



Talend Helps Save The Children UK Create Lasting Change for the World's Young

December 18, 2017

Talend Data Integration & Talend Data Quality Reduce Information Import Times by 60%, Improving Donor Insight, Amplifying Donations and Ensuring GDPR Compliance

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Dec. 18, 2017-- [Talend \(NASDAQ: TLND\)](#), a global leader in [cloud](#) and [big data](#) integration solutions, is working with [Save the Children UK](#) (SCUK) to improve its data management and quality processes so it can help more children around the world. Save the Children UK is a non-profit organization that delivers program and advocacy work both globally and in the UK across a broad range of issues affecting child survival, learning and protection in humanitarian emergencies caused by armed conflict, preventable diseases and natural disasters.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171218005789/en/>



Like many charities, SCUK is facing a range of challenges in fulfilling its mission, including combatting donor fatigue, where donors can be contacted by many different charities, as well as regulatory and compliance requirements, such as the General Data Protection Regulation (GDPR). Specifically, one key data management challenge SCUK faced was trying to accelerate the cleansing and loading of data into its CRM system from 50-plus streams combining supporter and donations stemming from direct debit, online, SMS messaging, TV campaigns and more. With Talend, SCUK can perform the same level of data processing that once took three people to execute each day, in just half a day with only one person—a 60 percent reduction in time and resources.

Talend Helps Save the Children Have a Meaningful Impact on the World's Young Using Data (Photo: Business Wire)

"Prior to the introduction of Talend, the Import and Integrity team was under a great deal of pressure to efficiently manage

the importation of growing volumes of complex data in-line with service level agreements," said Penny Kenyon, CRM Import & Integrity manager, Save the Children UK. "With Talend, we've been able to reduce the time needed to improve the quality of data, transfer data and eliminate duplicate records. This in turn enables us to have a more accurate view of donors, improving our ability to deliver relevant, targeted marketing campaigns that help augment giving levels."

Ensuring transparency and remaining compliant with regulatory measures such as GDPR is another area of top concern for SCUK. Breaches of some GDPR provisions can lead to data watchdogs levying fines of up to €20 million or four percent of an organization's global annual turnover for the preceding financial year, whichever is greater. To prevent stringent repercussions like these, SCUK turned to Talend to help improve visibility over a specific record or piece of data at any point in its lifecycle. For example, SCUK has expanded its ability to trace sensitive data and determine how it's accessed or processed at any juncture, so it can prove exactly where and why data manipulation was needed at that stage.

"Data has become the most valuable asset for businesses of all sizes and across all industries, including non-profit organisations. This is particularly true in the UK where thousands of charities operate," said Patrick Booth, VP UK and Ireland, Talend. "Data is everywhere and increasing numbers of organization rely on it to make more informed business decisions and get ahead. In the past few years we have seen several digital initiatives run by public institutions and non-profit organisations who are utilizing data to a greater extent throughout their organization to positively impact citizens' lives or benefit society at large. We are very proud to partner with Save the Children in helping them create a safer world for young people."

Additional information on how Save the Children UK is using Talend can be found [here](#). For more information on other innovative customer use cases and Talend's entire portfolio of solutions, visit www.talend.com.

Like this story? Tweet this: @savechildrenuk relies on @Talend to help improve quality of life for the world's young <http://bit.ly/2kerC3S>

About Save the Children

Save the Children believes every child deserves a future. In the United Kingdom and around the world, we give children a healthy start in life, the opportunity to learn and protection from harm. We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share.

About Talend

Talend ([NASDAQ: TLND](#)) is a next-generation leader in cloud and big data integration software that helps companies turn data into a strategic asset that delivers real-time, organization-wide insight into customers, partners, and operations. Through its open, native, and unified integration platform,

Talend delivers the data agility required for companies to meet the constantly evolving demands of modern business. With Talend, companies can easily scale their data infrastructure and rapidly adopt the latest technology innovations in cloud and big data. Talend's solutions support over 1500 global enterprise customers including Air France, GE, and Lenovo, across a range of industries. Talend has also been recognized as a leader in its field multiple times by leading analyst firms, as well as several industry and data trade publications including InfoWorld and SD Times. For more information, please visit www.talend.com and follow us on Twitter: [@Talend](https://twitter.com/Talend).

View source version on businesswire.com: <http://www.businesswire.com/news/home/20171218005789/en/>

Source: Talend

Talend

Chris Taylor, 408-674-1238

VP, Corp. Communications

ctaylor@talend.com

or

Talend

Siobhan Lyons, 202-431-9411

Director, Corp. Communications

slyons@talend.com