

How Iowa activated its Paciolan ticketing and donor data in under a week.

Iowa used Equipe to activate its Paciolan data in under a week. Ticketing and donation data now sync into Equipe continuously, with complex business logic already handled, so the data arrives as clean golden records and usable feeds rather than raw tables someone has to interpret.

The whole department now logs into Equipe and uses Paciolan data alongside every other source, pulling reports and answers whenever they need them, no ticket to an analyst and no waiting on engineering. Iowa's technical staff spends its time on work that drives revenue rather than on maintaining the integration.

Under 1 week

FROM ZERO TO ACTIVATING
LIVE DATA

25+ feeds

PROFILES, OBJECTS, AND
ACTIONS

0 pipelines

TO BUILD OR MAINTAIN

IOWA ATHLETICS

"As a lean technology team, we invest in solutions that accelerate innovation, not long implementation cycles. Equipe enabled us to integrate our Paciolan environment in under a week, delivering trusted, auditable data across our technology ecosystem so we could focus on generating insights and serving our stakeholders instead of building custom integrations."



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THE PROBLEM

Without Equipe, connecting Paciolan meant a custom engineering project: six to ten weeks of build, plus the infrastructure and monitoring to keep it running. Even once the data is flowing, raw ticketing and donation tables are complex, and turning them into clean, queryable tables takes substantial transformation work.

The initial integration is only part of the work. Someone at Iowa owns it indefinitely, maintaining it and fixing it when it breaks. And getting that data in front of the people who need it is its own endless project, standing up Tableau, building each dashboard, fielding every new request.

HOW IOWA DID IT

1 Added the Paciolan integration from Equipe's catalog.

They filled out a form, saved a few settings, and the data started flowing, with no ticket and no engineering queue.

2 Selected the feeds and mapped the fields in the UI.

They had 25+ Paciolan feeds to choose from, covering profiles, objects like seasons and arenas, and actions like donations and ticket transfers. Iowa never had to build a pipeline because Equipe runs the infrastructure underneath: replication jobs, scheduling, health monitoring, and retries.

3 Kept raw and clean copies flowing into their own warehouse.

Both the raw feeds and the cleaned, transformed version land there, so anything custom they want to build later is still on the table.

RESULTS

- **The integration is never Iowa's problem again.** Data flows in the background, sync health is monitored, and when something breaks, Equipe fixes it.
- **The entire team can activate Paciolan data without going through the data team.** The whole department logs into a single shared workspace and uses ticketing and donation data that's already been cleaned.
- **Paciolan data no longer sits siloed.** Equipe resolves identities across Paciolan, email, merchandise, and every other source Iowa has, building one complete profile per person. That lets them ask questions they simply couldn't ask before.
- **Anyone can ask a question in plain language.** Equipe AI answers instantly, with no report request and no waiting.
- **Iowa's technical staff got their time back.** Instead of spending weeks building the integration and the months after that maintaining it, they spend their time on the work that actually drives revenue

Paciolan feeds, available from the catalog.

Accounts, external users, emails, events, items, price levels, attendances, seat ownership, purchases, charges, secondary-market trades, and more. Equipe maintains every one of these feeds, with the difficult transformation logic already handled, so your team can start activating that data immediately.

The screenshot displays the 'Integrations' section of the Equipe platform. On the left is a sidebar with navigation links: Home, Equipe AI, Golden Records, Analyze, Data, MDM, Connect (highlighted), Integrations, Databases, ETL Pipelines, Replication Jobs, Upload Workflows, Scheduled Queries, Monitor, and Admin. The main content area is titled 'Integrations' and includes a search bar and a 'Back to Integrations' link. The 'Paciolan Integration' is shown as 'Working' with a 'Save' button. Below this are tabs for 'Details', 'Configuration', 'Feeds' (selected), and 'Replication Jobs'. The 'Feeds' tab shows a list of available feeds for activation, including Paciolan Accounts, External Users, Emails, Addresses, Salutations, Phones, UDFs, Tags, Donor Memberships, Priority Points, Allocations, and Donations. Each feed has an 'Available' status indicator. A '+ 14 more feeds' link is at the bottom of the list.

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Home
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← Back to Integrations

Paciolan Integration

Paciolan Source Working Save

Details Configuration **Feeds** Replication Jobs

← Back to feeds / **Activate Feed** Choose a feed

- Paciolan Accounts**
Maps Paciolan accounts into Equipe accounts. Available
- Paciolan External Users**
Maps Paciolan contacts (the people behind accounts) into Equipe external users. Available
- Paciolan Emails**
Maps Paciolan's full multi-typed email list (standard, StubHub, foundation) as customer actions on the account. Available
- Paciolan Addresses**
Maps Paciolan's full multi-typed address list (mailing, billing, foundation) as customer actions on the account. Available
- Paciolan Salutations**
Maps Paciolan's rendered greeting strings (formal, informal) as customer actions on the account. Available
- Paciolan Phones**
Maps Paciolan's full multi-typed phone list (primary, secondary, foundation) as customer actions on the account. Available
- Paciolan UDFs**
Maps Paciolan's user-defined fields (per-account key/value attributes) as customer actions on the account. Available
- Paciolan Tags**
Maps Paciolan's account tags as customer actions on the account. Available
- Paciolan Donor Memberships**
Maps Paciolan's annual donor memberships (giving tier + donation/pledge totals per drive year) as customer actions on the account. Available
- Paciolan Priority Points**
Maps Paciolan's priority-points standing (point balances + rank per program) as customer actions on the account. Available
- Paciolan Allocations**
Paciolan's allocation catalog — one object per allocation (the specific fund a gift is directed to). Available
- Paciolan Donations**
Maps Paciolan's donation rollup (base / matching / in-kind giving per fund per drive year) as customer actions on the account. Available

+ 14 more feeds
Seasons, sale codes, price types, facilities, items, events, price levels, attendances, seat ownership, primary purchases, ticket charges, charge transactions, secondary transactions, and ticket transfers.