



## SUCCESS STORY



“Mavro saw us as an individual client with unique needs, not just as another customer. And now that the Mavro system is implemented, its range of capabilities opens the door to new ideas and ways to use the system to improve our operations.”

- **Gary Thomsen**,  
Director of Treasury  
Operations

## Mavro Helps Boys Town Create a Versatile “Imaging Center” for Processing Donations, Forms, and Documents

### *A Ten Year Old System Needed Replacement*

Headquartered in Nebraska, Boys Town is a nonprofit organization dedicated to changing the way America cares for children, families, and communities by providing and promoting an integrated continuum of care that instills Boys Town values to strengthen body, mind, and spirit.

The Boys Town lockbox processes approximately 1.5 million donor contributions (cash, check, credit card) received by mail each year. Their existing system was 10 years old with a single point of failure and was limited to processing simple check and stub donations.

Boys Town wanted to implement an image-based system that could process a wide range of payment types and document sizes, support PCI compliance, and include Check 21 electronic deposit. They also wanted to integrate with their donor database, their data warehouse, and several different accounting systems. An additional primary goal was to eliminate the need for operators to examine paper donation documents and manually separate them based on donation type and correspondence type.

### *An Image-Based Workflow Streamlines Donations Handling*

After a detailed operational review and working closely with the Boys Town team, Mavro implemented a system that incorporates Boys Town’s existing OPEX Model 50 and Model 51 mail extractors, a new OPEX Model AS7200i scanner, and an IBML ImageTrac-Lite scanner, along with Mavro’s industry-leading MavBridge™ Software, specifically designed for nonprofits.

The Model 50/51 extractors and the ImageTrac scanner now handle opening and scanning large volumes of uniform size donation documents. Meanwhile, the versatility of the AS7200i allows it to open and scan a variety of donations and documents in a wide range of sizes. And if either the ImageTrac or the AS7200i is disabled, the alternate operational scanner can be used to process the donations, eliminating the previous single point of failure.

With MavBridge™, operators no longer need to read the physical donation documents, perform any kind of manual sorting, or move paper between departments. Once the documents are opened and scanned, the Mavro system extracts critical information, recognizes different donation types, performs lookup validation, and routes donations to the proper processing stream. Images of donations with supplementary content, such as those with correspondence, are presented to operators for review. In turn, operators can classify the documents and route them to an image-based workflow for proper



“Mavro was able to do what no other software vendor could do for the price. I was particularly impressed with the flexibility of the Mavro Applications Engineers, especially their ability to work with our scanners. This was a huge time saver during the implementation process.”

- **Tim Placek**,  
Lockbox and Receipt  
Operations Manager



22 Maple Tree Drive  
Westampton, NJ 08060  
609.949.9010  
info@mavroimaging.com  
www.mavroimaging.com

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processing. MavBridge™ automatically outputs document images and donations data to a custom-designed interface for Boys Town’s Blackbaud CRM system. The Mavro System also outputs financial data to multiple legacy accounting systems and summary information to a data warehouse.

Furthermore, the redaction capabilities built into MavBridge™ Software help ensure that Boys Town can meet PCI requirements. And because the Mavro solution includes Check 21 electronic deposit capability, the need for check encoding and manual deposit is eliminated.

### ***Lockbox and Receipt Operations Has Become an “Imaging Center”***

The inherent versatility of MavBridge™ allowed the Mavro System to be extended well beyond processing donations. Tim Placek, the Boys Town Lockbox and Receipt Operations Manager, is especially happy to point out that his department is now viewed as an “Imaging Center.” Simple donations, complex donations, correspondence, and payment documents from any Boys Town department are all handled with ease, no longer requiring physical examination or complicated movement of paper between departments. Because the Mavro system is flexible, Tim has been able to move several additional paper-based processes to Mavro’s image-based workflows, and Boys Town continues to discover more cost-saving opportunities.

Not only has MavBridge™ dramatically improved productivity, Boys Town now has advanced system-wide electronic monitoring and physical paper tracking, which it never had before. The MavBridge™ Dashboard continuously monitors all aspects of the system, allowing managers to spot potential problems before they impact operations. Mavro Smart Track™ software constantly tracks all batches as they pass through physical locations and electronic processes, letting managers know precisely where each batch has been and for how long, and ensuring that each donation is processed on time.

### **About Mavro Imaging**

Mavro Imaging is a proven leader in developing innovative Payment Processing, Data Capture, and Document Management solutions. Our system-wide monitoring tools, extensive security features, and end-to-end encryption capability ensure peak efficiency and operational compliance with Check 21, HIPAA, and PCI. We maximize ROI by consistently delivering unique technologies such as Virtual Batching, EOB Data Capture, Interactive OCR, and Intelligent Check Separation. Mavro serves customers across a wide variety of industries including Retail/Wholesale Lockbox, Utilities, Insurance, Nonprofits, Service Bureaus, Fulfillment, and Government. The Mavro team excels at fully understanding all project requirements and then collaborates closely with customers to implement the best possible solutions.