

# CONVIO LUMINATE™ Q&A

## Summary:

Convio Luminat™ is Convio's new, cloud-based constituent engagement solution designed to support the next decade of growth for enterprise-level nonprofits. Convio Luminat™ combines the next generation of the world's most successful online fundraising suite, the power of the world's leading CRM platform and superior analytics and business intelligence technologies and expertise so that nonprofits can unify all their online and offline systems and understand, analyze and manage all their relationships through one powerful solution.

## Luminat is comprised of two suites:

- **Luminat™ Online**, which includes Convio's next generation software for email marketing, fundraising, online advocacy and events; and
- **Luminat™ CRM**, the sectors most innovative, open and extensible CRM suite for constituent and donor relationship management, business intelligence & analytics, campaign management, major giving, direct mail and more.

While Luminat™ Online and Luminat™ CRM are optimized to work together, nonprofits can begin with either the online or CRM suite. Because they are built on open platforms, integration with existing systems is easier and transitioning data to Luminat over time is more cost-effective than maintaining or upgrading legacy systems.

## What is new:

- Luminat™ represents an evolution in integrated, multi-channel constituent engagement to meet the urgent needs of nonprofits and their next decade of growth
  - Creates a 360-degree view of a nonprofits' constituents
  - Provides a single database to manage online and offline engagement (for both online and offline campaigns)
  - Provides in-depth business intelligence and analytics capabilities to provide nonprofits with a fuller understanding of each and every constituent
  - Rapid innovation and integration with open technologies to ensure nonprofits are ready for the future.
  - Optimize relationships and fundraising across channels and across the organization
  - Bridge traditional direct channels with the new world of digital, social and mobile
- Luminat™ combines the industry's most successful online suite, most powerful CRM platform and leading analytics technology and expertise to meet the complex needs of enterprise nonprofits.
  - Luminat™ helps nonprofit professionals deepen relationships by anticipating a constituent's needs, interests and passions, and providing relevant interactions and participation opportunities for the purpose of fulfilling your mission.
  - Luminat™ Online is the next-generation version of the industry's most powerful and successful online suite from Convio, integrated with the world's leading CRM.
  - CRM built on the Force.com platform from Salesforce.com and other industry-leading cloud-based technologies; Luminat™ is a powerful and extensible tool that will scale and serve the needs of the entire nonprofit organization.

- Luminare™ combines leading analytics technology with the data analytics and predictive modeling experience and expertise of our team and data base marketing services to improve constituent acquisition, retention and lifetime value for our clients.
- With Luminare™, Convio continues to pioneer innovative, cloud-based software and services solutions that increase efficiency and effectiveness for the nonprofit sector
  - Convio pioneered cloud-based, on-demand, online software and services for nonprofits beginning in 1999.
  - Convio's clients continue to lead the industry in terms of dollars raised online – exceeding \$1.3B raised online in 2010 – more than three times the amount of other organizations using other vendors.
  - Luminare™ represents a culmination of Convio's industry-leading innovation around online engagement coupled with traditional engagement channels to provide nonprofits with the most comprehensive constituent engagement solution on the market.

## Q&A

I: **General**

II: **Technology/Features**

III: **Financial/Market**

I: **General**

### Q) What is being announced today?

Convio Luminare™. Convio's new, cloud-based constituent engagement solution designed to support the next decade of growth for enterprise-level nonprofits. Convio Luminare™ combines the next generation of the world's most successful online fundraising suite, the power of the world's leading CRM platform from Salesforce.com, and superior analytics and business intelligence technologies so that nonprofits can unify all their online and offline systems and understand, analyze and manage all their relationships through one powerful solution.

Luminare™ is comprised of two core suites: Luminare Online, which includes Convio's next generation software for email marketing, fundraising, online advocacy and events; and, Luminare CRM, the sectors most innovative, open and extensible CRM suite for constituent and donor relationship management, business intelligence & analytics, campaign management, major giving, direct mail and more.

Luminare™ is built and delivered via cloud computing and offers most open, extensible and cost-effective solution available for nonprofits.

### Q) How is Luminare™ different from what Convio was selling to enterprise nonprofits?

Common Ground™ CRM was initially designed for small and mid-sized nonprofits, but many enterprise organizations saw that it was better than their legacy systems and adopted it. To better meet their needs we leveraged that development and success and used client feedback to create Luminare CRM a new offering for large, enterprise organizations.

Convio Luminare is an integrated, multi-channel constituent engagement solution for enterprise nonprofits. We are extending our industry-leading online suite to create Luminare Online™ and integrating it with a new CRM suite called Luminare CRM™. Luminare CRM introduces a new architecture for constituent engagement that builds upon the Force.com platform from Salesforce.com and leverages our experience with Common Ground™ CRM and more than a decade of focus on the nonprofit sector to create a powerful new CRM and analytics suite.. The Luminare solution serves as the comprehensive, integrated solution for enterprise nonprofits to fully engage constituents across traditional, digital, social and mobile channels, as well as manage and analyze those relationships from a single system.

