

Blackbaud Application Hosting™ - An Overview

Realize the highest levels of security, reliability, and accessibility while saving time and money...

Get Hosted!



Make the world a better place.

Your Hosts



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Agenda

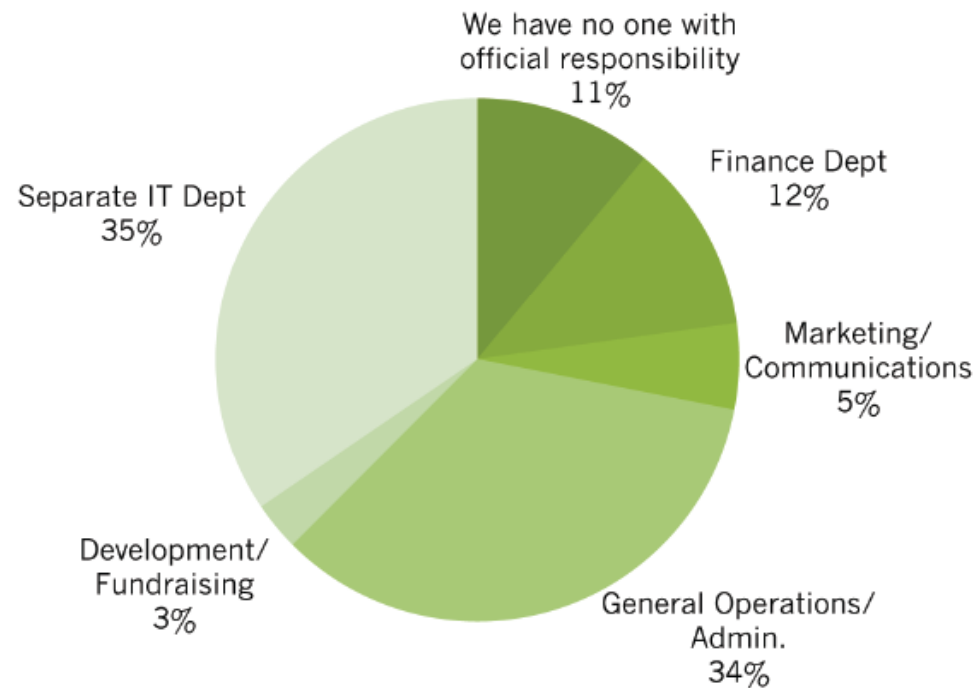
1. State of IT at non profits today
2. Risks and costs of running in house
3. General overview of hosting services
4. Benefits and value
5. Demo

