



Personify Enterprise Suite™

Software that works the way you work

Member needs constantly evolve and change. Your organization is under constant pressure to deliver new products and services that meet member expectations. In addition, with the advent of new technologies and the Internet, most of your members find they can look outside your organization for products and services.

How do you ensure your organization can compete in today's competitive environment? How do you achieve the innovation required to deliver new solutions that fulfill customer needs?

ACHIEVE EXCELLENCE IN MEMBER SERVICES

Introducing **Personify Enterprise Suite™** — a new member relationship management solution that helps your organization build strong member bonds, and achieve excellence in member services. The Enterprise Suite delivers:

- A persona-based system designed to increase staff productivity.
- A comprehensive suite of out-of-the-box applications that optimize member services enterprise-wide.
- Flexible, high-performance platform and tools that support application customizations, along with transparent upgrades.
- Powerful visual querying and reporting that transforms data into information.

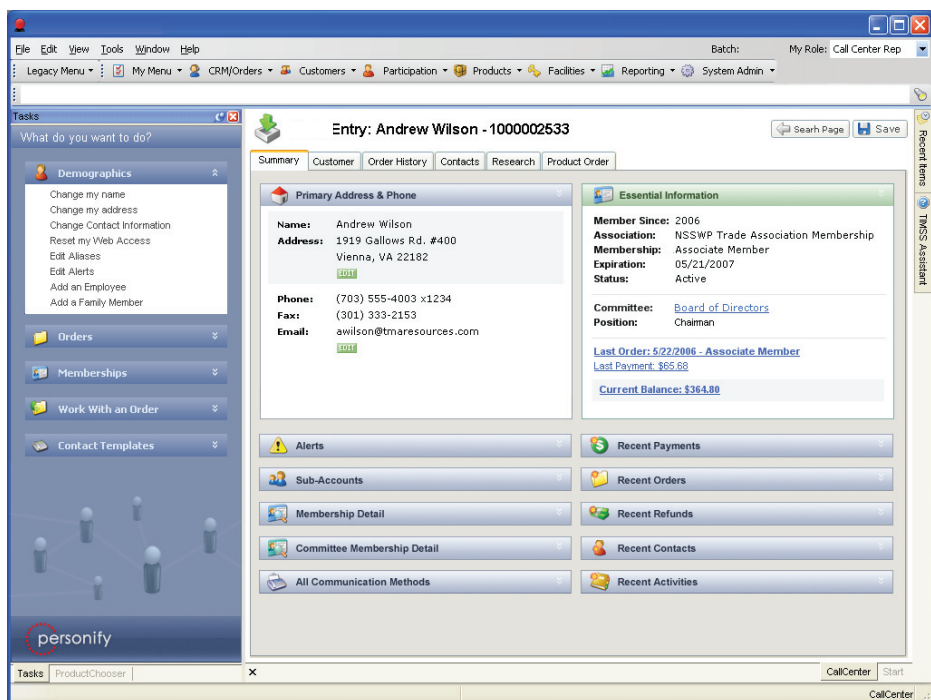
EMPOWER STAFF WITH EASY-TO-USE PERSONAS

Does one size really fit all? When you buy standard association management software that is your only option. You are provided with one set of screens that cannot meet all your employee needs, requiring end user to adapt to the software.

How do you ensure the effectiveness of your call center representatives, membership managers, accounting managers, order entry clerks -- and every one in between across their various daily activities? How do you empower your staff to deliver world class member services that follow industry-standard best practices across all business functions?

