



“Within two months of installing the Association Anywhere e-commerce module, we were able to renew 18,000 members and generate \$1.3 million in revenue with no staff intervention.”

## Association Anywhere® for Scientific and Engineering Societies

### Key Benefits:

- Improve member experience with 24/7 access
- Eliminate administrative complexity – integrates membership, financial and operational data
- Streamline interactions with affiliated societies, SIGs and institutions
- Reduce operating costs and complexity
- Bolster data integrity and auditability
- Strengthen organizational governance
- Drive action – proactive active alerts and reminders
- Flexible licensing – hosted service or perpetual license

### The Challenge

As an engineering or scientific society executive, it's your job to lower costs, increase staff efficiency, ensure member satisfaction, boost revenues and promote your organization's mission. Meeting all these challenges today is increasingly difficult, especially if your organization is reliant on under-automated procedures, duplicative databases and aging non-integrated business applications.

What's needed is an end-to-end system that eliminates administrative bottlenecks and time-consuming tasks that keep staff too busy to focus on enhancing operations. A system that engages members 24/7 with secure online access to the information and services they need. For many prominent scientific and engineering societies, including the American Institute of Physics, American Physical Society and INFORMS, Association Anywhere® from ACGI Software is the answer.

### The Solution

Association Anywhere is Web-based association management software (AMS) built on a secure, centralized database. It provides your members, staff and affiliates with role-based access to a broad range of capabilities that include:

**Member Management** – Association Anywhere organizes all member information from an unlimited number sources and contact points into a single interface, greatly reducing the complexity and effort of managing member data. It supports parent-child relationships with affiliated societies, institutions and special interest groups, and makes managing committees, multiple membership types and even the most complex dues structure a breeze. The Association Anywhere database continually tracks member activity, providing an auditable historic record. By making members the center of your operations, Association Anywhere helps you attract and retain members at lower cost, while simultaneously eliminating redundant data and improving staff efficiency.

**Marketing and Communications** - Integrated e-marketing applications reduce the complexity and cost of generating and managing marketing campaigns. In addition to demographic data, Association Anywhere tracks members based on their specific interests and affiliations, enabling sophisticated targeting. It streamlines many campaign functions, so staff can easily plan and coordinate communications for all manner of activities, such as membership renewal, events, certification programs and legislative action, boosting marketing effectiveness.

### Sample ACGI Customers:



## Industry Solution

**Meetings and Events** - Association Anywhere provides complete functionality for event management. Working from a single, collaborative interface, your event team can set up and manage an unlimited number of events of any size and type. Association Anywhere gives your staff complete control over planning, registration, attendee management, speaker scheduling, catering, sponsor participation and evaluation compilation - reducing the time, effort and cost of running your events.

**Subscriptions and Publications** - Many societies have turned subscriptions and journal sales into major profit centers. Association Anywhere supports this activity, providing complete control over ordering, billing, fulfillment and marketing. It automates many routine processes, ensuring timely and accurate renewals and billing for society journals. Order management and fulfillment are streamlined, lowering costs and improving customer service. To boost sales, publication managers can package multiple journals into "knowledge libraries" or special offers. Targeted marketing campaigns, based on member interest, publication schedule or any other factor can also be rapidly deployed.

**e-Services** - Association Anywhere expands your society's online capabilities, enhancing the membership experience with comprehensive, real-time self-services. ACGI provides powerful e-Services modules that automate e-commerce transactions, making it easy to set up an online bookstore for example. They also streamline many ongoing administrative functions, including member profile updates, online dues collection, remote chapter access, online registrations, surveys, member directories and committee rosters - reducing overhead, increasing staff productivity and enhancing member service. Association Anywhere can also be readily integrated with your existing Web applications and those of affiliated societies and partners using industry-standard Web services.

**Finance and Accounting** - Association Anywhere efficiently handles accounts receivable, billing, cash receipts, credit card processing, online payments and income recognition. It is easily integrated with all major accounting and finance packages - and custom-built systems too. Association Anywhere streamlines financial management and improves the accuracy and auditability of accounting transactions.

**Reporting and Analysis** - Association Anywhere incorporates a powerful reporting engine that unlocks the value hidden in your member and operational data. Based on market-leading business intelligence technology, our reporting application provides executive dashboards and an intuitive drag-and-drop report builder. It lets you track key performance indicators, generate management and member reports, identify problem areas, make intelligent decisions and leverage the Association Anywhere database to increase revenue and boost member services.

### Next Step

Investing in a new AMS is a big decision. When you select a software partner for your organization, nothing means more than proven results and customer success. ACGI has the highest customer retention rate in the industry. This is no accident, it's all about results. Whether your goals are to grow membership, lower costs, strengthen organizational governance, streamline operations, empower members or generate more revenue, Association Anywhere offers proven capabilities that will help you make it happen.



### About ACGI Software

ACGI Software is the trusted leader in Web-based association management software. Our flagship application, Association Anywhere, integrates with an association's Web site and business applications, automating administrative and financial operations, enhancing communication and reducing operating costs. It gives association executives the tools they need to engage members, empower staff and make insightful decisions. Founded in 1996, ACGI is based in Columbia, Maryland.

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