyone's needs. With ADVIZOR you can find the best prospects, better manage portfolios and pipelines, improve staff performance, increase yields in annual giving, and build and run your own predictive models...quickly, easily, and affordably! Learn more at www.advizorsolutions.com.