



# Raiser's Edge NXT™ Product Report

Based on 149 end-user reviews and ratings of Raiser's Edge NXT on TrustRadius

Curated from End-User Reviews on:



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## ABOUT TRUSTRADIUS

TrustRadius is the leading site for business software users to share real-world insights through in-depth reviews and networking. We help users make better product selection, implementation and usage decisions. Every reviewer is authenticated and every review vetted before publication. Unlike simple rating sites, TrustRadius reviews are structured and substantive, averaging more than 400 words each. Reviewers can also update their reviews to keep them current. Founded by successful entrepreneurs and backed by the Mayfield Fund, TrustRadius is bringing transparency and efficiency to the \$3.7 trillion business technology market.

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# About This Report

## Why read this report?

This report is designed to help you make an informed decision about Raiser's Edge NXT™. It is based on [86 in-depth end-user reviews](#) and [63 ratings of Raiser's Edge NXT](#) on TrustRadius, the trusted user review site for business software. By crowd-sourcing user perspectives, we help you to get a true sense of the product.

This report includes analysis of the types of customers that use Raiser's Edge NXT, what companies and users like most about the product, as well as areas for improvement. It also includes user perspectives and outcomes customers hope to achieve by using Raiser's Edge NXT and whether or not they achieved their goals.

## Our methodology

TrustRadius invited a broad, representative sample of the Raiser's Edge NXT user base to review the product on TrustRadius. Reviewers were encouraged to provide candid feedback and had the option to remain anonymous; this ensured authentic feedback. Incentives were used to motivate response from a broad spectrum of customers. All reviewers were vetted by our research team to ensure that they were legitimate customers and that their feedback was authentic and unbiased.

# Raiser's Edge NXT Product Summary



## Vendor's Value Proposition

- » Raiser's Edge NXT is smart cloud fundraising and relationship management for nonprofits. The new product was first released, along with Financial Edge NXT™, in the summer of 2015 and is the first truly comprehensive, cloud-based solution built specifically for the needs and desires of the nonprofit community. It's a new solution built on a different platform with a different underlying architecture, but has been built to tie to Raiser's Edge™ 7 to ease the transition of around 13,000 current customers to the new product. The new platform has a new user experience designed to simplify the fundraising process for non-technical users.

## Product Features

Features of the Raiser's Edge NXT platform come under three major headings: operational efficiency, engaging new donors, and retaining existing donors. Features include:

### 1. Operational efficiency

- » **Role-based Views:** Users see only information required for their specific role. Views can also be customized according to user preference.
- » **Cloud-based:** Easily access and share information across your organization, with an open, cloud platform that integrates data across systems.
- » **Lists:** Manage groups of records that share characteristics such as constituent giving history, relationships to fundraisers, etc.
- » **Events:** Users have the ability to promote and manage events including invitations, seating charts, payment processing, etc.
- » **Notes:** Save notes on a constituent record concerning interests, or special instructions to make face-to-face meetings more personal.
- » **Dashboards and reporting:** Dashboards and reports provide a clear view of performance against key metrics, allowing campaign and appeal performance to be easily understood through visualizations.

## 2. Reach and Engage New Supporters

- » **Campaign Management:** Set up multiple fundraising campaigns and analyze the effectiveness of appeals and solicitations like direct mailings, auctions, or galas to generate gifts.
- » **Built-in Data Enrichment:** Address updates, email and phone appends increase database quality and completeness.
- » **Email Marketing:** Integrated functionality provides email marketing capabilities, along with tools to design online giving forms and to gauge the effectiveness of appeals and solicitations.
- » **Social Media:** Donation pages can be shared through popular social media outlets like Facebook, and Twitter.
- » **Direct Mail:** The product includes tools for conducting and measuring the success of direct mail campaigns, with sophisticated segmentation capabilities.
- » **Donation Processing:** Merchant services providing secure and affordable payment processing for all credit cards, transaction types and card categories,
- » **Volunteers, Members and Alumni:** Features help convert constituents like volunteers, members, or alumni to active donors.