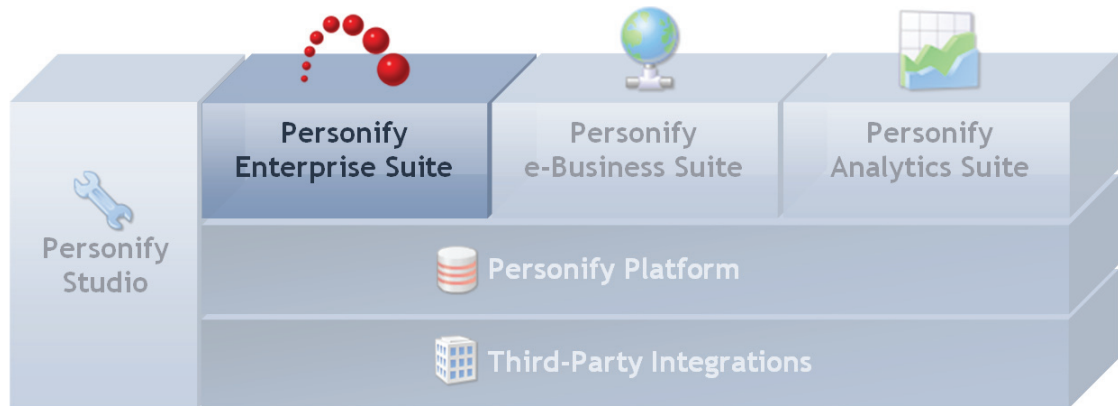
Personify Enterprise Suite is the only AMS system that adapts to your organization, workgroups, and individual end users. Personas improve productivity while reducing your organization's learning curve. Providing end users access only to menus, screens, and tasks relevant to their day-to-day job function, Personas empower staff to rapidly respond to member needs, and quickly deploy mission-critical products and services.

The Enterprise Suite includes standard role-based personas that can be assigned to an entire work group, or to each individual. For example, assign staff their role as a call center representative, membership manager, meetings manager, accounting clerk, and much more. End users can easily adopt one or even multiple role-based personas. Also, if required, Personify Enterprise provides the capability to create your own role-based personas.



Personify Enterprise Suite

- Attract, retain and grow membership
- Improve member service levels
- Increase productivity
- Maximize revenue



The **Enterprise Suite** is a key part of the **Personify™** family of products, including: **Personify e-Business Suite**, a powerful set of applications delivering integrated web self-service; **Personify Analytics Suite**, a complete set of reporting, ad hoc query and business intelligence products; and **Personify Studio**, a set of tools used for customizing and tailoring your application to meet your unique business needs.

COMPREHENSIVE SUITE OPTIMIZES MEMBER RELATIONSHIPS

Your staff services members every day. You manage and deploy an array of products and services. How do you achieve the flexibility required to deliver all these products and services to meet member needs? How do you ensure member satisfaction across all member touch points?

The Personify Enterprise Suite provides an end-to-end suite of business applications designed to service members enterprise-wide. A centralized customer database provides a 360-degree view of all customer activities – capturing the sum total of every member’s interaction – allowing your staff to service members as distinct individuals.

The Enterprise Suite offers advanced scalability, allowing you to purchase just the functionality you need with optional add-on applications. Select from a comprehensive selection of applications, including:

- System Management
- Customer Management
- Call Center and Marketing Management
- Membership Management
- Advertising Management
- Committee Management
- Education Management
- Fund Raising and Donor Management
- Meetings and Exhibition Management
- Product Order and Invoice Management
- Publication Management
- Subscription Management
- Visual Reporting and Query

FLEXIBLE, PLATFORM AND TOOLS ENABLE EASY CUSTOMIZATIONS

Easily customize Personify Enterprise using Personify Studio. Modify and customize the application according to your business needs, while minimizing your dependence on 3rd party vendors, and lowering your overall cost of ownership. **Personify Studio** allows you to change existing screens, create brand new screens, make database modifications, and even create brand new applications. Personify's XML-driven user-layer API enables organizational-driven software modifications that are not affected by software upgrades.

TRANSFORM DATA INTO INFORMATION WITH POWERFUL REPORTING & QUERY CAPABILITIES

The Personify Enterprise Suite's powerful, web-delivered reports and dashboards make your operational data much easier to access. Enterprise includes hundreds of standard reports that get you up and running quickly. In addition, select and pull multiple result sets to customize your own reports using the ad-hoc query feature.

The Enterprise Suite is supported by **Business Objects™** technology, including **Crystal Reports** – the world's leading reporting tool. Crystal Reports helps you rapidly create flexible, feature-rich reports and integrate them into Web and Windows applications. Personify Enterprise reporting is supported by a robust information platform and trusted technology, providing for intuitive, industry-leading custom report writing.

GETTING STARTED

TMA Resources is dedicated to helping solve your association management needs. Please contact us at info@tmaresources.com, call 1-888-878-8627, or visit www.tmaresources.com to get started.

TMA Resources, headquartered in Vienna, Virginia, provides member organizations with the most advanced software available to manage all aspects of their membership-base. Its industry-leading TIMSS™ software is used by hundreds of associations and non-profits, and has over 30 million members under management. In 2005, TMA Resources ranked 344 on the Software 500 annual listing of the world's largest software companies.

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