

The Forrester Total Economic Impact™ of Blackbaud CRM For Higher Education

Challenges and objectives

Forrester worked with Blackbaud to analyze the total economic impact that Blackbaud CRM had on one of its customers, who shared their business outcomes and objectives:

Create a single, cohesive system for a unified donor view.

Have a single, centralized view of all communications and activities with constituents.

Support strategic planning and management.

Improve labor efficiency.



Financial Impact

Forrester concluded that Blackbaud CRM has the following financial impact:



ROI
134%



Payback
30 months



NPV
\$10.1M



Total Benefits: \$17.7M
FIVE YEAR ANALYSIS

81%

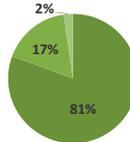
Lift in funds raised attributable to BBCRM

17%

Labor costs avoided for record management

2%

IT costs avoided for legacy systems



Total Costs: \$7.5M
FIVE YEAR ANALYSIS

45%

Internal labor for systems deployment, maintenance and management

29%

Professional services fees

20%

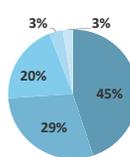
Software License And Maintenance Fees

3%

Hardware and software acquisition and maintenance

3%

Miscellaneous service fees paid to Blackbaud



Qualitative benefits

Customers also experienced additional benefits that were not quantitatively tracked in detail:



Creation of more efficient fundraising portfolios by integrating Blackbaud's Wealthpoint data into donor files



Improved coordination in fundraising efforts among user groups.

Blackbaud CRM by the numbers

13%



Increase in funds raised from FY2014 to FY2015.

500



Number of university employees who use Blackbaud CRM regularly.

53 million



Number of emails sent in FY2015.

< 2%



Number of unknown alumni.

Disclosures

The reader should be aware of the following:

- This document is an abridged version of a full case study. The Total Economic Impact Of Blackbaud CRM For Higher Education, September 2015.
 - The study was commissioned by Blackbaud and delivered by the Forrester Consulting group.
 - Forrester makes no assumptions as to the potential return on investment that other organizations will receive.
- Please read the full case study for additional disclosures.

TEI Methodology

Total Economic Impact™ (TEI) is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders. The TEI methodology consists of four components to evaluate investment value: benefits, costs, risks, and flexibility. (forrester.com/marketing/product/consulting/tei.html)