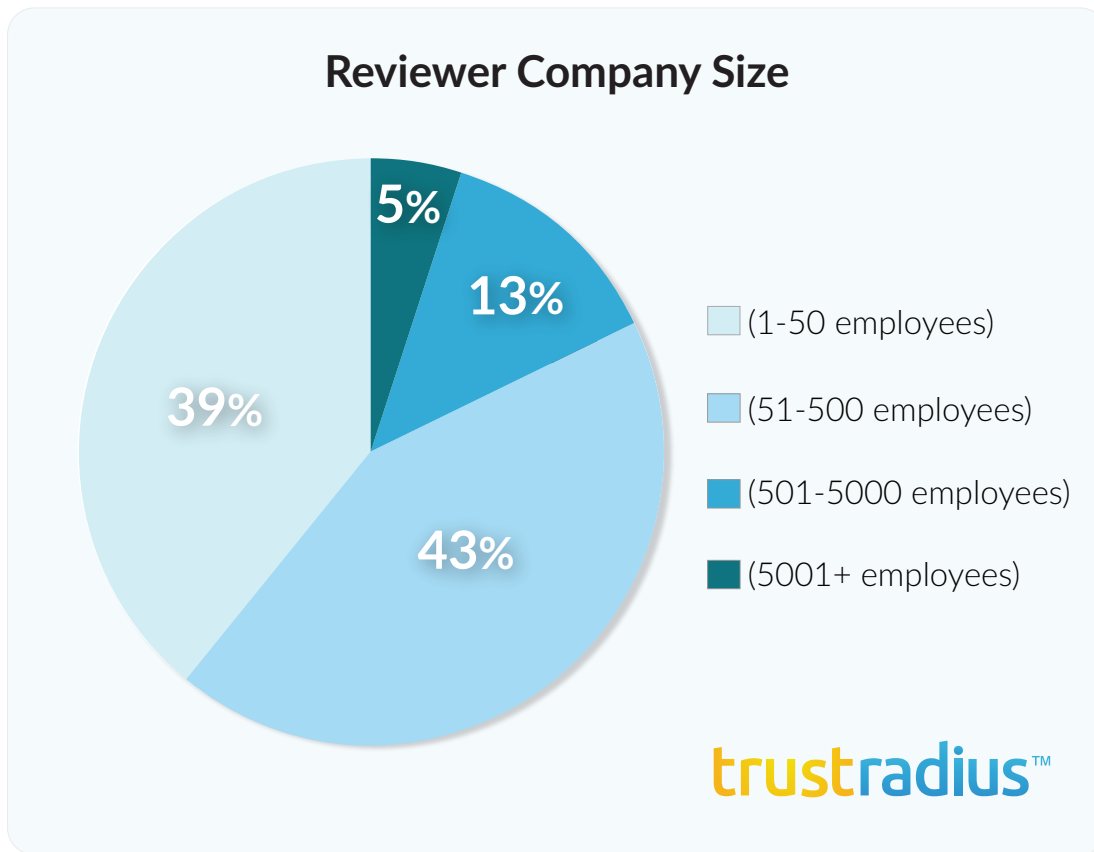
## 3. Retain existing donors

- » **Recurring Gift Management:** Manage open-ended commitments such as recurring monthly giving, or pledges.
- » **Next Ask Amount:** Raiser's Edge NXT integrated analytics and intelligence provides suggested maximum and minimum ask amounts for a constituent's next gift. This is determined by analyzing giving history and profile data to better understand giving capacity.
- » **Wealth Ratings:** Target Analytics®, a division of Blackbaud, Inc., automatically screens individuals and prospects for ownership of public assets like real estate, pension and income data, stock ownership and more.
- » **Donor Retention Analytics:** Analytics showing conversion of new donors to sustainer donors, and giving history this year compared to last.
- » **Planned Giving:** Planned gifts can be tracked from donor commitment to when the organization pays beneficiaries and receives final payments.
- » **ResearchPoint:** Research into donor assets and giving history to determine capacity
- » **Crowd Fundraising:** Provide supporters with the ability to create personal fundraising pages and viral campaigns
- » **Tributes and Memorial Giving:** Tools to track and manage "in-memoriam" gifts

## User Demographics

Raiser's Edge NXT is used by organizations of varying size to manage fundraising. Reviewer demographics data indicate that Blackbaud Raiser's Edge NXT is currently most commonly used by companies ranging from a single employee to 500 employees, though it is also used by some larger enterprises as well—about 18% of Raiser's Edge NXT reviewers work at organizations with 5,000+ employees.

There is a wide variety of nonprofit organizations using Raiser's Edge 7, including K-12, Arts and Culture, Cause and Cure, Healthcare, etc. Those that have already made a commitment to the cloud are moving to NXT faster than those using on premise software.



