



Developer Resources

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Blackbaud CRM™
DEVELOPERS' CONFERENCE



Introducing the Developer Support Team

Developer Support

- Formed in 2018
- Mission
 - Make it easier to develop for Blackbaud CRM
- What we do
 - Improve the API, SDK, and developer documentation
 - Create code samples and release best practices
 - Contribute to Developer Discussions
- What we aren't
 - Support
 - Professional Services

Agenda

➤ Existing Developer Resources

- Developer Documentation
- Developer Discussions
- Code Repository

➤ New and Upcoming

- New Code Samples
- Email Marketing Integration Using REST API



Developer Resources

Developer Documentation – Infinity Development Guide

- Find it [here](#)
- What is it?
 - A guide to the Blackbaud CRM SDK and API
 - Describes each feature spec and demonstrates how to write them

Developer Documentation – Infinity Technical Reference

- Find it [here](#)
- What's in it?
 - Entity relationship diagrams for each area and version
 - List of database changes by version and service pack
 - BBUI API Reference

Developer Documentation – CRM User Guide

- Find it [here](#)
- What is it?
 - A guide to using and understanding all the features in Blackbaud CRM
 - Highlights new features in each version

Developer Discussions – The New BBDN

- Find us on the [Blackbaud Community](#)
- What is Developer Discussions?
 - A forum for anyone who develops for Blackbaud CRM to ask questions and share knowledge
- Why the move?
 - Stability, security, and unified accounts
- Does Blackbaud participate?
 - Members of the CRM Developer Support Team will check in periodically, but this is primarily users helping users

Code Repository

- Find it [here](#)
- What is it?
 - A place for developers to contribute samples and collaborate
 - GitHub allows for multiple people to contribute to a project
 - A place for code samples created by the Developer Support Team
 - A place where Blackbaud Developers' Conference code goes



Code samples

Upcoming Code Samples

- Calling Infinity/BBEC from .NET
 - Based on Ben Lambert's [blog post](#) on calling it from PHP
 - C# console application performing a constituent search
- Integration with third party currency exchange rate service
 - Simple integration with [Fixer](#)
 - Uses a business process to add rates from the service to CRM



- Both are available for download on the Code Repository
- Documentation will be included with the code sample



Email Marketing Integration

with CRM using a REST API

Email Marketing Integration

- Sync CRM data with popular email marketing platforms
 - Email, list and campaign data
- Create campaigns using CRM data
 - Design and create campaigns in email marketing platforms using CRM data
- Email response info in CRM
 - Bounce, unsubscribe, sign-up info synced with CRM

Integration Technical Details

➤ REST API

- REST façade for CRM SOAP endpoints
- On the fly transformation of REST and SOAP messages

➤ Azure API Management service

- Self-service portal
- API documentation and code samples
- Developer forum

➤ Azure logic apps

- Workflow integration service
- Used to connect API operations



Integration Demo

Questions?



Thank you!