blackbaud®

Blackbaud Empowers Social Good With Application Modernization

By relocating business-critical applications to Azure, this global software provider enhances performance and security for its customers in the social good community.

Like all modern organizations, nonprofits depend on technology to manage operations and deliver services to constituents. Since 1981, Blackbaud has delivered software, services, data intelligence and expertise to help its nonprofit customers make the most of every dollar. With products to support fundraising, grantmaking, donor management, marketing, analytics and more, Blackbaud equips agents of change to maximize the impact of their work.

Blackbaud is the world's leading cloud company powering social good — and a leader in corporate social responsibility with strong environmental, social and corporate governance policies.

Opportunities for app modernization

For many years, Blackbaud's software solutions and company data were hosted on different data centers around the world. But the organization recognized the opportunity to modernize and streamline the way it delivered hosted services to customers by offering the benefits of the public cloud.

Blackbaud's private cloud systems limited the ability to expand services into locations without established data centers, adding complexity to scaling capacity and consistent deployment of features and customizations. Blackbaud's infrastructure engineering leaders saw an opportunity to better manage costs and offer new services. They knew a shift to the public cloud would increase agility, security, capacity and cost-efficiency, allowing them to better meet the needs of social good organizations around the world.

Industry:
Software

The challenge:
To improve scalability, uptime, security and cost management, the world's leading software company powering social good sought to relocate its on-premises applications to the cloud.

The solution:
Insight provided technical and organizational support for migration to Azure, working directly with Blackbaud customers to coordinate, execute, test and ensure the successful relocation of application data.

Insight provided:
- Technical expertise and experience with Azure
- Programmatic approach to execution
- Implementation efforts
- Import and export scripts for data migration
- Proprietary modules to streamline backups and restore custom application components

Finding a partner and a path to the cloud

During its consumption agreement with Microsoft in 2018, Blackbaud's IT team began seeking out partners to support their migration project. Microsoft recommended Insight as a result of our close technical partnership and deep experience with Azure®.

> *A private cloud-hosting infrastructure distributed across numerous global data centers limited scalability and added complexity to the management of the company's flagship software products.*

A programmatic migration strategy

The migration plan focused on customers using Blackbaud® Raiser's Edge NXT® and Blackbaud Financial Edge NXT® — the company's flagship fundraising and financial management tools for nonprofits — as well as Blackbaud CRM™, which provides comprehensive customer relationship management for larger organizations.

Insight developed a programmatic approach to execution and took on the bulk of the implementation efforts.

Blackbaud CRM is highly configurable, and customers using the product often have intensely specialized environments. As Blackbaud's team developed scripted processes to set up net-new Blackbaud CRM environments in Azure, Insight built additional scripts to assist with the export and import of existing Blackbaud CRM customer data.

Insight's team worked directly with Blackbaud CRM customers to develop and execute project plans — from evaluation and scheduling to custom coding work, testing and support. They also added functionality to the Azure environment as needed to meet individual customer requirements.

> *Together, Insight and Blackbaud successfully executed 14 Blackbaud CRM relocations and more than 900 Blackbaud NXT relocations in 2021 — resulting in reduced infrastructure costs, improved uptime, streamlined processes and enhanced customer security.*

Future plans for long-term social impact

Together, Insight and Blackbaud successfully executed 14 Blackbaud CRM relocations and relocations for more than 900 customers involving Raiser's Edge NXT, Financial Edge NXT or both in 2021.

The migration has allowed Blackbaud's IT team to:

- Reduce infrastructure costs with Azure's burst capacity during updates.
- Reduce scheduled downtime.
- Simplify and accelerate processing and delivery with consistent scripting, standards and automation.

Most importantly, however, these modernization efforts have enabled nonprofit, social good organizations to continue to grow, transform and maximize their social impact around the world.

"Our partnership with Insight has allowed us to accelerate our migration to the public cloud," shared John Yeager, Blackbaud's senior director of application management for infrastructure engineering and cloud operations. "That acceleration, in turn, has allowed more of the social good organizations that Blackbaud empowers to realize the flexibility, security, capacity, speed of innovation and ease of automation offered by the public cloud."

Benefits & outcomes:

Relocations for more than

900 customers

in 2021, including more than a dozen complex enterprise migrations

Reduced downtime, lower infrastructure costs and improved scalability

Greater agility supported by consistent scripting and automation

Enhanced customer security with data encrypted at rest and in transit

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