

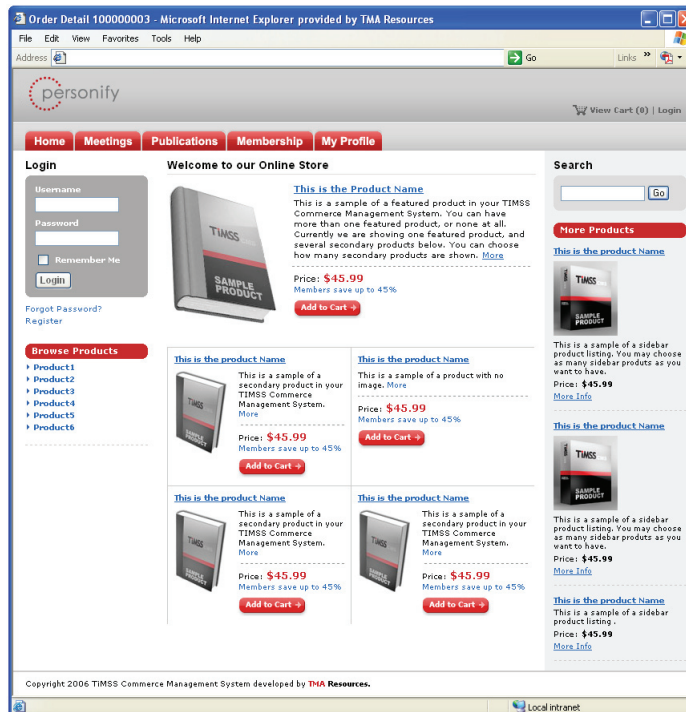


Personify e-Business Suite™

Personify e-Business Suite Lets You Bring Your Back Office To the Web Quickly and Cost-Effectively

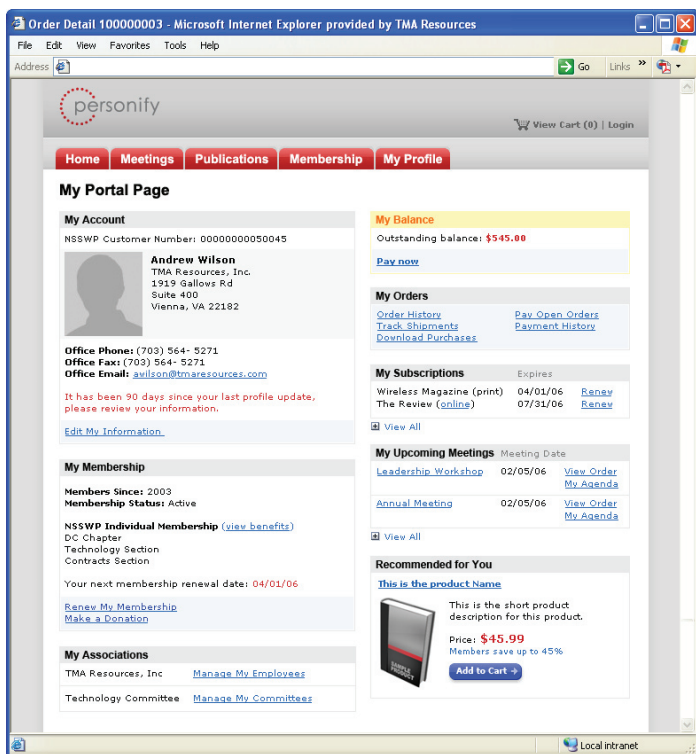
Online spending is doubling every three years as customers demand more and more from the web sites they use. As a result, the need for businesses to deliver improved functionality has become an important factor in AMS (Association Management System) strategic planning. Did you know that the top reasons associations cited buying or upgrading their association management product is to enhance e-business capabilities (41%) and offer their customers new features or because their existing product capabilities didn't serve customers needs (55%)? TMA Resources has listened to the market and, as a result, has built a comprehensive e-business product tailored for the association industry and their members and customers.

TMA Resources' Personify e-Business Suite delivers a comprehensive solution that provides you with the software, industry and strategic knowledge, and implementation expertise to ensure your organization is delivering improved member services in terms of the content and functionality that will keep your customers happy for years to come. With extensive association and web experience, our member-centric solutions get you up and running quickly, are flexible for changing conditions, and result in greater customer satisfaction. Our team of experienced professionals helps ensure you have the right solution for your organization and members and not overwhelm you with development costs.