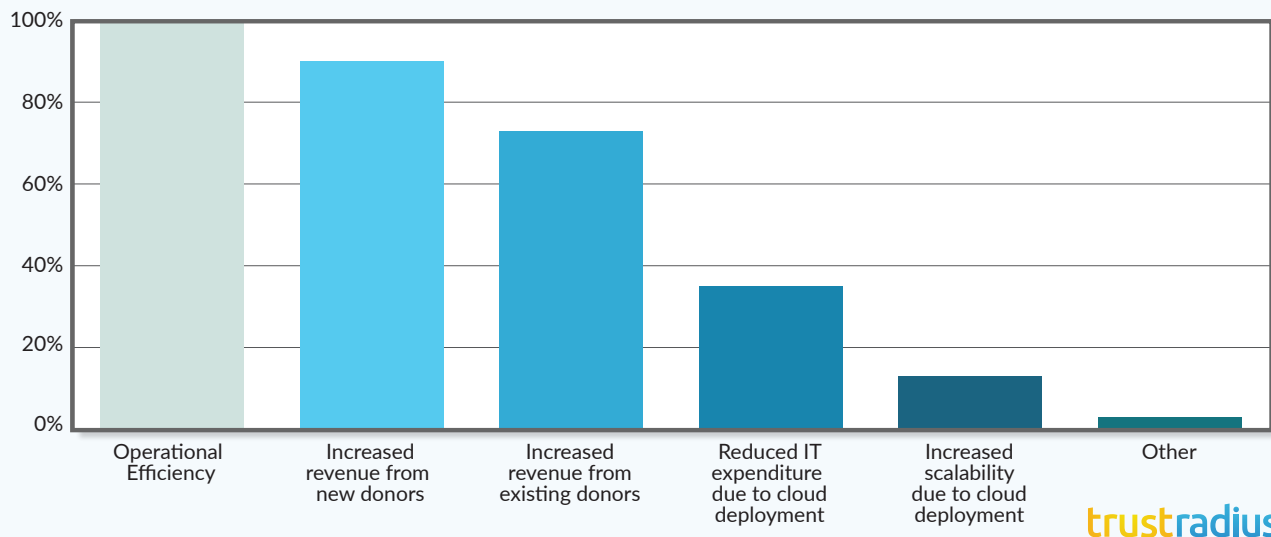
# Summary of Raiser's Edge NXT User Feedback

The following is a distillation of comments on desired outcomes and product strengths and areas for improvement from the 86 end-user reviews of Raiser's Edge NXT on TrustRadius. Note that not all reviewers agree on the pros and cons, depending on their use case. Where reviewer opinions diverge, we have summarized the different viewpoints and nuances below. Keep in mind that this list covers only the most commonly discussed strengths and areas for improvement across the review base; individual reviewers discuss many other various experiences and recommendations as well. For in-depth perspectives similar to your use case, you can find and filter full reviews [here](#).

## Desired Outcomes

Users were asked to select which outcomes were desired from their use of Raiser's Edge NXT, based on a list of the vendor's value propositions. Tabulating the answers reveals that operational efficiency and increased new donor revenue were the most common goals. The fact that a desire to increase operating efficiency was selected by all correspondents indicates the degree to which nonprofits really struggle to make their employees as efficient as possible through technology. As in many industries, many non-profit employees are not particularly technology-proficient, and simple-to-use, elegant software can dramatically improve efficiency across an organization.

**Reported Desired Outcomes of Survey Respondents**



Reviewers were also asked whether or not they have achieved their desired outcomes yet. About 40% of reviewers feel it is still too early to tell, but 60% of reviewers feel that at least some of their objectives had already been achieved and, in many cases, all objectives.

**“We are definitely more efficient with NXT because our everyday users can easily find the information they need. I also think the tools provided help us to prioritize donor cultivation and see increased revenue as a result. We used to be self-hosted, and going to Blackbaud hosting has been wonderful since we don’t have to use our own IT resources for updates.”**

Angela S.  
Development Associate  
at a Biotechnology company  
with 201-500 employees  
December 2016

**“We were able to increase our number of donors giving by nearly 10% year over year. Our average gift size almost doubled in our most recent annual appeal. The ability to personalize communications donors greatly increased...The success we were able to recognize in the first year of having RE NXT has paid for this product many times over! We are blessed to have Blackbaud as a partner in our continued success.”**

Director of Development  
at Religious institution  
with 201-500 employees  
December 2016

**“We have reduced IT expenditures by eliminating hardware upkeep costs. We have found ways to increase revenue from existing donors, but have not directly correlated revenue from new donors because of NXT. Finally, the cloud is an operationally efficient way to work, especially for my mobile major gift officer.”**

