

CASE STUDY

MOORE

# Scaling Enterprise Workflows: How Moore Uses BettrData to Automate and Deliver



## COMPANY OVERVIEW

Moore is a constituent experience management company serving nonprofit, education, association, political and commercial organizations across the U.S. They serve in every part of the marketing process and every data. All this begins with data: Moore ingests billions of data records across its network and runs complex, high-volume operations through internal platforms like SimioCloud.

The Data Integration Team is a newly formed group that acts as a shared service across Moore. Their mission: create a single ingestion point and a standardized, scalable data infrastructure that supports growth, automation, and error reduction.

*"We're building workflows that don't require engineers to maintain. Instead of needing someone who can write Python or SQL, we now look for people who can map source to target. That's the real shift."*

—**Jamie Cullinane**, Director of Data Integration

## THE CHALLENGE: SCALING WITH MANUAL SYSTEMS

Before BettrData, Moore's data operations reflected the complexity of its scale. The team had relied on a deeply embedded legacy platform for years, and transitioning away is never a simple decision, especially at the enterprise level. Growing scale and shifting operational needs called for a more centralized and automated approach. Each client's data was managed through thousands of purpose-built workflows designed to meet individual needs.

*"Every small change meant updating hundreds of workflows. There wasn't a unified framework for how data was transformed or how files were treated. We had no global logic, no central pipeline."*

–Nick Turner, Data Integration Engineer

### Operational pressures included:

- Thousands of client-specific workflows
- A perpetually active data queue requiring constant throughput
- Hiring challenges due to technical complexity
- Manual processes that paused overnight and on weekends

*"We could have tried to centralize things ourselves, but it never would've reached this level of automation or scale."*

–Jamie Cullinane

## THE SOLUTION: CENTRALIZING AND SCALING WITH BETTRDATA

Moore discovered BettrData through a referral connection. After reviewing the platform, Moore's leadership, including their Chief Data Officer, immediately saw its potential.

*"Doug, our Chief Data Officer, saw right away that this was a specialized platform. There just wasn't anything else like it."*

–Jamie Cullinane

Instead of pursuing multiple vendor evaluations, Moore fast-tracked the BettrData implementation—starting with the ingestion and transformation workflows powering SimioCloud, the centralized platform for all of its data solutions that includes thousands of data points on every American and billions of donation transactions processed by AI to produce modeled solutions that allow for effective audience-first marketing.

The implementation took 6–8 months, gradually uploading 3,000+ workflows into the BettrData platform. Each unique legacy process was audited and rebuilt into a centralized, scalable structure using BettrData. The process uncovered opportunities to improve data quality.

Support from BettrData's team was central to the transition, who provided hands-on help, implemented custom features, and enabled advanced scripting via Scala.

## RESULTS

### Backlog Eliminated

- The backlog was fully cleared within months
- Files now process automatically—even overnight and on weekends

*"BettrData eliminated persistent backlogs. We're now in real-time processing. That's transformational."*

–Jamie Cullinane

### Operational Transformation

- Standardized logic now applies globally across all workflows
- Jobs run without crashes or manual intervention
- 24/7 automation enabled by BettrData lets Moore "work while they sleep"
- Legacy errors were exposed and eliminated during implementation

*"By eliminating backlogs, scaling operations, easing hiring constraints, and freeing engineers to focus on innovation, BettrData helped Moore move from reactive data management to a proactive, automated future."*

–Jamie Cullinane

### Hiring Efficiency and Throughput

- Candidates can be trained in source-to-target mapping rather than coding
- File processing throughput per person doubled (from 2–3 files/day to 4–5)
- Hiring bottlenecks for technical talent have been eased

*"Hiring for data operations used to mean finding an engineer. Now, someone from a non-technical background can step in and be productive. That's a game-changer."*

–Jamie Cullinane

### Engineer Time Reclaimed

Moore's Data Management team now focuses on details rather than repetitive data prep. Meanwhile, its engineers are building automation around BettrData to support new use cases.

*"We're not stuck in production anymore. We're building. We're growing. And BettrData made that possible."*

–Nick Turner

## MORE THAN A PLATFORM—A TRUE PARTNER IN TRANSFORMATION

For Moore, BettrData wasn't just a software solution—it was a strategic partner. The transition to an AI-native, scalable data operations framework was made possible not only by the platform but also by the people behind it.

Moore repeatedly emphasized the rare level of support they received throughout implementation and beyond. With personalized attention, responsive collaboration, and a genuine sense of partnership, BettrData became more than a vendor—it became an extension of Moore's team.

*"We feel like we have a dedicated support person. Everyone knows us, and we know them. You just don't get that from most enterprise software vendors."*

—Jamie Cullinane

By eliminating backlogs, scaling operations, easing hiring constraints, and freeing engineers to focus

on innovation, BettrData helped Moore move from reactive data management to a proactive, automated future. And that transformation was built on a foundation of trust, collaboration, and shared success.

## ENTERPRISE-GRADE IMPACT

Moore's adoption of BettrData represents a key milestone—demonstrating that even large, complex organizations with deeply embedded systems can modernize their infrastructure without disrupting operations or compromising control. With thousands of active workflows, a diverse client base, and tightly integrated internal platforms, Moore needed a solution that could support high-volume processes, evolving client needs, and strict data requirements without increasing reliance on engineering teams. At Moore's maturity, automation isn't optional—it's essential. Even the most established enterprises face growing demands on volume, speed, and complexity. BettrData met those demands, delivering the automation and flexibility Moore needed to scale operations, streamline processes, and continue evolving without disruption.

## CONCLUSION

The success at Moore underscores what's possible when organizations embrace data operations. BettrData's AI platform not only addressed the challenges—it proved that automation can be both powerful and practical, even in the most established environments. For organizations under pressure to move faster and do more with less, this is the new standard.