

Microsoft Dynamics for Membership

A powerful solution for you and your members

From complexity to manageability

Your members are the heart of your organisation. This applies to all types of membership and subscription-based organisations: sport federations, professional organisations, and other interest groups such as industry organisations, NGOs, trade unions and employers' associations. Membership organisations have a complex administration and are influenced by all types of external influences that can cause a high degree of complexity. A solid and powerful IT solution is crucial, allowing you to focus on what really matters: your members and the quality of your products and services.



Setting the Scene - Changing Times

Member organisations increasingly have to deal with declining numbers of members. In fact, members are more and more moving towards behaving like consumers, expecting a very high standard of the services and products that they subscribe to. At the same time, costs have to be kept to a minimum in order to stay competitive. As a consequence, it is becoming much tougher for organisations not only to attract new members, but also to retain

existing ones. Although investing in Human Resources can provide some level of support to the overall business, it does not ensure that members will have a better service experience. What it does ensure, is a higher operating cost and increased admin efforts, which you will want to avoid.

The obvious solution to this is to invest in a lean platform with an online self-service front-end for members to manage their affiliation and profile individually. This

immensely reduces administration efforts and operating costs. It also allows for much desired personalisation and better interaction with your members.

Because most organisations use several applications to manage and plan their resources, workflow and business processes are often times not efficient. By embracing a solution that brings all these applications together into one interface, you would be surprised what you can achieve for your organisation.

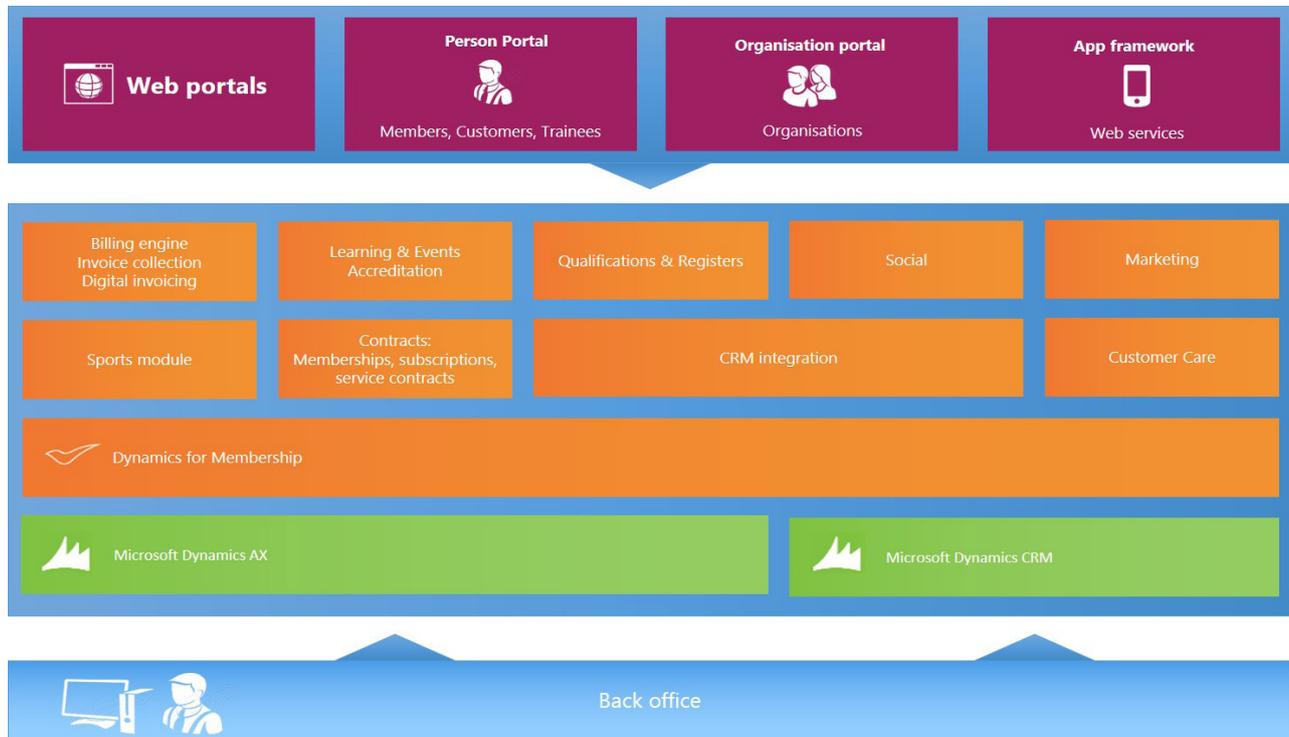
Business Pains

- ✓ Members are more and more behaving like consumers, expecting a high level of service and product quality in return for their membership.
- ✓ Higher service levels are not always achieved by taking on more staff, as this entails HR, training and admin efforts which eventually exceed the benefits.
- ✓ Members demand more and more transparency over how their contributions are utilised. The use of funds needs to be clear and measurable.
- ✓ Digital communication has become crucial. Members, employees and other users want 24/7 access to information, from any desired location, on all sorts of devices.
- ✓ Working across different applications and platforms is time consuming, duplicates work and increases human error during repeat data input.

The Power of One Platform: Microsoft Dynamics for Membership

This uniquely tailored solution addresses all the specific business needs and requirements of membership and subscription-based organisations. It is built on Microsoft Dynamics AX and Microsoft Dynamics CRM, rich business management platforms with a solid back-office allowing you to keep all your applications within a single integrated system.

Membership organisations strive to deliver a high level of customer service in order to recruit new members and to maintain their existing ones. Microsoft Dynamics CRM and the Memberships & Subscriptions module provide the ability to quickly and easily manage data from members. The Extended Banking and Billing Engine Invoicing modules provide rapid and automated invoicing and processing of digital bank statements. Through the self-service portal, members have 24/7 access to the information they need - all through a simple online login.



Key Benefits

- ✓ Amalgamate all your business processes in one easy to use system
- ✓ Reduce your overall IT costs
- ✓ Work from one centralised database giving you a 360° view of you members
- ✓ Increase your overall transparency and business visibility for staff and members
- ✓ Improve your business results on a considerably lower cost level
- ✓ Achieve a scalable solution tailored to the size and requirements of your business
- ✓ Improve service and personalisation provided to members
- ✓ Utilise the power of the online web portal and embrace self-service functionality

About KPMG Crimsonwing

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services. KPMG Crimsonwing consists of more than 350 skilled employees, offers 24/7 support services and has a near-shore centre in Malta. Together with KPMG's global network of member firms clients can benefit from a broad professional palette of business services, enabled by technology.

Microsoft Partner
Gold Customer Relationship Management
Gold Enterprise Resource Planning
Gold Collaboration and Content
Gold Data Analytics
Silver Application Development
Silver Data Platform

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