Manager in Hospital & Health Care organization  
with 1,001-5,000 employees  
November 2016

**“The biggest achievement thus far is operational efficiency. We have been able to decrease processing time, duplicate processes, errors, reporting time and internal requests. Increased revenue from both new and existing donors through the friendly UI which helped show some donors we would have missed with our traditional way of keeping track of everyone.”**

Manager in Higher Education institute  
with 11-50 employees  
October 2016

**“We were already a high-functioning office that was achieving its goals. We were looking for more efficiency and ease of use and we’re certainly getting it. The biggest benefit is that information is now accessible to all instead of a database administrator doing all the work.”**

Karen S.  
Database Manager  
at an Education Management organization  
with 201-500 employees  
December 2016



**“We have most definitely added efficiency departmentally. Raiser’s Edge makes 48-hour turnaround on gifts absolutely obtainable. Reporting tools and built-in prospecting insights have increased our giving somewhat and I anticipate that to improve over time. The cost of moving to a hosted environment was steep, but it freed up server space that was sorely lacking in our org. Not having to depend on an already overextended IT department for maintenance has reduced cost and added a ton of efficiency.”**

Erin B.  
Donor database Manager  
at a Nonprofit organization  
with 201-500 employees  
October 2016

## Strengths

Each reviewer was asked to list the things Raiser’s Edge NXT does particularly well, including the features they like most and the qualities that make the product a good fit for their use case. What follows are the most common answers, including some example review quotes in each area.

### 1. Easy Access to Donor Records

Constituent records are easy to set up, consume, and search, and certainly considerably easier than in Raiser’s Edge 7. Gift officers and non-technical staff are easily able to access and enter data in constituent records, with very little training.

**“The profiles are set up well, easy to navigate, intuitive to use. All contact and basic information on the donor/foundation/company is easily accessible on their profile home page.”**

Manager  
at a Fundraising company  
with 1,001-5,000 employees  
December 2016

**“Raiser’s Edge (RE) NXT is used by our development and program staff at our nonprofit. It allows all users easy access to constituent information in an easy to understand format...RE NXT makes it easy to find constituents and see their giving history at a glance.”**

Stacy C.  
Donor Stewardship Manager  
at Nonprofit organization  
with 1-10 employees  
September 2016

**“Raiser’s Edge NXT is being used by the Foundation office staff. It provides our fundraisers with the ability to access donor information from anywhere which is extremely helpful when going out on donor and potential donor visits. It provides ease of access, quick look up and important data at a click.”**

Administrative Assistant  
at a Higher Education organization  
with 201-500 employees  
November 2016

**“Searching for constituents is easy and much faster than the classic view.”**

Manager  
at a Nonprofit organization  
with 501 to 1000 employees  
October 2016

## 2. Reporting / Analytics

Many users said that reporting and visual analytics capabilities are much easier to compile, and show not just revenue data, but also highlight constituents who have lapsed or who have higher capacity. The reporting interface allows reports to be generated very rapidly with no specialized knowledge required.

**“I have found the data analytics that RE NXT provides to be incredibly useful. We have over doubled our annual funds raised by using the targeted ask amounts that this program provided!”**

Andy S.  
Director of Development  
at Religious institution  
with 201-500 employees  
December 2016

**“Reporting options and graphs make generating reports quicker. Committees grasp the visuals easily.”**

Lynn M.  
Executive Director  
at a Nonprofit organization  
with 1-10 employees  
November 2016

**“Canned and custom reports: There are so many reporting options and built-in access to Crystal Reports. The vast array of canned reports mean very little custom work.”**

Erin B.  
Donor Database Manager  
at a Nonprofit organization  
with 201-500 employees  
October 2016

**“You are easily able to pull very detailed reports that can be helpful in identifying lapsed donors or donors who have a higher giving capacity.”**

Elizabeth B.  
Account Manager  
at a Higher Education institution  
with 1-10 employees  
September 2016

**“Reports for gifts that have been given. I am amazed all the time at how many details you can add to these reports. Everyone thinks I’m wonderful because I can pull this information within minutes!”**

Administrative Assistant in Marketing  
at a Hospital & Healthcare organization  
with 51-200 employees  
September 2016

**“It is incredibly helpful for me as an ED, to pull statistics and analytics to assess where we are excelling, and where there are huge opportunities to be gained through an easy-to-use interface.”**

Krista L.  
Executive Director  
at Hospital Foundation  
with 1-10 employees  
August 2016

**“It consolidates a constituent’s record and takes all the work out of running summary reports which saves you so much time.”**

Belinda P.  
Database Manager  
at a Nonprofit organization  
with 11-50 employees  
August 2016

### 3. Cloud-Based System

Raiser’s Edge NXT is a cloud platform that does not have to be managed directly by the organization, eliminating the expense of hardware acquisition, provisioning and maintenance. This also makes it much easier to integrate data across systems, and allows users to access the system from anywhere through a browser.