Information Technology

STATE OF IT AT NONPROFITS

No Formal IT Department

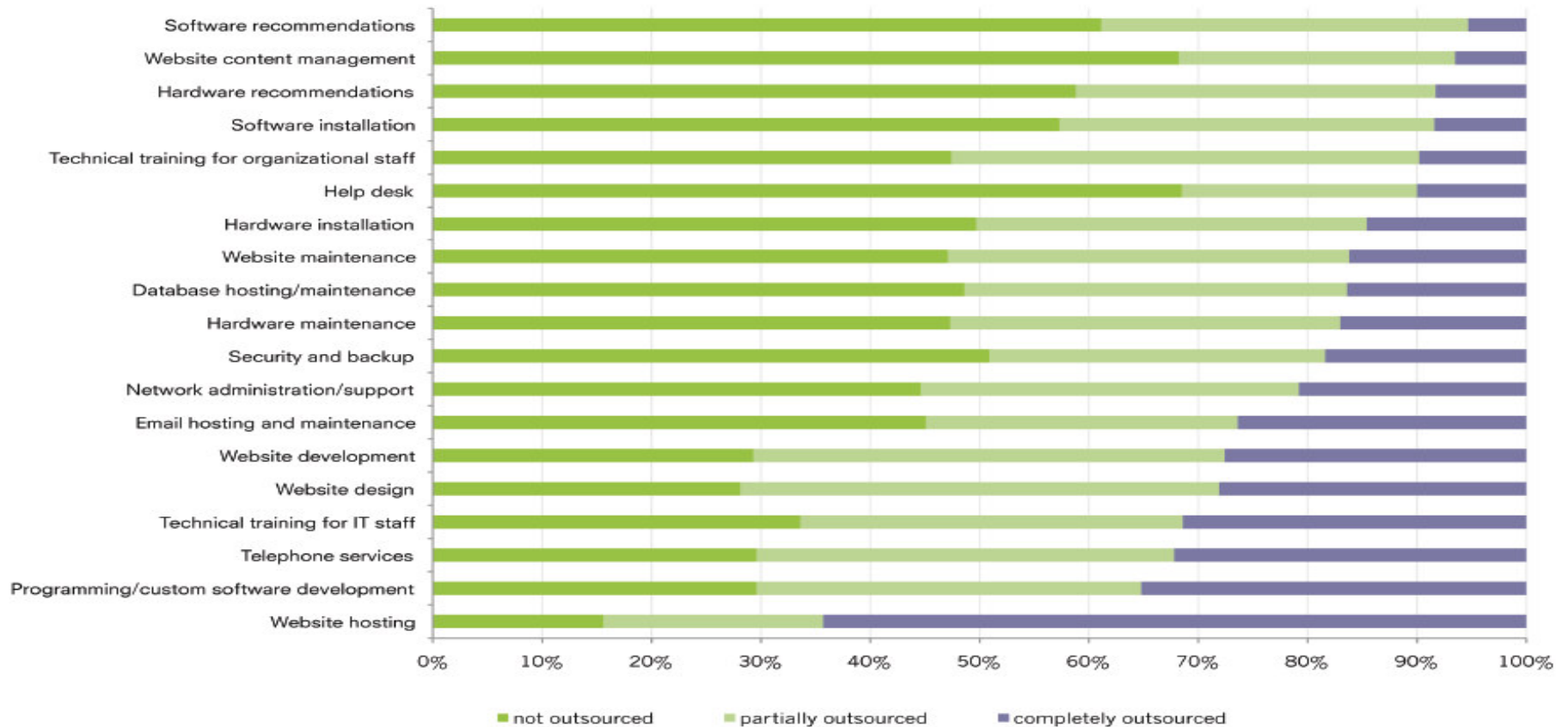
- In many cases there is no IT staff at all!*



**Source: Nonprofit IT Staffing: 2008 IT Staffing and Spending Report
(NTEN in collaboration with The Non Profit Times)**

Local H/W & Local S/W with Internal IT (in-house)

- 59% and 61% respectively
- At Blackbaud 85-90% of clients run solution in house



Source: *Nonprofit IT Staffing: 2008 IT Staffing and Spending Report*
 (NTEN in collaboration with The Non Profit Times)

Limited IT Planning

- *Most organizations do not have a formal plan*
- *Most organizations are focusing on resolving today's "fires" and not looking at IT investments needed for the future*

Does Your Nonprofit Maintain a Formal Technology Plan?		
	Yes	No
2008	40%	60%
2007	36%	64%

*Source: Nonprofit IT Staffing: 2008 IT Staffing and Spending Report
(NTEN in collaboration with The Non Profit Times)*

Self-Trained IT Staff

- *60% of non profits expect their IT to train themselves or to get training elsewhere*

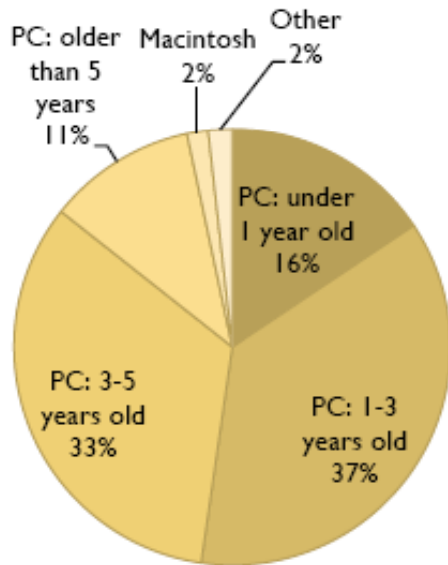
Training Types and Methods	
Technology Training Resources Used	Percentage of Respondents Using Method
Internal Staff Trainers	66%
External Staff Trainers	45%
Online Training	53%
Staff Expected to Train Themselves or Already Be Trained	59%

Source: Nonprofit IT Staffing: 2008 IT Staffing and Spending Report (NTEN in collaboration with The Non Profit Times)

