



Blackbaud Invites Nonprofits to Join Largest Philanthropic Network as it Launches Latest Cloud Innovation

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Technology Leader Announces the Much Anticipated General Availability of Raiser's Edge NXT

CHARLESTON, S.C., July 14, 2015 (GLOBE NEWSWIRE) -- Blackbaud, Inc. (NASDAQ:BLKB), a leading provider of software and services for the global philanthropic community, today announced the general availability of its cloud-based fundraising and relationship management solution, Raiser's Edge NXT™.

Raiser's Edge NXT is the first of two summer releases planned around [Blackbaud's NXT solution line](#), the industry's most advanced, fully integrated, and only cloud suite built exclusively for nonprofit organizations. As a complete solution developed with a modern architecture that allows rapid, ongoing capability updates, the company's NXT solution line offers unprecedented fundraising and relationship management innovation with Raiser's Edge NXT and best-in-class, trustworthy accounting with Financial Edge NXT™.

"Since we first [announced](#) our plans to bring the NXT solution line to market, we've seen record-level interest and pre-launch commitments from nonprofits around the world, which is exciting," said Mike Gianoni, Blackbaud president and CEO. "We promised customers innovation never seen before in the industry or the cloud—and customers are affirming we've delivered by giving high marks for innovation, experience, intelligence, accessibility and more. Today, we invite the entire nonprofit community to join many who are already benefiting from their decision to move to the right cloud for nonprofits with Raiser's Edge NXT."

Sales of the NXT solution line had already catapulted to unprecedented levels by June, breaking the company's pre-general availability sales records. Blackbaud also announced that over 200 early adopter customers are already live on Raiser's Edge NXT. "Ever since we began using Raiser's Edge NXT, it has been changing our day-to-day work in an exciting way," said Megan Gauen of Children's Home + Aid. "Because of this solution, our team is able to be a more thoughtful and strategic steward of resources. And it frees us up to spend more time with donors and spread the mission of Children's Home + Aid."

Among enthusiastic early purchasers is Nightingale Bamford School, which was Blackbaud's first customer in 1982. "Raiser's Edge NXT helps us be more efficient so our staff can spend more time with students and less time on processes—there's no better product out there," said Marquis Scott, director of IT at Nightingale Bamford School. "Blackbaud is a one stop shop. You can't beat that."

Raiser's Edge NXT enables nonprofits to:

- **Connect and strengthen their organization** with a single, total fundraising and relationship management solution that brings all processes and people together through Blackbaud's open cloud platform
- **Stay current and keep data secure** with a modern and open platform that updates regularly and guards information in a reliable, protected environment
- **Dramatically reduce IT and third-party costs**
- **Energize and empower staff** with a first-of-its-kind user experience that is tailored to unique job functions and roles within an organization
- **Remove boundaries and limitations** with unlimited access, no user limits, and a fully optimized mobile experience that gives staff the power to work wherever and whenever they work best
- **Gain momentum and strength from the world's largest nonprofit network** to help move their organization and mission forward

The momentum around Blackbaud's NXT Solution Line extends beyond North America—from the United Kingdom to Australia and more. Allan Hulse, Director, International Response Fundraising of PETA said, "We used to have localized databases around the world, but felt it was important to invest in one system that could bring us some uniformity and offer us a much better toolkit. We will be using Raiser's Edge NXT in France, Germany, Netherlands, India and Australia as well as the UK. We have many different users, some who just need access to simple data and others who have much more advanced needs, which is where the role-based interface works really well for us. The mobile access is also of great benefit for our fundraisers out in the field."

To learn more about Raiser's Edge NXT, or for more information about Financial Edge NXT, which will be generally available later this summer, visit www.theNXTEra.com.

Raiser's Edge NXT™ is the first and only cloud fundraising and relationship management solution that is all-inclusive, fully integrated, and built exclusively to serve the unique needs of nonprofit organizations. Built on a modern technology architecture, it is the most advanced technology available to help nonprofits build relationships with supporters, grow new revenue streams, and expand mission impact. No other cloud provider offers the intelligence, accessibility, performance, or user experience that Raiser's Edge NXT delivers, in addition to greatly reduced IT and third-party costs, rapid updates, and the power of the world's largest philanthropic network.

About Blackbaud

Serving the nonprofit, charitable giving and education communities for more than 30 years, Blackbaud (NASDAQ:BLKB) combines technology solutions and expertise to help organizations achieve their missions. Blackbaud works in over 60 countries to support more than 30,000 customers, including nonprofits, K12 private and higher education institutions, healthcare organizations, foundations and other charitable giving entities, and corporations. The company offers a full spectrum of cloud and on-premise solutions, and related services for organizations of all sizes, including

nonprofit [fundraising and relationship management](#), [eMarketing](#), [advocacy](#), [accounting](#), [payment](#) and [analytics](#), as well as [grant management](#), [corporate social responsibility](#), [education](#) and other solutions. Using Blackbaud technology, these organizations raise, invest, manage and award more than \$100 billion each year. [Recognized as a top company](#), Blackbaud is headquartered in Charleston, South Carolina and has operations in the United States, Australia, Canada, 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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