




Bringing AMS to Life



personify

Your AMS should adapt to the way your organization works...not the other way around.

Your association is unique. The way you define roles and responsibilities — who does what and how those tasks are performed — is different from anyone else.

The problem is, all AMS systems work pretty much the same. They offer a fixed interface and predetermined sets of tools and procedures that force you to adapt to the way they work. This process disrupts your natural workflow, decreases productivity and encourages missed steps and dropped balls – all at the expense of your membership service.

Introducing *Personify*. The first and only AMS that works the way you do.

Personify maximizes the power of your AMS by adapting to the way your organization works. With more than thirty out-of-the-box personas that mirror your work processes, *Personify* provides immediate access to the tools that are relevant to your users, from department staff, to workgroups, volunteers, members and constituents. Even more, these personas allow for individualized screen flows that mirror the step-by-step processes you use to complete a task. And as your needs, procedures and processes change, so does *Personify*, quickly and cost-effectively.

Streamlining access to powerful tools and processes brings your organization significant benefits:

- It empowers your staff to rapidly respond to member, customer and constituent needs, and quickly deploy mission-critical products and services.
- It frees your organization from prescribed notions of how you work and allows you to integrate AMS into your natural workflow.
- It creates an environment conducive to interaction, creativity and efficiency.
- It decreases the learning curve associated with most AMS systems.
- It leverages the passion your team has for their jobs, their organizations and their causes.

***Personify* brings a powerful set of AMS tools to life.**

By putting the right tools in the right hands at the right time, *Personify* makes AMS technology even more powerful. *Personify* offers a full range of AMS applications and tools that address every aspect of your organization's needs, from operations to e-business to business intelligence.

Personify Enterprise Suite provides a complete set of business applications that focus on capturing member information, managing transactions, and satisfying member needs. Integrated business modules include: Membership Management, Meetings and Exhibitions Management, Call Center and Marketing Management, Customer Management, Financial Management, System Management, Committee Management,

Education Management, Certification Management, Inventoried Products and Warehouse Management, and Subscription Management, Advertising Management, and Fund Raising and Donor Management.

Personify E-Business Suite brings your AMS to the Web quickly and cost-effectively. The suite delivers a comprehensive e-business solution that provides the application software, knowledge, and implementation expertise you need to provide your members with the highest level of service over the Internet. Extending your AMS to the Web with a custom solution can be both time-consuming and expensive. Our plug-and-play Web Part architecture allows you to add functionality quickly and easily, without programming. And, our team of experienced professionals makes certain you have the right solution for your organization without overwhelming you with development costs.

Personify Analytics Suite provides a powerful business intelligence solution that simplifies and standardizes how you view, share and act on strategic information. The most frequently cited barrier to using business intelligence is ease of use. *Personify Analytics* lowers the barriers to leveraging information by providing an easy-to-use application with a visual, point-and-click interface. Visual dashboards help you answer key business questions, and help you reduce the distance between data and action.

Personify Studio is a set of visual tools designed to enable IT departments to customize the *Personify* interface and the underlying workflow/ screen flow to fit your organization. Leveraging a visual interface, *Personify Studio* includes tools for creating specialized screens and context sensitive tasks, for extending the database, and for creating workflows including tasks and communication. These tools elevate IT Professionals to architects of user efficiency.

Personify maximizes member relationships

Nothing is more important than your member and constituent base. To maintain and grow your base, you must evolve your program, product and services offerings to meet their ever-changing needs.

Personify allows you to serve your members smarter, faster and better. It gives you the business intelligence you need to quickly recognize and adapt to their changing needs. And it provides you with the e-business capability you must have to compete in the marketplace. From the top on down, *Personify* helps your organization build strong member bonds, and achieve excellence in member service.

Personify is member-centric software at its finest.

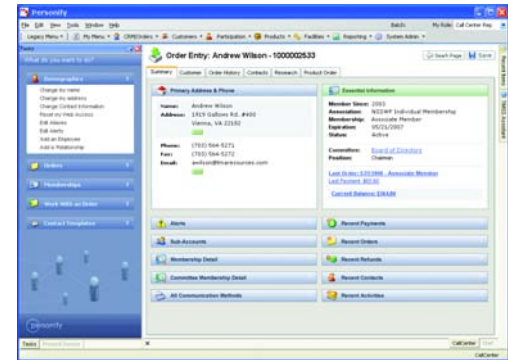
- It conforms to the way you interact with your members and facilitates communications and transactions with speed and precision.
- It provides a 360-degree view of all customer activities, allowing your staff to service members as distinct individuals.
- It brings state-of-the-art e-business capabilities to your members, constituents, organizations, committees and chapters quickly and cost-effectively.
- It ensures member satisfaction across all member touch points.
- It quickly adapts to the evolving needs of your members.

Bring AMS to life in your organization

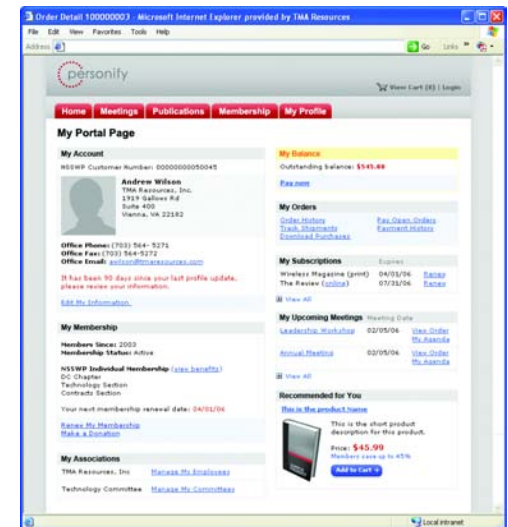
When you can put the right AMS tool in the right hand at the right time, you create efficiencies at every level of your organization. When your AMS system conforms to the way you work, you create an environment conducive to interaction, creativity and success. When every aspect of your AMS is focused on your customer, you maximize your member relationships.

Find out how *Personify* can bring AMS to life in your organization. Contact TMA Resources today.

www.tmaresources.com



Personify Enterprise Suite features personas that can be easily changed and modified to meet organization, workgroup and user needs.



Personify E-Business Suite brings your back office directly to your members and constituents without losing the personal touch.



Personify Analytics Suite makes numbers come to life with a powerful set of easy-to-use business intelligence applications.

Personify. Bringing AMS to life

TMA Resources, headquartered in Vienna, Virginia, provides member-centric organizations with the most advanced software available to manage all aspects of their membership base. Its industry-leading software is used by hundreds of associations and nonprofits, and has more than 30 million members under management.



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