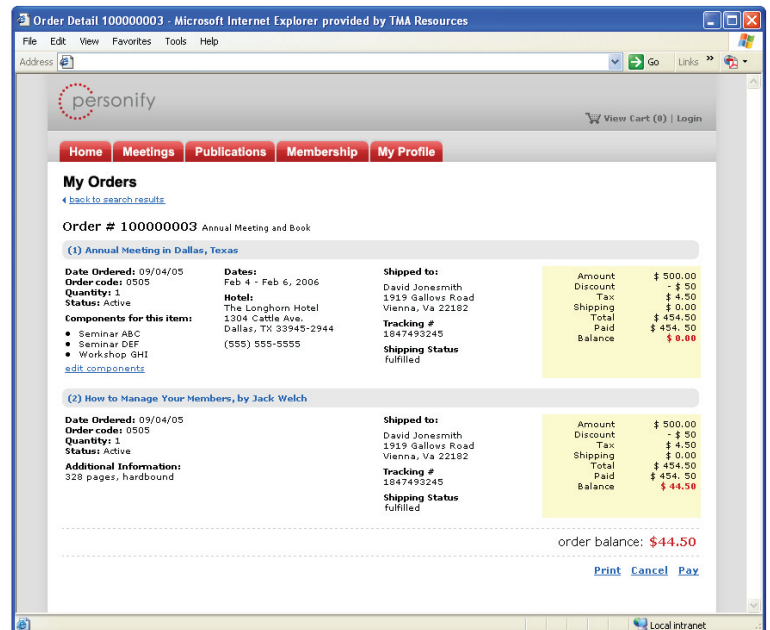
E-BUSINESS SOLUTION

Your AMS helps you better understand and serve your customers and members through self-service access. However, you have an opportunity to deliver a more comprehensive member-centric solution that will not only increase satisfaction, but retain current members, attract new members, and allow you to deliver the products and services they want to see. By bringing back office functionality (AMS) to the web through an e-business software solution, your members and customers have more control over their options and you deliver the right products and information to meet their unique needs.



TMA Resources offers Personify e-Business Suite, the association marketplace's premier e-business solution, allowing you to:

- Extend your e-business web site quickly and easily
- Get content up and running in no time
- Save development time and expense



Extend your e-business web site quickly and easily

Personify e-Business Suite lets you quickly and easily extend your website through pre-integrated functionality by offering comprehensive solutions out of the box. It then leverages the Personify platform to add search to your web site, manage password requests, add promotional products to a page, manage a shopping cart, and much more. And because our architecture is based on the industry standard, Microsoft's .NET, our system is flexible enough to add third party functionality, providing additional options to extend your site.

Get your content up and running in no time

Busy webmasters and complex publishing tools can hinder your staff's ability to get current and compelling content onto your website. Personify e-Commerce solves this challenge by providing a distributed content publishing tool that gives your authorized employees an easy way to publish and administer your site - whenever they need to. An easy point and click interface allows you to change the look and feel, add or delete content, or make changes to page functionality. Personify's intuitive content and page publishing capabilities will have your content up and running in less than a day.

Save development time and expense

Extending your AMS to the web with a custom solution can be both time-consuming and expensive. With Personify e-Business Suite, you save time and money while getting the most advanced and integrated functionality out of the box. Our solution delivers e-commerce, web self-service, web publishing, and site administration to allow customers to become a member, sign up for meetings, make a donation, and manage their profile. It allows the association to display featured products, target products or pricing to each visitor, and easily change a site's look and feel to work with your brand identity. Bring your back office to the web quickly and cost-effectively.

Our e-business team draws its knowledge from strong association experience, extensive e-business knowledge, and deep product knowledge

E-BUSINESS SERVICES

TMA Resources complements its e-business software solution with a team dedicated to assessing your needs, implementing the right TMA Resources solution and offering customization where needed. Our e-business team draws its knowledge from strong association experience, extensive e-business knowledge, and deep product knowledge. Their focus is to extend TMA Resource's products to best fit the technical and business objectives of your organization. Our e-business team offers services in the following areas:

- Strategic Consulting
- Software Implementation
- Custom Solution Development

Strategic Consulting

Our team of experienced in-house consultants at TMA Resources can help you define your business goals and objectives then map the optimal TMA Resources software solution to them. By assessing your current situation in combination with your long term goals, we ensure that our software solution will take you well into the future.

Software Implementation

TMA Resources implements your solution based on a phased plan:

- Discovery
- Design and Development
- Conversion and Testing
- Roll Out

Each phase contains the milestones and services that will move your e-business implementation to completion. Your team, led by a dedicated project manager and supported by a business analyst and a technical lead, provide the necessary resources to successfully deliver on-time and within budget.

CUSTOM SOLUTION DEVELOPMENT

There are situations when you need more than what our e-Business Suite will deliver out of the box. TMA Resource's Solution Development Services will work with you to assess your needs, recommend the optimal solution, then design, develop and deploy it for your organization. Based on the team's assessment, the custom solution will be an extension of Personify Enterprise or Personify e-Business, or it will be an add-on product that is seamlessly integrated with TMA Resources' software. In either scenario, we ensure that the solution is tightly integrated with and optimized for your business processes and environment.

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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