

A decorative graphic consisting of a series of grey circles of varying sizes arranged in a shallow arc, positioned above the main title.

TMA Resources Web Single Sign-On

Associations are selling more online. By offering memberships, meetings, courses, publications and more over the web, associations are allowing their members to browse and buy at the members' convenience. Digital content enables associations to sell more while avoiding the fulfillment costs associated with physical goods. The web enables associations to deliver more without additional staffing expense. However, online service can present challenges.

Associations offering web enabled databases and best in breed solutions for their members' e-Business web sites rely on applications provided by multiple vendors. Ensuring that members have exclusive access to these areas requires password security. Too many passwords can, however, reduce overall site usage, increase expense and increase risk. How can associations tackle this challenge?

TMA Resources provides member-centric organizations with a powerful Web Single Sign-On (SSO) solution that enables convenient and secure access to multiple web pages and sites, and that can:

- Increase Satisfaction and Web Site Usage
- Reduce Web Site Expense
- Reduce Web Site Risk

TMA RESOURCES' WEB SSO SOLUTION INCLUDES:

WEB SINGLE SIGN-ON DATABASE

- A centralized database for web user and vendor data

WEB SINGLE SIGN-ON SERVICES

- Authenticate vendors through unique keys
- Allow users to sign-on/sign out
- Check to see if session is active
- Update user ID and/or passwords
- Create new user
- Email password reset

INCREASES SATISFACTION AND WEB SITE USAGE

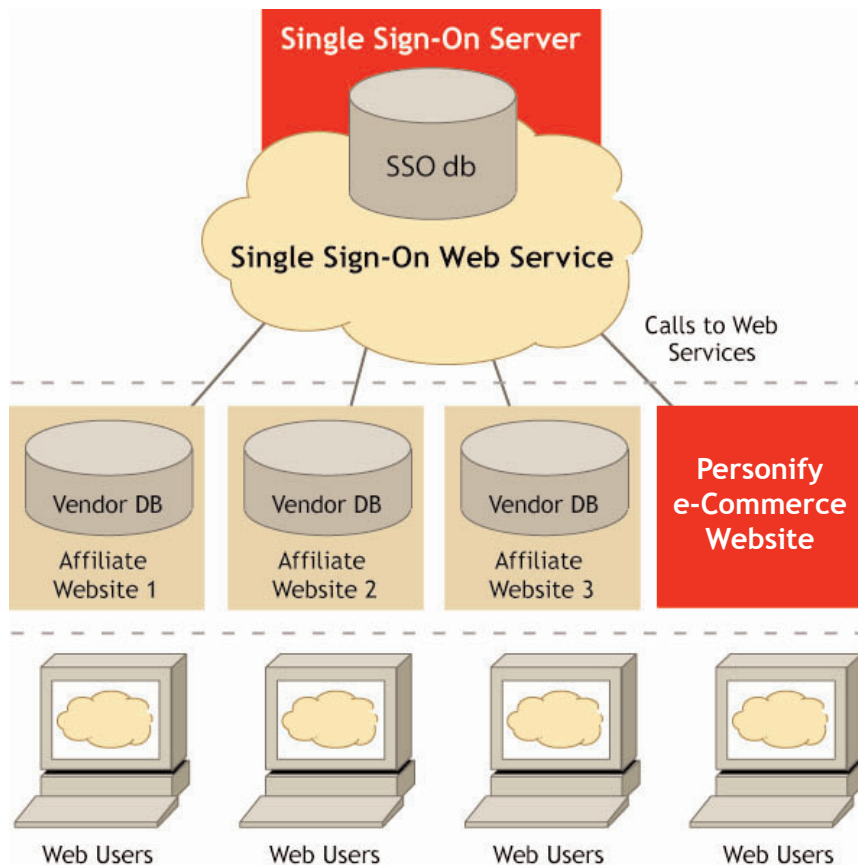
Increased satisfaction and usage are important goals of a member-centric web site. And, while security is required, research has shown that too many passwords can reduce web site usage. According to Hostway, Inc., "more than 70% of consumers said they're unlikely to purchase from, or return to a web site after encountering an inconvenience."

By making it easier for members to visit and use your web site and by providing the security that they expect, Web SSO allows associations to increase their web site satisfaction and to generate additional revenue.

REDUCES WEB SITE EXPENSE

Integrating a third party web site can increase development expense. TMA Resources provides code and guidelines that allow for future compatibility without recreating the wheel.

TMA Resources also helps decrease expense by reducing the number of passwords that members need to remember... and that they can forget. Through Web SSO, members use just one password across an association's web sites. Web services ensure that, once signed-in, members have uninterrupted access. If a member forgets his password, Web SSO allows the member to reset their password without human intervention.



Web SSO allows associations to increase their Web site satisfaction and to generate additional revenue

REDUCES WEB SITE RISK

To protect member-restricted and paid web areas, associations often use passwordbased security. However, multiple websites can create multiple logins and increased risk. Keeping track of multiple logins causes users to write and leave their passwords in insecure places or to pick passwords that are easy to remember and guess. Web SSO extends the Personify high performance platform to reduce the number of required passwords and to provide additional web security. When a member visits an association's web site:

- The SSO server checks for the affiliated web site's unique key.
- If the key is present and valid, the user will be redirected to a shared SSO page.
- When the user presents a valid ID and password, they are allowed to visit affiliated websites without additional logons.
- On each page that requires a login, SSO web services allow seamless access by validating that the session is still active.

GETTING STARTED

TMA Resources is eager to help you solve your Web Single Sign-On 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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