**“RE NXT makes it easy to access information from anywhere. The cloud-based solution has taken much pressure off of our IT dept.”**

Andy S.  
Director of Development  
at a Religious institution  
with 201-500 employees  
December 2016

**“Online hosting does not take up space on our server and makes the database accessible from anywhere.”**

Andrea K.  
Nonprofit organization  
with 201-500 employees  
October 2016

**“As a browser-based client, Raiser’s Edge NXT offers mobility and the convenience of being used on mobile/ tablet devices.”**

Brady C.  
Development Associate  
at a Hospital and Healthcare organization  
with 201-500 employees  
October 2016

**“Online hosting has saved our IT department many headaches especially when local servers went down.”**

Lisa M.  
Manager, Annual Giving Civic & Social Organization  
with 201-500 employees  
August 2016

**“Since the database is hosted, there’s no need to worry about back-up and upgrades. Everything is done automatically.”**

Manager at a Nonprofit organization  
with 51-200 employees  
August 2016

#### 4. Very Easy to Use / Ideal for Non-Technical Staff

The user interface has been completely overhauled making it easy to learn and use, even for non-technical users. Many users mention that it has been designed from the fundraiser’s point of view and that the user experience is streamlined and elegant.

**“The user interface is 100 times better and more user friendly than the Raiser’s Edge UI. It’s just more intuitive.”**

Manager at an Education Management organization  
with 11-50 employees  
September 2016

**“The design is beautiful.”**

Marketing professional  
at a Nonprofit organization  
with 51-200 employees  
August 2016

**“Simple to learn and use. If you can use an internet browser or email you can use Raiser’s Edge NXT.”**

Ron K.  
VP of Advancement  
at a Higher Education organization  
with 201-500 employees  
September 2016

**“The ease of navigating through screens is a plus. This product was developed with the Fundraiser in mind.”**

Andy S.  
Development Director  
at Religious Institution  
with 201-500 employees  
December 2016

**“The big plus is how easy it is to use for the non-technical people in our department. With RE NXT they feel empowered to enter their own actions and notes. They also feel comfortable using lists to gather their own information.”**

Karen S.  
Database Manager  
at an Education Management organization  
with 201-500 employees  
December 2016

**“NXT is much more user friendly than the traditional Raiser’s Edge and gives our gift officers the flexibility to pull information, contact donors and committee members without asking a staff member to pull the information, and allows them to easily track their actions.”**

Supervisor in Hospital and Health Care organization  
with 5,001-10,000 employees  
September 2016

## 5. Mobile-friendly

The product has been designed to optimize user experience on a mobile device. Many users express satisfaction about being able to access the system rapidly from a smartphone to look something up quickly before a meeting.

**“Being able to access the Raiser’s Edge app on your phone or tablet is very helpful for getting information about a donor on the go to help prepare you for a meeting.”**

Account Manager in Higher Education organization  
with 1-10 employees  
September 2016

**“Easily access constituent information from a mobile device.”**

Lisa T.  
Support Specialist  
at an Individual and Family Services organization  
with 11-50 employees  
August 2016

**"I like the fact that you can use the product on your mobile device to look up addresses, phone numbers, and giving history."**

Katherine R.  
Development Assistant  
at a Health Care organization  
with 201-500 employees  
August 2016

**"[T]he mobile capability makes it priceless for us when we meet with potential donors to our institution."**

Kerry Neal  
VP for External Relations  
at a Higher Education institution  
with 51-200 employees  
September 2016

## 6. Dashboards

Dashboards in Raiser's Edge NXT are highly visual making it easy to see the success of campaigns and other appeals. They also make it easy to see key metrics such as donor retention and acquisition at a glance.

