



Personify Studio™

Deliver Relevant, Meaningful and Friendly Applications
for Your Organization

Your membership needs are evolving. And, your organization is changing to keep up. But does your AMS change with you? Inflexible AMS systems make it costly and difficult to modify your AMS, leaving you in a one-size fits all situation. So, how do you optimize your AMS for volunteers, for expert users, for your membership team and for the diverse members of your organization? You have specific workflows based on your unique needs. How do you modify your AMS to fit your needs? How do you optimize your AMS without limiting your upgrade path?


OPTIMIZE PERSONIFY WITH PERSONIFY STUDIO

Personify Studio is the set of visual tools designed to enable IT departments to customize the Personify interface and the underlying workflow to fit your organization... not the other way around. Leveraging a visual interface, Personify Studio includes tools for creating specialized screens and context sensitive tasks, for extending the database, for creating workflows, and for testing completed applications and screens. Personify Studio gives you:

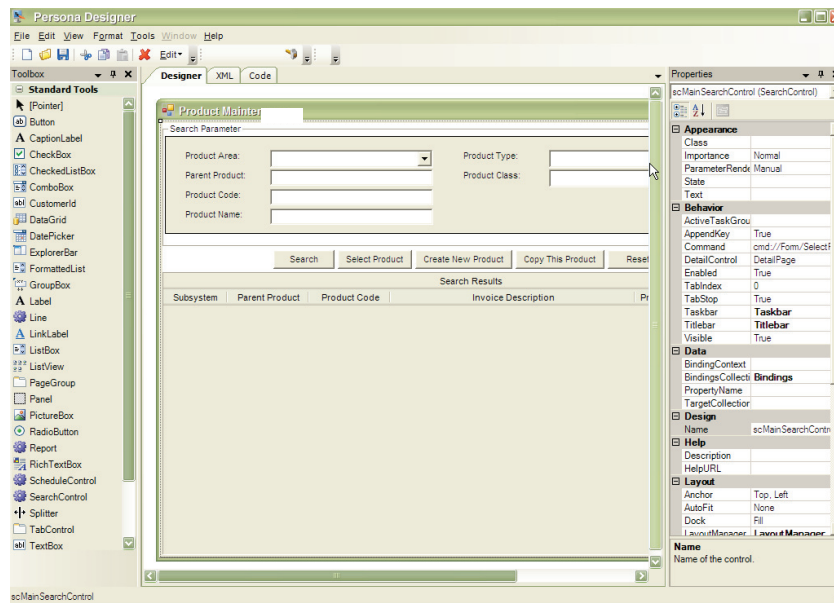
- Flexibility - flexibility to adapt to your organization's business processes
- Speed - tools that enable quick application and user interface development and deployment
- Control - a powerful platform and tools put you in control of your future

FLEXIBILITY – TOOLS THAT ADAPT PERSONIFY TO YOUR ORGANIZATION'S BUSINESS PROCESSES

Workflows are important processes in any AMS. They define how a contact tracking record is handled and how a transaction is processed. These workflows are standardized within an organization, and are modified relatively infrequently. But, just because a workflow has been standardized, does that mean that every employee requires the same interface?