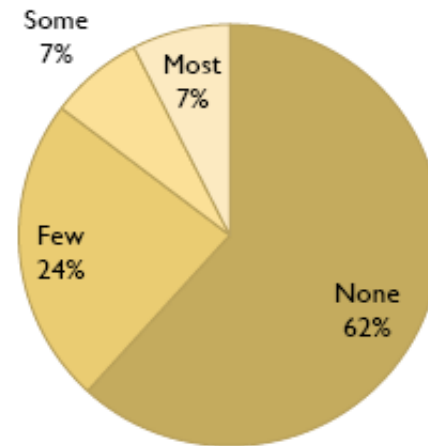
Use Older Technology

- *Donated equipment*
- *Refurbished equipment*

Computers by Type and Age



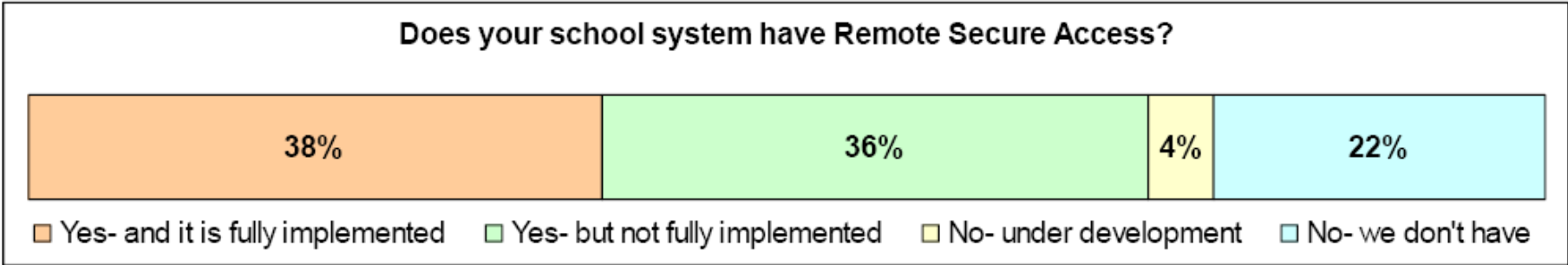
Proportion of Computers that are Donated



Source: Robert Morris University – Nonprofit Technology Survey 2008.
http://nten.org/uploads/09ntc/presentations/NonprofitIT Trends_Forster.pdf

Remote Access

Many organizations do not have a solution or it is not fully implemented



Source: 2008 Survey: The Unique Challenges Facing the IT Professional in K-12 Education – eSchool News and Schooldude.com

Perceived Benefits of In-House IT/Data

- Cost is lower when done in-house
- Data is safer within our own walls
- Quicker and easier access to data: “*It’s right here.*”
- Have to do IT anyway for other aspects of operation, so we should just do it all
- This does not take a lot of IT’s time

Reality of Self-Managed Apps and IT

Recent Headlines

...How Cybercriminals Invade Social Networks, Companies ([Link](#))

...Information Security is Threatened Every Day ([Link](#))

...Hardware Failures are Leading Cause of Data Loss ([Link](#))

... How to: Getting Your Head (and Org) into the Clouds ([Link](#))



Industry Quotes

- “ ***“If you spend more on coffee than on IT security, you will be hacked. What's more, you deserve to be hacked.”*** - White House Cybersecurity Advisor, Richard Clarke (on defining what to spend on protection) ”
- “ ***“Those who do not archive the past are condemned to retype it!”*** - Garfinkel and Spafford, Practical UNIX Security, 1st Edition (on data protection) ”
- “ ***“The best way to get management excited about a disaster plan is to burn down the building across the street.”*** - Dan Erwin, Security Officer, Dow Chemical Co. (on often elusive disaster planning) ”
- “ ***“The user's going to pick dancing pigs over security every time.”*** - Bruce Schneier (on how safe is your internal network) ”

In-House Management

RISKS & COSTS

Risks & Challenges of Managing Your Own Apps

Data on a server in your closet is not safer!

o Hackers

85% say there was a least one significant data breach that required notification in the past 12 months.

- *“Enterprise@Risk: 2007 Privacy and Data Protection Survey,”* conducted by Deloitte & Touche and the Poneman Institute *“U.S. Survey: Confidential Data at Risk.”* www.ponemon.org

o Impact of Exposed Data

20% of customers immediately terminated their accounts with vendors that lost their information, and an additional 40% considered termination.

- *“National Survey on Data Security Breach Notification,”* *“U.S. Survey: Confidential Data at Risk.”* www.pgp.com/ponemon

o Hardware Failure & Human Error

These types of challenges account for 82% of all system data loss.