**"The dashboard shows the actions and gifts for the constituents that have been assigned to them at a glance. [They] are easy to set up, even for our most novice users."**

Lisa T.  
Support Specialist  
at Individual and Family Services  
with 11-50 employees  
August 2016

**"The dashboard, managing portfolios and creating lists are basically effortless in NXT."**

Crystal P.  
Database Manager  
at Hospital and Health Care organization  
with 10,001+ employees  
December 2016

**"The dashboard function helps me keep track of where I am on any given day...Dashboard ensures reporting daily results to higher-ups at a click of a button."**

Andrea K.  
Nonprofit organization  
with 201-500 employees  
October 2016

**"Raiser's Edge NXT provides a dashboard to alert me to what donors need attention. This enables us to make sure donors don't slip through the cracks based on data driven algorithms."**

Manager in Hospital and Health care organization  
with 1,001-5,000 employees  
November 2016

**“Graphic representations of giving history and contact history for each donor make it much easier to see whether it’s time for another contact, whether an ask should be made, and what size ask we should make.”**

C-Level Executive  
at Nonprofit organization  
with 11-50 employees  
August 2016

## **7. Other**

Although there is less unanimity, some users expressed satisfaction with additional capabilities of the product:

- » Built-in wealth screening, using Target Analytics
- » Highly effective moves management
- » Strong integration with Luminate Online™ and Financial Edge NXT
- » Fast pace of development, with new capabilities being added all the time

## Areas for Improvement

Each reviewer was asked to list areas for improvement for the product – such as new features they'd like to see, or things that could be done differently. What follows are the most common answers, including some example review quotes in each area.

### 1. Web View Does Less than Database View

One of the biggest issues experienced by users is that there is not yet feature parity between the database view and the web view. For some roles, this results in frequent switching between each platform. For example, any database administration functions still must be performed from the older system. Similarly, the web view has additional fields that are not reflected in database view. Data entry in the web view is slated on the product roadmap for 2017.

**"NXT is a very new product and is changing all the time as they build more functionality into the program, so many of the areas that need improvement are already scheduled into future updates. But it does mean that there are some things we aren't currently able to do in NXT that are very helpful in the database view."**

Meredith O.  
Advancement Services Manager  
at a Higher Education institution  
with 51-200 employees  
August 2016

**"I REALLY wish that I could enter gifts and manage more of the database functions in NXT."**

Susan H.  
Director of development  
at Hospital & Health Care organization  
with 51-200 employees  
December 2016

**"Does not effectively replace traditional Raiser's Edge software - most data entry is still required to be performed from the database software view. [Also], some information such as donor action items, does not actively update both ways across NXT and the traditional database. For example, adding media to an action item on a donor record does not upload the media to be viewed in the database view."**

Brady C.  
Development Associate  
at a Hospital and Healthcare organization  
with 201-500 employees  
October 2016

**"DB administration functions are not available on RE NXT. So the administrator ends up spending 95% of the time in the old DB view and miss the opportunity to work with RE NXT and know it we."**

Sevana K.  
Development Operations Manager  
at a Nonprofit organization  
with 51-200 employees  
December 2016



## 2. Custom Queries and Filtering

Some users noted that the query process in the database view is difficult to understand and can return data with duplicates in the web view. The list builder in the web view, while easier to use, is somewhat restricted in its filtering and for more sophisticated filtering, it is still necessary to switch to the database view currently.

**“Query process is still a bit clunky - user needs to know exactly which field to choose etc. Also queries still produce a lot of duplicates.”**

Marketing Director  
at a Nonprofit organization  
with 11-50 employees  
September 2016

**“Custom queries are still tricky. It would be great to have an easier way to generate these reports.”**

Nancy S.  
VP Development and Marketing  
at a Nonprofit organization with 51-2000 employees  
December 2016

**“Filtering options, for example only want to include certain alumni classes or when looking at solicitors’ records, ability to include or exclude certain ones.”**

Employee in Higher Education Institute  
with 201-500 employees  
September 2016

**“Better able to query for lists -- the filtering is good, but not extensive enough.”**

Manager  
at a Nonprofit organization  
with 51-200 employees  
August 2016

**“With the data snapshots, I get gift information I can drill into, but can’t seem to filter the donors to determine more about them.”**

Administrative Assistant  
in Higher Education institution  
with 201-500 employees  
November 2016

**“The filtering ability that currently exists in NXT is helpful for getting some basic lists, but if you want anything more complexity you currently still have to go into the “database view.” Looking forward to this functionality being added to the NXT interface.”**

C-Level Executive  
at Nonprofit organization  
with 11-50 employees  
August 2016

### 3. Additional training options

Users expressed some dissatisfaction with training options, although complaints tend to be heterogeneous. Some users felt that training is inadequate to get organization staff up to speed quickly, despite usability improvements. For a generally non-technical user base, even improved usability cannot eliminate the need for comprehensive training.

