



Blackbaud Launches Luminate CRM on Salesforce1 AppExchange, the World's Leading Business Apps Marketplace

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Force.com-based CRM geared specifically for mid-size, enterprise-level nonprofits, taps into the power of salesforce.com's social, mobile and connected cloud technologies to help accelerate business transformation for the connected world

CHARLESTON, S.C.--(BUSINESS WIRE)--Jun. 5, 2014-- **Blackbaud, Inc. (NASDAQ: BLKB)** today announced it has launched **Luminate CRM on Salesforce1 AppExchange, empowering businesses to connect with customers, partners and employees in a whole new way. Inclusion of Luminate CRM on the Salesforce1 AppExchange extends accessibility and availability of the Force.com-based CRM for nonprofit organizations.**

"The flexibility and extensibility of the Luminate CRM platform has just been made even more attractive by its inclusion on Salesforce1 AppExchange," said Chris Clinton, Blackbaud's vice president of global channels and partner ecosystem. "Our ongoing commitment to the Force.com platform and Luminate CRM in particular continues to bolster our product portfolio and gives our customers multiple options when considering the best CRM platform to help them achieve their mission."

"The Luminate suite of products have helped us create more personalized appeals to our donors, make event check-in a digital process to reduce paper waste and increase our online fundraising exponentially," said Anna Patty, development and communications coordinator for [Four Oaks](#). "Additionally, we have been able to save countless hours of staff time through the development and use of a customized online volunteer registration form. Luminate CRM really takes Salesforce to the next level that nonprofit organizations need to be successful."

"Companies are looking to transform the way they connect with customers, partners and employees to thrive in today's connected world," said Ron Huddleston, senior vice president, ISV & channel, salesforce.com. "By leveraging the power of the Salesforce1 Platform, Blackbaud provides customers with the proven social, mobile and connected cloud technologies to accelerate business success."

Key Benefits of Luminate CRM for Nonprofits:

- **Integration with Luminate Online and Data Insights:** Luminate CRM fully integrates with Luminate Online and Data Insights to provide nonprofit organizations with powerful analytics and multi-channel marketing tools to fully engage constituents when and how they want to be engaged.
- **Solves Common Problems:** Luminate CRM was architected to address common, recurring problems faced by many nonprofit organizations, including unified reporting, integrated marketing, record management and batch gift entry among others.
- **Open and Extensible Platform:** Built on the Force.com platform, Luminate CRM can quickly and easily integrate with other tools and applications in the Salesforce1 AppExchange to extend the capabilities of the Luminate platform.

Luminate CRM is a cloud-based solution, built on the Force.com platform from salesforce.com, designed specifically for nonprofit organizations. Luminate CRM provides enterprise-level nonprofit organizations with a full suite of marketing, fundraising and database tools to help them achieve their mission. To learn more about Luminate CRM, please visit: <https://www.blackbaud.com/fundraising-crm/luminate-crm>.

About the Salesforce1 AppExchange

The Salesforce1 AppExchange is the world's leading business apps marketplace. With more than 2,000 partner apps and 2 million customer installs it is the most comprehensive source of social and mobile cloud apps for business. The Salesforce1 Customer Platform is the new social, mobile and cloud customer platform for building next generation apps, powering Salesforce CRM, and more than 3 million custom apps built by customers and partners. Apps built on the Salesforce1 Platform can be easily distributed and marketed through AppExchange.

Salesforce, Salesforce1, AppExchange and others are among the trademarks of salesforce.com, inc.

About Blackbaud

Serving the nonprofit and education sectors for 30 years, Blackbaud (NASDAQ: BLKB) combines technology and expertise to help organizations achieve their missions. Blackbaud works with more than 30,000 customers in over 60 countries that support higher education, healthcare, human services, arts and culture, faith, the environment, independent K-12 education, animal welfare and other charitable causes. The company offers a full spectrum of cloud-based and on-premise software solutions and related services for organizations of all sizes including: [fundraising](#), [eMarketing](#), [advocacy](#), [constituent relationship management](#) (CRM), [financial management](#), [payment services](#), [analytics](#) and vertical-specific solutions. Using Blackbaud technology, these organizations raise more than \$100 billion each year. Recognized as a top company by Forbes, InformationWeek, and Software Magazine and honored by Best Places to Work, Blackbaud is headquartered in Charleston, South Carolina and has operations in the United States, Australia, Canada, the Netherlands and the United Kingdom. For more information, visit www.blackbaud.com.

Forward-looking Statements

Except for historical information, all of the statements, expectations, and assumptions contained in this news release are forward-looking statements that involve a number of risks and uncertainties. Although Blackbaud attempts to be accurate in making these forward-looking statements, it is possible that future circumstances might differ from the assumptions on which such statements are based. In addition, other important factors that could cause results to differ materially include the following: general economic risks; uncertainty regarding increased business and renewals from existing customers; continued success in sales growth; management of integration of acquired companies and other risks associated with

acquisitions; risks associated with successful implementation of multiple integrated software products; the ability to attract and retain key personnel; risks related to our dividend policy and share repurchase program, including potential limitations on our ability to grow and the possibility that we might discontinue payment of dividends; risks relating to restrictions imposed by the credit facility; risks associated with management of growth; lengthy sales and implementation cycles, particularly in larger organization; technological changes that make our products and services less competitive; and the other risk factors set forth from time to time in the SEC filings for Blackbaud, copies of which are available free of charge at the SEC's website at www.sec.gov or upon request from Blackbaud's investor relations department. All Blackbaud product names appearing herein are trademarks or registered trademarks of Blackbaud, Inc.

Source: Blackbaud, Inc.

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