### Q) What is constituent engagement?

Constituent Engagement is the strategic practice of nonprofit organizations deepening relationships with constituents by anticipating needs, interests and passions, and providing relevant interactions and participation opportunities for the purpose of fulfilling their mission. While some focus only on constituent relationship management, Convio and the clients we serve believe that engaging people is more important than just managing relationships.

### Q) How is Luminare™ different from Common Ground™?

With the introduction of Convio Luminare™, Convio now offers two distinct constituent engagement solutions; Luminare to meet the complex needs of enterprise nonprofits; and Common Ground™ for small- and mid-size nonprofits. Both CRM solutions share a common heritage in the Force.com platform from Salesforce.com and our online fundraising leadership. In addition, we pioneered cloud computing for the nonprofit sector with our online suite first introduced more than a decade ago. We are the only pure cloud provider in the market-place.

### Q) Who is Luminare™ for?

Luminare™ was designed and built for the enterprise nonprofit that desires a comprehensive, fully integrated online marketing, constituent relationship management and analytics solution that serves as a single repository for every aspect of constituent engagement. From email marketing; online, direct response, and team event fundraising; grassroots advocacy; constituent management, analytics and campaign management, Luminare™ provides the industry's most powerful solution for holistic constituent engagement.

### Q) When will Luminare™ be available?

The complete Luminare™ solution will be available August 15, 2011.

### Q) What was the driving force for the creation of this product? Customer feedback? Research?

Both, really. We spent time in early 2010 talking to a number of professionals at enterprise-level nonprofits to understand what their pain points are and how we can solve those problem. We spoke with CEOs, development and marketing officers, CIOs, and other members of the nonprofit professional community. We talked with major mailers and direct marketing agencies and constituents. There were some main themes that kept emerging in the research we did – the need for an integrated view of constituents and access to business intelligence and analytics tools, as well as the ability to integrate not only messages across channels, but the channels themselves so organizations could more cost-effectively reach and inspire people.

We designed and built Luminate™ for the enterprise nonprofit to solve their most troublesome pain points with a solution that is unmatched in the industry in terms of addressing their most urgent needs and helping them grow over the next decade and beyond.

### Q) Do you have any clients interested in this new solution?

Absolutely. Many nonprofits – both existing clients and prospects – are hungry for a comprehensive, fully integrated constituent engagement solution that will allow organizations to integrate multi-channel campaigns, leverage online as the fastest growing channel, and manage relations across all channels (traditional, digital, social and mobile) from one single database. Nonprofits then need and want to analyze their relationships to help engage people at the optimal level. Today's nonprofit professional is asking for easy to consume data so they can make quicker and more precise decisions, while constituents are asking for more engagement through more channels - that's exactly what we are delivering and nonprofit leaders and their teams are excited. We look forward to announcing new Luminate clients in the near future.

### Q) Will existing enterprise clients move to Luminate™?

All of our existing online marketing clients will automatically upgrade to Luminate Online™, and we expect many of them to adopt Luminate CRM™ in the coming months. We believe that once other large nonprofits that are not currently clients see how Luminate™ is providing access to a new world of thinking, communicating and engaging with constituents, they too will become Luminate clients.

### Q) How is this different from what Blackbaud is offering?

We will let them speak about their products while we focus on our solution. First, we have a strong history of effectively deploying and serving the largest nonprofits. Second, Luminate™ embraces open, extensible technology platforms (Force.com and Amazon EC2, for example) that will support nonprofit growth for the next decade. Because our solution is open and extensible, it can adapt to the operations and processes of the organization, rather than force the organization to adapt to the technology. Third, in listening to clients and the market, CRM alone is not enough -they want solutions like Luminate that let them maximize the value of every relationship, not just manage data, and will enable them to bridge traditional channels with the new world of digital, social and mobile. Finally, because our solutions are offered in the cloud, they are the most efficient and effective solutions for the market, offering what we believe are considerable cost-efficiencies and stronger return on investment than those offered by other vendors.

## II: Technology/Features

### Q) What is the technology behind Luminate™?

Luminate™ is built on a number of industry-leading, open technologies to ensure that enterprise nonprofits have a solution that meets the urgent needs of today and also supports their growth for the next decade and beyond. Our key technology platforms include Force.com from Salesforce.com and Amazon's EC2 cloud services, as well as Convio's industry-leading online system.