**Blackbaud Comment:** *Customer surveys indicate that some of the dissatisfaction around training is the result of a lack of awareness of available training options. Communication of the training options included with product subscriptions will be clarified, and role-based learning paths will also be introduced.*

**“Lack of training has been an issue for our staff. The training we have been provided is not sequential and that is essential for some of our users. Information is not provided....you have to dig for it.”**

Supervisor in Hospital and Health Care organization  
with 5,001-10,000 employees  
September 2016

**“I’d like to see more training available for this product.”**

Karen S.  
Database Manager  
at an Education Management organization  
with 201-500 employees  
December 2016

**“We would like a short training video for a leadership director or a gala committee member to get around in the cloud-based solution.”**

Administrative Assistant in Marketing  
at a Hospital & Healthcare organization  
with 501-1,000 employees  
August 2016

**“There is not yet robust, case-study style training for RE NXT. There are very simple videos and very complex live sessions, but not great training options for the middle users.”**

Manager  
at Hospital & Health care organization  
with 1,001-5,000 employees  
November 2016

# Interview with Blackbaud CTO, Mary Beth Westmoreland



## **What was the impetus behind building Raiser's Edge NXT™? Was it driven by customer demand, or were there other factors too?**

It was driven by user demand, in part. We always listen to our users and work with our customers to understand their unique needs. One of the things we heard them saying is that the Raiser's Edge product looks a little old; it has a dated look and feel. It also takes a lot of in-depth knowledge to leverage the power of the application. For example, being able to query data and build reports on their data is not easy for non-technical users. We wanted to solve that, but in a very fresh way.

In addition, the world is changing and technology is changing with the emergence of mobile, social, and online giving. These things are a central part of our everyday lives today, and we wanted to design a solution that would take full-advantage of today's

technology. We wanted to take a fresh approach to building the next generation of fundraising, financial management, and relationship management tools to meet the needs of the market that we serve.

So, it was a combination of hearing from customers, and also taking advantage of new technology, and developing a whole new class of innovative, creative, delightful product offerings for the nonprofit space.

## **The original Raiser's Edge product has been around for a long time. It's a very successful product, with a large user base. Can you talk about some of the challenges involved in building a brand-new version?**

You're right, the biggest challenge is the fact that it was in development for so many years. Hundreds of developers have checked-in code and have created features. It's kind of a Swiss army knife of development and fundraising tools. The idea of being able to replace most of that functionality overnight just didn't seem realistic, or even the best approach. What I have tried to do is to ask our developers and product managers to take feature parity out of their vocabulary. We didn't want to recreate the Swiss army knife. We wanted to develop a whole new experience that was going to solve the same basic problem.

Our customers love the Raiser's Edge NXT experience; we have heard lots of great feedback about that. But they didn't want us to rip Raiser's Edge 7 out of their hands. We wanted to be able to give them some time to transition as well. The approach of being able to support both the existing Raiser's Edge and the new value that derived from Raiser's Edge NXT felt like a great approach.

**Are many existing customers using Raiser's Edge NXT in conjunction with Raiser's Edge? One of the things that came out of the reviews on TrustRadius is that some people were a little unhappy at having to switch from one to the other. For example, when they wanted to perform administrative tasks, they must go back to the older version.**

First, I love that our customers are telling us that in a way, because they are saying that they love the new experience and want more of it! That's a great thing to hear from a customer. I mentioned the challenge of the sheer volume of capabilities of the old product and how we must be very thoughtful about our priorities in developing new features in the Raiser's Edge NXT. Raiser's Edge 7 (the last version), and Raiser's Edge NXT—even though it ships with many of the capabilities that Raiser's Edge 7 has—are really different products, and they work in different ways. Raiser's Edge NXT does have that Raiser's Edge goodness, but the architecture, the onboarding process, the capabilities like built-in analytics—everything is quite different—it's truly a new, modern solution.

Let me go back to what you were saying about some customers being disappointed about not being able to do everything inside of the Raiser's Edge NXT experience. We are excited that Raiser's Edge NXT is so innovative that everyone wants to fully use it, and we're working toward that. Many of our customers have told us that their teams are heavily invested in Raiser's Edge, mostly the advanced users like the database administrators who use Raiser's Edge in advanced mode. What we tried to do is focus the NXT experience on specific personas so that, for example, any one in a major gift officer role, or a fundraising role can perform all their job duties within the NXT experience. The persona of the database administrator, which might require the greater breadth of the Raiser's Edge 7 experience, is not where we have focused first. We really tried to be thoughtful of how to approach what features and components to develop first as part of the NXT experience.