- Source: [Link](#)

Costs of Managing Your Own Apps

Costs are not lower!

o **Direct Costs**

- Hardware / software, SSL certificates, maintenance programs, disaster recovery insurance

o **Indirect Costs**

- IT staff time to maintain systems and react to problems
- Opportunity costs - IT not working on new technology / mission-related tasks

o **Lost Productivity/Staff**

- Up 99% of time? Your staff is losing 86.4 hrs of productivity a year **per staff!**
- All applications up to latest release? If not, users aren't leveraging best tools.

o **Security**

- Information security breaches cost anywhere between \$90-\$305 / lost record

- Forrester Research: www.forrester.com

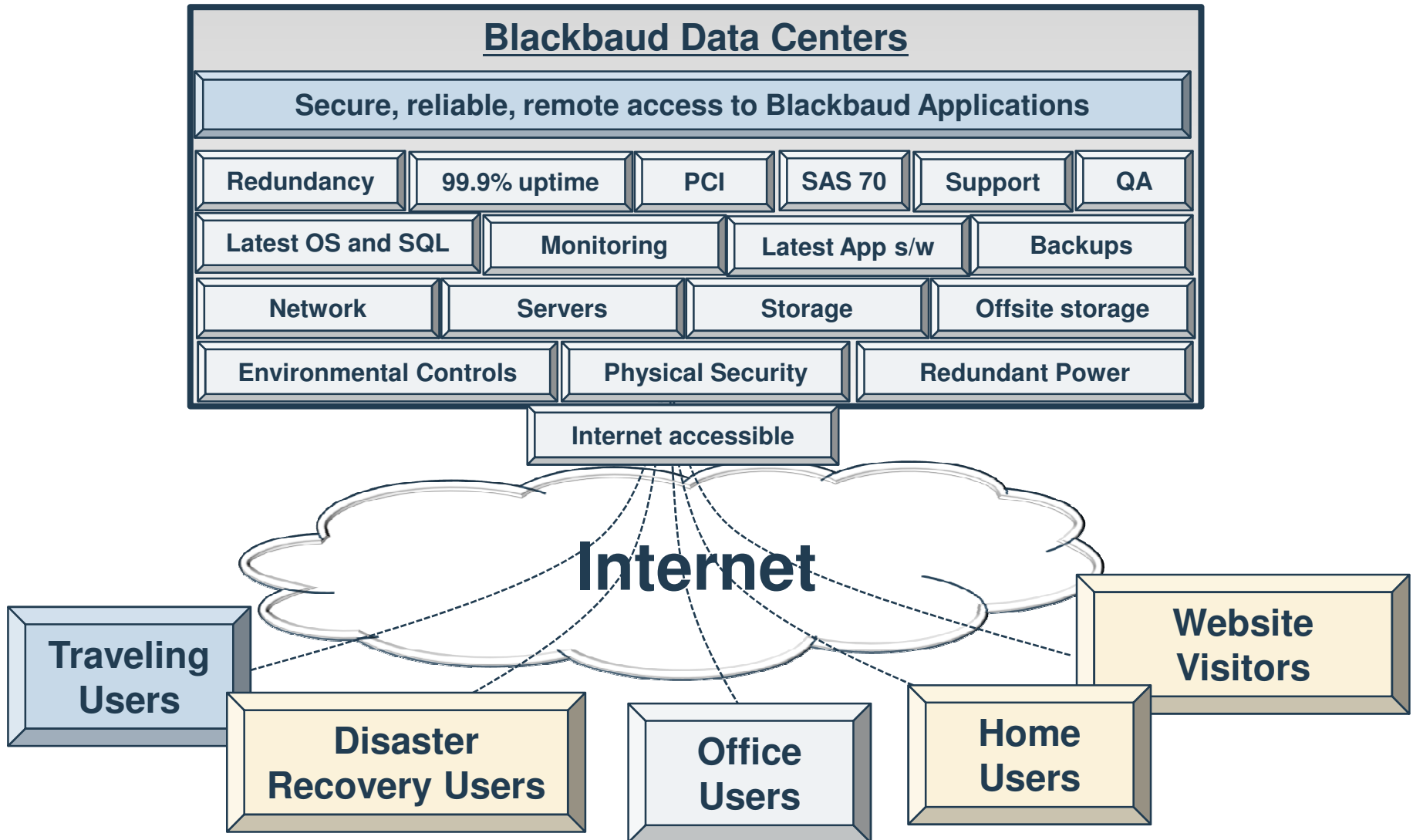
o **Cost of Compliance**

- Achieving PCI compliance is challenging when everything is in scope

Blackbaud Application Hosting

HOSTING: AN OVERVIEW

So What Is Application Hosting Really?