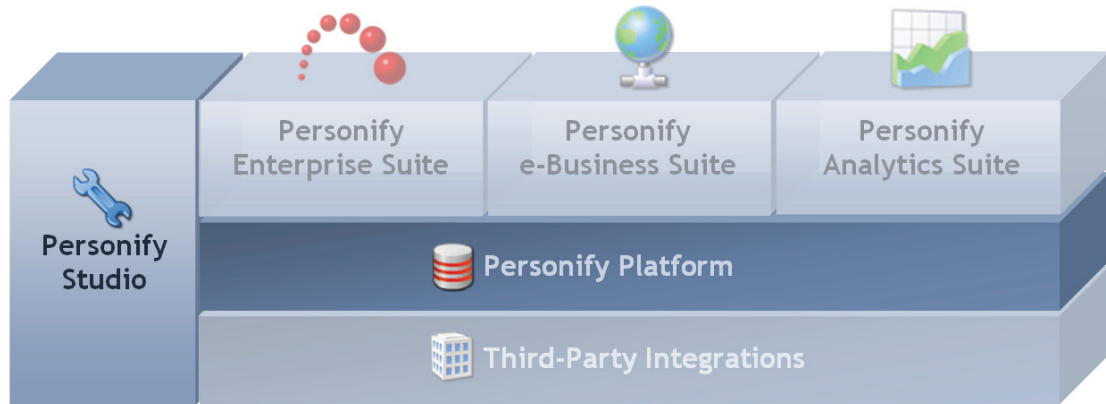


Personify breaks out of the one-size-fits-all world of the typical AMS. Rather than forcing the user to adapt to the software, Personify adapts to the user. Through personas that focus the application on workgroup and individual user needs, Personify allows organizations to provide different user experiences for volunteers, expert users, call center managers, marketing managers and more, without the need to modify the underlying workflow process. Think of it like one-click ordering vs. regular ordering. The interface and screenflows have been optimized for specific user needs, but the underlying workflows are identical. In Personify, once a user has logged in, their personas are available. (Personify comes with over 30 personas out of the box, and the tools to create many more.) All they need to do is select their persona through the pulldown menu, and the interfaces, screenflows, menu items and available tasks change automatically.



Personify Studio provides the point and click tools that enable IT departments to change existing screens or create new ones. With a Visual Studio 2005-like interface, IT departments can add elements to pages such as data fields, quick pick boxes and more; bind them to a standard or custom data fields; add context sensitive tasks that provide options for the current activity; and add menu items that provide direct access to screens, tools and more.

With Personify Studio, it is no longer cost prohibitive to modify your AMS interface for your varied organizational needs... even if you need to make short term changes.



Personify Studio

- *Persona Designer*: everything that you need to design your optimal interface
 - **Application Designer**: design screens, screenflows and workflows
 - **Taskbar Manager**: decide which activities pop up as users do their job
 - **Toolbar Manager**: set the menu items that are available throughout a persona
- *Database Designer*: extend the database and provide new data sources for the Persona Designer

SPEED – TOOLS THAT ENABLE QUICK APPLICATION AND USER INTERFACE DEVELOPMENT AND DEPLOYMENT

Because no AMS is an exact fit for every organization, modifications and adaptations are a requirement. However, with most solutions, AMS modifications can take a long time, stretching IT departments to the breaking point. Having limited resources, IT Departments are forced to limit the scope of their efforts. However, what if there were an application and tools designed to simplify the work of IT? What if there were a tool suite that saved IT time and effort?

Personify Studio is that tools suite.

Personify provides a XAML-based (eXtensible Application Mark-Up Language) interface that removes the need for programming or compiling to create screens. Personify Studio allows IT departments to create screens through a point-and-click interface. Start from an existing page or from a pre-existing template. Screens are stored as XAML code so they are immediately available to users, and are rendered quickly. And, IT managers can easily repurpose their custom work without starting from scratch.

By separating the business logic and the presentation logic, Personify allows IT departments to specialize as needed. No more need to be a jack-of-all-trades to modify the AMS. Instead, Personify Studio allows for separation of duties so that screen design and programming can happen concurrently.

Personify Studio pulls the cost out of developing and deploying applications, shortens the time it take to create screens, and increases the leverage of IT organizations. Personify Studio maximizes adaptability while minimizing effort.

CONTROL – A POWERFUL PLATFORM AND TOOLS PUT YOU IN CONTROL OF YOUR FUTURE

Complex and unintegrated systems can drain IT resources. IT groups can be overwhelmed by the knowledge, time and effort required to leverage platform capabilities across multiple application suites. Supporting Personify, the Personify Platform provides the services and architecture that allow IT to maximize its productivity and responsiveness.

The Personify Platform leverages:

N-Tier Architecture: N-tier architecture separates the interface, business and data layers, maximizing adaptability and upgradeability. Customizations across screens, workflows and APIs do not affect the upgrade path - modifications persist across upgrades.

Single Platform: The Personify platform supports all of the Personify Suites including: Personify Enterprise Suite, Personify E-Business Suite, and Personify Analytics Suite. An integrated platform means that there is no need to duplicate business logic across the suites and that IT groups can leverage the same knowledge across the suites.

User Layer API: The User Layer API, modified through Visual Studio 2005, allows IT departments to modify the Personify APIs to better fit their organizational needs and processes, using any .Net language. Build your logic extensions once. All future Personify releases will adapt to your extensions eliminating the high cost of customization retrofits, reducing costs and risks associated with traditional solutions.

XAML Rendering Engine: Its XAML rendering engine, based on the principles of Microsoft's upcoming platform, makes screens light and quickly rendered.

Integrated Analysis and Performance Tools: Tools that help ensure that quality is built into all Personify projects.

Flexible and accessible architecture and tools allows IT to spend less time on tactical changes, and be more responsive to strategic initiatives.

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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