



Blackbaud's Intelligence for Good™ Named Best AI Innovation in Charity

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Software leader's approach to AI, analytics, big data and expertise honored at CogX London 2017 alongside industry leaders IBM, Amazon, Tesla and more

CHARLESTON, S.C., June 30, 2017 /PRNewswire/ -- Blackbaud (NASDAQ: BLKB), the world's leading cloud software company powering social good, today announced that its modern, unique approach to social good-optimized Intelligence for Good™ has won Best Use of AI for Charity at the inaugural [AI Innovation Awards](#). The awards were founded by CognitionX, the market intelligence platform which brings clarity to "All Things AI," and recognize the best use of AI in specific industry sectors and technology domains, as well as applications in social good, public services and ethics leadership.



"The CogX Best Use of AI in Charity award is further testament to the unmatched advantage that our customers – nonprofits, foundations, education institutions, hospitals and more – get with Intelligence for Good," said Kevin McDearis, Blackbaud's chief products officer. "We understand the importance and potential of artificial intelligence, but we also believe that, to help our customers advance their missions, artificial intelligence alone is not enough. No other company can offer the social good community a comprehensive, industry-tailored approach with innovation powered by artificial intelligence."

Blackbaud's Intelligence for Good is a comprehensive approach combining:

- **Exclusive big data specific for social good:** Blackbaud offers unique access to substantial social good-specific big data, including the world's largest database on philanthropic trends.
- **Data science expertise of Blackbaud's Social Good Scientists:** A team of data scientists with deep expertise with the unique needs of social good organizations like nonprofits, museums foundations, hospitals, schools and educational institutions.
- **Artificial Intelligence:** Blackbaud embeds AI directly in its cloud solutions through SKY AI™ (powered by Blackbaud SKY™ the company's integrated, open cloud capabilities).
- **Analytics:** Blackbaud's advanced analytics transform data into meaningful insights, which are seamlessly embedded in the company's cloud software through SKY Analytics™ and visualized in intuitive reports with SKY Reporting™. And Blackbaud's Target Analytics™ serves some of the world's most influential organizations with sector-leading analytics services.

CognitionX Founder and CEO, Charlie Muirhead said, "The AI Innovation Awards are a celebration of the most impressive accomplishments made in this revolutionary technology. We're so pleased to have had such a stellar cohort of winners and finalists at the inaugural ceremony this year and feel honored that we were able to bring together these pioneers in artificial intelligence, who are playing a vital role in shaping our future."

The AI Innovation Awards were judged by a panel of experts from the advisory board of CognitionX, with entrants evaluated on their product idea, the team and the long term sustainable advantage of the product. The awards took place at CogX London 2017, an innovation exchange focused on the impact that AI will have across all industries, government and society as a whole.

About Blackbaud

Blackbaud (NASDAQ: [BLKB](#)) is the world's leading cloud software company powering social good. Serving the entire social good community —nonprofits, foundations, corporations, education institutions, and individual change agents—Blackbaud connects and empowers organizations to increase their impact through software, services, expertise, and data intelligence. The Blackbaud portfolio is tailored to the unique needs of vertical markets, with solutions for [fundraising and relationship management](#), [digital marketing](#), [advocacy](#), [accounting](#), [payments](#), [analytics](#), [school](#)

[management](#), [grant management](#), [corporate social responsibility](#), and [volunteerism](#). Serving the industry for more than three decades, Blackbaud is headquartered in Charleston, South Carolina and has operations in the United States, Australia, Canada 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 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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