Services Overview

BLACKBAUD APPLICATION HOSTING

Blackbaud Application Hosting Benefits:

- ☑ **Security:** data protection and security
 - Data back-ups, PCI adherence, confidentiality, & protection from malicious acts
 - We are stewards of your donors'/constituents' private information
- ☑ **Reliability:** maximized uptime and performance
 - 99.9% uptime and speed / performance standards
- ☑ **Accessibility:** 24/7 available from anywhere, anytime
 - Remote access to back-office and web applications

Plus...Save time and money

- Save IT staff time and optimize productivity
- Save on capital expenses, related fees, and 3rd-party software costs

Get stress-free management and support

- Applications are up-to-date and loaded with latest tools, changes to system requirements are handled proactively, and 1 point of contact for BB applications

Getting Started: We Make It Simple For You

- ✓ No setup costs
- ✓ Services more affordable than ever
Fees are reduced for multiple applications
- ✓ Consolidated agreements and paperwork
- ✓ Speak with one of our existing clients
- ✓ Try before you buy
We'll set up a demo or sandbox for you to test drive



Demo

- <https://apps.blackbaud.com>
- <http://www.blackbaud.com/bb/democenter/recordings.aspx>

Cost-Benefit Analysis Example

Blackbaud Application Hosting Cost Benefit Analysis

ABC Organization

Application(s)	FE	
Savings Year 1	\$5,034	
Savings Year 2	\$2,614	
Savings Year 3	\$2,614	
Total Savings	\$10,262	

Detail

	Relevant Application	Costs to run in house	Blackbaud Hosted	Savings
Year 1				
DB Server/Operating System	FE	\$ 2,000	\$ -	
Server Setup/Configuration (including DB, OS, and applications)	FE	\$ 420	\$ -	
Web Server/Operating System	N/A	\$ -	\$ -	
Server Setup/Configuration (including DB, OS, and applications)	N/A	\$ -	\$ -	
Ongoing workstation administration	FE	\$ 1,274	\$ -	
Ongoing database administration	FE	\$ 1,820	\$ -	
Ongoing system administration	FE	\$ 1,820	\$ -	
Server maintenance	FE	\$ 200	\$ -	
3rd party licenses	FE	\$ -	\$ -	
Blackbaud Hosting Services Annual	FE	\$ -	\$ 2,500	
Sub-Total Year 1		\$ 7,534	\$ 2,500	\$5,034

Customer Testimonials

“We no longer have server issues, bandwidth issues, or have to worry about our backups with Blackbaud Application Hosting.”

– Heidi Waley, Business Manager, Charleston Day School

“Just by having Blackbaud host Blackbaud NetCommunity, we have decreased our workload by at least 20 percent, which means we can focus our time on other things.” – Bill Mason, Manager of IT, Reformed Church in America


“We did a cost analysis and determined that it would save us money to have Blackbaud host the solutions... Plus, Blackbaud is far less vulnerable to attack than we are and the fact that they are PCI compliant is icing on the cake.” – Brad Danielson, Director of Operations, Society for Jesus New England

“If we had the software housed on our own network, I would be responsible for the daily backup. But by having our software hosted by Blackbaud, I don’t have to worry about it. I simply provide the auditors with Blackbaud’s paperwork that shows that they have it all under control, and we are good to go. It is such a relief to know that Blackbaud is taking care of it for us.”

Amy Updike, Vice President of Finance and Administration, Simon Youth Foundation

5 Simple Steps to Getting Hosted with Blackbaud





We'll keep our eyes on your
software, so you can keep your
eyes on your mission.

Blackbaud Application Hosting™

Blackbaud.

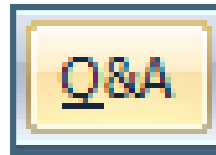
SECURITY | 24/7 REMOTE ACCESS | RELIABILITY

Question & Answer

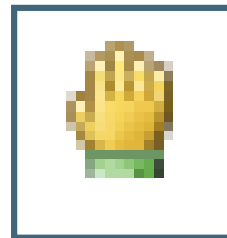


Asking & Answering Questions

1. Click on Q&A



2. Click on the Hand Icon



3. Type your question in the space below then click