**Yes, this is borne out in reviews, where the fundraisers and major gift officers are delighted with the Raiser's Edge NXT user experience. Any unhappiness is primarily from database administrators who still need to use Raiser's Edge 7.**

The major gift officers and fundraisers are used to relying on their database administrators to run reports. If they were on the road working with a prospect, they would have to call back to the office and request a report on that prospect—when did we last have an interaction, etc. Now (with NXT) they can just look it up themselves on their phone; everything is right there. That's the power of this new technology.

## What does the product roadmap look like? What's the long-term vision?

The new Raiser's Edge NXT cloud architecture is foundational to the velocity that we can achieve. The pace of development has accelerated exponentially. An engineer can check in code today, and it will light up for a customer tomorrow. That is beautiful! We are going to continue to go fast, and deliver more capabilities as part of the Raiser's Edge NXT experience, as we discussed.

But more specifically, we are going to complete all the core fundraising workflows end-to-end. That's the #1 goal. That includes the web view, native components like email, list segmentation, gift processing, constituent management, etc. All the goodness that the Raiser's Edge customers know and love today, that will appear in a somewhat different experience as we talked about. And then we are really going to expand our analytics story. This is probably the area that I'm most excited about! One of the unique things that Blackbaud has, is the power of analytics including wealth and prospect information, constituent demographic data, and data hygiene tools. All these things that come together and help us understand the relationship that a nonprofit might want to build with an individual.

But the important thing that it enables is intelligence. We can understand, from usage information from our cloud systems, what actions will promote outcomes that are likely to be the most successful. The most exciting thing for me is embedding all those capabilities within the experience, so that it doesn't feel like some separate analytics

offering. It's about providing the right information that is important to the right person, at the right time.

That's where we are focusing a lot of our innovative research—how we can leverage all this core data in aggregate, to help our customers be better at what they do, and drive better outcomes. It's not just about fundraising, it's about program delivery, and how fundraising can translate to outcomes. We want to think about this holistically and give that powerful analytics capability to our customers in new and different ways.

## Let me switch gears a little and ask you about Blackbaud's corporate culture. Is there more of a focus on innovation these days than there was in the past?

Innovation is one of my strategic goals. Here is my mantra: We need to be open. Perhaps the biggest change in our culture is developing this new architecture and exposing our APIs to partners, who are going to do things that we might never do! Nonprofits want to try, say, the Internet of Things. Let's give them some endpoints and they can start with and develop solutions that we might never get to.

Also, we're giving our UX, called SKY UX™, away. We're based on Angular JS, which is open-source anyway. We're going to reinvest and give SKY UX™ away. The idea is that we're creating the guts and the platform and, yes, some of the coolest and most delightful innovations like Raiser's Edge NXT. But with an architecture that's going to allow us to enable us to innovate internally—but also everyone else. That's the goal.

## **We've talked a lot about product, and about innovation, have you also been trying to make the company easier to work with for you customers and partners?**

We weren't previously known for being easy to work with! But anyone who hasn't taken a look at Blackbaud over the last 2 years should take a second look. We are working hard to streamline our product portfolio. We have set up a whole new organization called "Customer Success". This organization is focused on enabling the success of our customers, not about solving a problem because they called support, and not about trying to sell them something. It's about "how can we partner with you to show you how to take advantage of the full capabilities that you are paying for—Let us help walk you through that". I think that has been a real game changer. Our customers feel more comfortable using our products, and get a lot more value out of the relationship too.

There are other things we are doing too: We are streamlining the whole onboarding process and we are also taking the word migration out of our vocabulary. For example, we went into the Raiser's Edge NXT development process with the goal of "no painful migrations!" We are doing all that data conversion under the hood for them. These are just a few examples.

I'm really starting to see these efforts pay off.

## **Anything you would like to add?**

Today, we are not just serving a fundraising market. When we thought about how we were going to build this philanthropic cloud, we thought about the social good community. The nice thing about some of the acquisitions that we have done is that they have given us broad visibility into different markets. We serve membership organizations, corporations, foundations, Higher-Ed, K-12, and NPOs. One of the cool factors that we have, is being able to connect all those pieces together so that we can leverage data across the sector to drive greater outcomes. Our business is bigger than fundraising. Our vision is enablement: Bringing all those different facets together so that they can work to deliver on the mission.

We are really thinking ahead on how to deliver outcomes and impact, leveraging cloud data to do it. We're doing some cool things in this area.