### Q) What are the components of Luminate™?

- **Luminate CRM Suite:** Luminate CRM is the key to an organization's ability to consolidate information and business processes onto one platform. It is built on the Force.com platform – the leading, most

innovative and open CRM platform Whether nonprofits need a donor database of record for membership, major gifts, planned giving, moves management, batch processing, etc. or a full enterprise CRM that supports additional needs like tracking vendor and employee information, grants & research, internal support ticketing, affiliate management, etc. – Luminate CRM is the most cost effective and extensible solution on the market.

- **Luminate CRM includes comprehensive analytics capabilities:** Luminate’s marketing analytics provide meaningful business intelligence that allows organizations data. Luminate Marketing Analytics performs three key functions for an organization:
  1. Serves as a data warehouse for online and offline constituent data – with the option to connect other external data sources to enrich the data within Convio.
  2. Allows organizations to perform sophisticated temporal reporting for trending analysis and comparing snapshots of constituents and programs over time.
  3. Serves as a powerful segmentation tool that with specific functionality to support executing direct mail campaigns.

This business intelligence system makes it easy to understand what data means, perform accurate segmentation, and provide decision maker complete and timely information.

- **Luminate Online Suite:** Luminate provides a single system to manage the multiple channels across an organization’s online and offline marketing efforts. From an online perspective, Convio provides the leading platform for online donations, Team event fundraising, advocacy, Web content management, and other peer-to-peer engagement programs that integrate across digital, social, and mobile. From an offline perspective, organizations can manage direct response mail / television, telemarketing, field-based canvassing, etc., all from within the Luminate CRM solution. This approach removes the traditional silos between programs and channels.
- **Luminate Services:** Luminate is not just the technology – it’s also the experts that are here to guide organizations every step of the way. Such as: day-to-day operations, including campaign management, reporting, imports/exports, systems administration, and data hygiene tasks. Convio also provides strategic insight into human behavior using cutting edge modeling techniques and statistical analysis to predict responsiveness and a person’s likelihood of behaving in a specific manner.

### Q) Where does the data reside?

Similar to any cloud-based computing solution, data from Convio clients is stored on secure servers in a data center with many redundancy and backup measures built in.

### Q) So, how does this replace other existing databases/technologies and become the single repository for all online/offline data at a nonprofit?

The clean integration between Luminate Online and Luminate CRM will allow nonprofits to track all campaigns – offline and online – from a single location. Today, most nonprofits require use of an outside service bureau or custom in-house system and have to move data back and forth through third-party vendors or with in-house staff. That data might reside in a number of different databases. Luminate provides one, single solution from which to execute integrated, multi-channel campaigns and glean insights about constituents that allow them to better anticipate needs and strengthen relationships and engagement. This allows the constituent to experience

the organization through one compelling relationship versus diluted or fractured contacts thus increasing affinity and loyalty.

### III: Financial/Market

#### Q) So how many products does Convio have for the nonprofit market?

Convio offers two distinct, powerful, cloud-based solutions for nonprofits of all sizes:

- Convio Luminate™ is geared for enterprise nonprofits and is what we are announcing today.
- Convio Common Ground™ is geared for smaller/mid-market nonprofits that need a simple to use, yet powerful solution.

#### Q) Will Luminate™ allow Convio to serve a portion of the market that it did not serve before?

Yes. Until the introduction of Luminate™ organizations have used a variety of different databases and services to manage direct mail, major giving, online and other communications, marketing and fundraising channels, and most had other systems for volunteer management and managing vendors and programs. With Luminate all those systems are brought together in one solution. Luminate introduces a new architecture for supporting the most sophisticated and complex needs of these large, enterprise nonprofits and allows them to more quickly and effectively manage, analyze and parse information to more efficiently and effectively engage constituents in support of their mission. Convio will expand from our online leadership to serve and support direct mail operations, planned giving and major gift officers, grant and foundation management, thus helping us serve the complete the entire organization.

#### Q) What is the market size of enterprise nonprofits that would be a good fit for Luminate™?

There are approximately 2,000 enterprise-level nonprofits that represent a \$1B annual opportunity.

#### Q) Can nonprofits buy just a portion of Luminate™? Or do they have to buy the entire package?

While Luminate Online™ and Luminate CRM™ are optimized to work together, nonprofits can begin with either the online or CRM suite. Because they are built on open platforms, integration with existing systems is easier and transitioning data to Luminate over time is more cost-effective than maintaining or upgrading legacy systems. In addition, nonprofit organizations can still purchase our industry leading TeamRaiser™ solution and a version of Luminate for advocacy as stand-alone applications of the suite.

#### Q) Will Luminate™ be available in the UK charity market?

Convio will enter the UK market with Luminate Online™ and in the first half of 2012 with plans to localize all of our product line for the UK market in the future.