

Why Luminate CRM?

As General Manager of Luminate CRM, I often hear comments from folks in the market along the lines of “we didn’t know Blackbaud had a CRM solution on the Salesforce platform.” I also get asked questions such as “what is Luminate CRM,” and more importantly, “how does it differ from other solutions on Salesforce?” That said, I am proud of what we’ve built over the last 5+ years, and if you’re looking for a non-profit CRM solution on the Salesforce platform, Luminate CRM is the clear leader. Here’s why...



Chris Krackeler
General Manager,
Luminate CRM

ARCHITECTURE – THE RIGHT TOOL FOR THE JOB

Would you use a handsaw to take down a 40 ft. oak tree? Would you kill a fly with a sledgehammer? Not all software is built specifically for the needs of nonprofits. Luminate CRM was built for non-profits by individuals with non-profit expertise and non-profit experience. Our functionality is built around the way your organization operates; with other vendors, as you dig deeper, you’ll find you have to adapt your foundational processes to the way the software is designed rather than vice-versa.

We’ve designed LCRM to provide you with a lightweight user interface for ease of managing individual constituents, powerful batch tools to optimize large scale data entry; and a dedicated analytical processing environment that lets you perform large scale reporting with optimized performance. This built-in analytical processing environment does the heavy lifting of complex reporting without slowing down your transactional system. With other solutions, users often experience frustration by having their reports time out, and after a while they stop trying.

INTEGRATION – THE GLUE



"Stop Whispering", artist:
Hector Hernandez

For any artist creating large scale projects, not only are high quality raw materials important, but the “glue” that’s holding things together is vitally important. This is true with the cake maker who has to be confident that the icing will hold the multiple layers of cake together, or the bricklayer that needs to ensure that the mortar has the right ratio of water to cement. Similarly, any IT practitioner will attest that the glue, i.e., integration between software products to create an end-to-end solution is a critical element. In fact, like a mixed-media artist, the IT practitioner’s job is more challenging ... working with materials that have different properties to determine how each will integrate with the other in ways which may significantly differ from what has been done before. Integration is hard work, but necessary work -- without which the full potential of the individual software solutions cannot be fulfilled.



There are other vendors claiming to have an integrated, multi-channel marketing solution. However, as you dig deeper, you'll find that integration is more vision than reality. The hard work and investment that's needed for them to reach an integrated platform is still in its very early stages¹.

Your constituents expect that you will communicate with them at the right time, with the right message, in the right channel. Your software should support it. Blackbaud has invested millions of dollars over several years both in the raw materials (point products), as well as the integration in order to ensure that you can have a complete and fully integrated, multi-channel marketing solution. With the Luminate Suite, Blackbaud ensures that you don't have to integrate your CRM solution with foundational items like email, advocacy, peer-to-peer fundraising, and a high performance data mart. We do that for you, and provide the ongoing support, maintenance, and updates to the integration. What's more, the Luminate Suite combines best of breed offerings of Luminate CRM with Luminate Online, so you don't have to sacrifice quality for the benefit of integration.

It's important to note that Luminate CRM doesn't integrate solely with Blackbaud products. We are part of the overall Salesforce ecosystem. The open platform allows you to integrate not only with the other Salesforce pillars such as Marketing Cloud, Services Cloud etc., but also with the thousands of applications (including LCRM) on the Salesforce App Exchange (from Apsona, to Octopus, to Task Ray). We can also integrate with applications that are not built on Salesforce through custom integrations.

INNOVATION

We continue to invest and innovate on Luminate CRM. Just this year, we rolled out a mobile layout that enables you to effectively use Luminate CRM from a mobile device. While default mobile access was previously possible through the Salesforce1 mobile platform, the ability to navigate to key information posed to be difficult from a small screen, limiting adoption. Recognizing the unique needs of nonprofit users, we developed a streamlined LCRM mobile experience for Major Gift Officers that's simple and powerful in its design. It's a capability that's not available through any other Salesforce-based non-profit CRM vendor.

We're also developing the capability to help you boost fundraising results by targeting constituents based on additional intelligence such as capacity and inclination to give from within Luminate CRM. Stay tuned.

These are just a few examples of the investment and innovation being made in the Luminate CRM to bring more and more value to our clients. In fact, we've helped [our clients raise more money](#)² than any other Enterprise non-profit CRM solution on the Salesforce platform.

Join us for a test drive by signing up for a [product-tour](#)³.

¹ <http://www.buttonclickadmin.com/9-things-consultant-wont-say-face/>

² <http://www.blackbaudnews.com/press-release/blackbauds-luminate-crm-helps-nonprofits-raise-more-than-1-8-billion.htm>

³ <https://hello.blackbaud.com/LCRM-ProductTour.html>