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blackbaud

Blackbaud Reduces Human Risk and Proves ROI

Featuring Terry Smith, Program Director for Security Awareness

Challenge

Blackbaud's security awareness program was stuck in check-the-box compliance, offering more proof of risk reduction. As Terry Smith, Program Director for Security Awareness, explains, **"I wanted to be held accountable—are we actually moving the needle, or just checking a box?"** Siloed data from TDR, DLP, and manual surveys left executives without a clear story for the board or confidence in ROI.

Solution

By adopting Unify HRM, Blackbaud centralized risk data, tracked HRI improvements, and delivered board-ready insights to prove ROI and reduce organizational risk. **"All these disparate pieces... we were able to pull together through API connections."** says Smith, highlighting how Unify turned compliance efforts into measurable impact.

> Now we can actually show leadership that our program is working and the risk is going down.
>
> Terry Smith, Program Director For Security Awareness
>
> blackbaud

CLIENT OVERVIEW

INDUSTRY:
Software

COMPANY SIZE:
2,600 globally

MISSION:
Enable billions in charitable giving while ensuring security and trust for their nonprofit clients.

SPOKESPERSON:
Terry Smith, Program Director for Security Awareness

KEY METRICS

50-60%
Risk drop in targeted high-risk user groups

~124%
Human Risk Index (HRI) improvement

300+
Employees requested more training

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Result

1 Measurable Risk Reduction

Blackbaud's Human Risk Index improved from 320 to 716, a 124% increase.

2 Executive & Board Alignment

Leadership gained clear, board-ready reporting that proved ROI and provided a framework for enhancements.

3 Operational Efficiency

TDR and DLP teams eliminated manual reporting, unifying risk visibility and accelerating actionable insights.

Impact Snapshots

Proven Impact for Leadership, Teams, and Culture

ROI & BOARD CONFIDENCE

Blackbaud now has strong, quantifiable metrics on its security program's risk reduction. "We've got a great story to tell, and now we can show it to leadership with quantifiable metrics," says Terry Smith. Unify centralized disparate risk data into actionable insights, giving executives confidence backed by measurable HRI improvement and proof of ROI.

ENGAGEMENT & CULTURE CHANGE

Before Unify, annual training felt like a checkbox. Gamified campaigns, scorecards, and nudges changed that. "I had over 300 people respond to me, asking how it ended—they were begging for more training," says Terry Smith. Voluntary participation and friendly competition signaled a culture shift, translating engagement into a 50–60% risk reduction in high-risk user groups.

EFFICIENCY & INSIDER RISK REDUCTION

Blackbaud's security team previously spent hours combing through SIM data and spreadsheets to identify risky behaviors. "We didn't have a good way of looking at it and pulling it together... I think of Unify as my insights group," says Smith. Now, with TDR and DLP integrated into Unify, the team monitors behavioral risk patterns, tracks high-priority risk signals—including during offboarding—and has reduced insider risk by half.

To learn more about how Living Security helps organizations quantify their human risk, identify areas to target, and change security behaviors visit **www.livingsecurity.com**

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