



Blackbaud Unveils Raiser's Edge NXT and Financial Edge NXT

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Technology leader reveals plans for newest nonprofit cloud suite at bbcon 2014

NASHVILLE, Tenn.--(BUSINESS WIRE)--Oct. 7, 2014-- Blackbaud, Inc. (NASDAQ: [BLKB](#)), a leading global provider of software and services for nonprofits, today announced its plans for Raiser's Edge NXT™ and Financial Edge NXT™, which will be available to customers in late spring and summer 2015. The highly anticipated fundraising and relationship management, and accounting solutions, which were announced at the company's 15th annual bbcon conference, will offer an advanced, nonprofit-exclusive experience in the cloud that is unmatched by any technology provider.

"No other cloud solution in the nonprofit sector will offer the intelligence, accessibility, performance and user experience that Blackbaud's NXT solution line will deliver—all with dramatically reduced IT and third party costs, hassle free upkeep, complete data security and the world's largest nonprofit support network," said Mike Gianoni, president and CEO of Blackbaud. "These solutions were carefully designed based on nonprofit community feedback and reflect significant innovation that has taken each organizational role into consideration."

Raiser's Edge NXT couples the foundational power of the world's leading, most widely adopted nonprofit fundraising solution, Raiser's Edge™, with never-seen-before fundraising and relationship management technology innovation. The new cloud solution will feature prescriptive analytics, built in payment processing, strengthened marketing outreach and more—all within a brand new, role-based user interface designed to match the way nonprofits work.

"I love the new platform because it makes things seamless and easy," said Betsy Dirksen Londrigan, development officer at the Abraham Lincoln Presidential Library Museum Foundation. "I've also been really excited about Raiser's Edge NXT for my mobile device. When I'm going to meet with a constituent I immediately can see their giving history, biographical information, recent touch points and attributes."

Financial Edge NXT combines the reliable Financial Edge™ accounting platform with new innovation to offer the most intuitive, nonprofit-focused cloud accounting solution available in the market. Financial Edge NXT will feature powerful reporting tools that help accounting teams drive transparency, stewardship and compliance, and will enable organizations to seamlessly manage transactions, eliminate manual processes and more—all within a highly secure cloud environment.

"I think Financial Edge NXT is a great product," said JR English, director of finance at One80 Place. It's going to help increase work productivity because the data is more readily available and the format is more user-friendly which makes training new hires and individuals a lot easier. I also think the new layout will make reporting more efficient since it provides a better at-a-glance overview."

Blackbaud will offer seamless integration between Raiser's Edge NXT and Financial Edge NXT upon release, allowing organizations to eliminate the time investment and error margin associated with duplicative data entry processes between their relationship management and accounting systems. Also, the solutions will ultimately boast an open API so customers will also be able to flexibly plug-in and integrate other applications.

Raiser's Edge NXT and Financial Edge NXT will be "anywhere accessible", including from PCs, tablets and mobile devices. Blackbaud will also provide rapid, frequent enhancements to each solution—every one to two months—and will deploy these enhancements for customers as their virtual IT team at no extra cost. Blackbaud will also manage the systems, provide data backups and ensure data security, while providing other cloud-related benefits to customers.

"The nonprofit landscape is changing more rapidly than ever, and Blackbaud is committed to staying ahead of that change with its platform innovation strategy," said Kevin McDearis, Blackbaud's senior vice president of Global Product Development. "We don't believe there is ever a *finished* solution, but rather an *evolving solution* that stays on the leading edge by delivering nonprofits what they need, when they need it. That's why we're excited to commit to, deliver and deploy a steady stream of innovative enhancements to Raiser's Edge NXT and Financial Edge NXT on behalf of our valued customers."

Blackbaud also simplified the pricing structure for nonprofits with a subscription model and value-added packages that eliminate the need to purchase add-on modules. Blackbaud also committed to current Raiser's Edge and Financial Edge customers a transition to the cloud-based NXT solution line that completely eliminates the need to migrate data.

For more information about Raiser's Edge NXT, visit <https://www.blackbaud.com/fundraising-and-relationship-management/raisers-edge-nxt>. For more information about Financial Edge NXT, visit <https://www.blackbaud.com/fund-accounting/financial-edge-nxt>.

About Blackbaud

Serving the nonprofit and education sectors for more than 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, private K12 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 solutions](#), [analytics](#), [education solutions](#), 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, Ireland 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, including statements regarding the introduction of new products and product features, as well as the expected benefits of the new products and product features. 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 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.



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