

Personify Mobile

Providing your members with a seamless mobile experience

Membership organizations are constantly looking for ways to be increasingly relevant to their market. In doing so, they seek ways to provide more responsive services, and self-service capabilities to their constituents. With an increasingly mobile society, this means organizations need to provide mobile access for the organization's employees and those they serve. These organizations strive to provide a seamless membership experience, while allowing their IT staff to provide more cost effective support and services.

Organizations are being challenged to provide their employees with the tools they need to serve members and customers while they are on the road or out of the office. Additionally, they are looking to provide their constituents the ability to:

- Manage their customer profile;
- Keep up with industry events and news;
- Access information about conferences and events in an environmentally friendly manner;
- Find and network with other members; and
- Learn about and buy the organization's services and products.

While mobile adoption is increasing dramatically, organizations also face some significant challenges deploying this to their market. Some key challenges include:

- Keeping up with the ever changing standards and new operating systems;
- Finding a good development partner considering the large number of unproven mobile development companies and technologies;
- Being able to effectively leverage platform specific benefits for each phone platform;
- Having a solution that's fully integrated with their Membership Management System;
- Presenting the organization's own brand and unique business practices;
- Integrating with other best of breed mobile offerings; and
- Staffing and providing the infrastructure to support a separate technology platform.



Personify Mobile was developed with these concerns in mind, and much more. Personify Mobile leverages each phone platform's unique benefits to provide rich native application functionality for the iPhone, Android and BlackBerry platforms. Personify Mobile is fully integrated with the Personify platform, and doesn't require additional infrastructure or staff support.

Personify Mobile is "powered by dub" leveraging industry leading mobile platform capabilities from Dubmenow™. This provides robust contact networking and sharing capabilities, as well as additional nonprofit focused modules such as social networking and e-learning, also built on the Dub platform.

Personify Mobile allows each organization to publish their application in the appropriate marketplace with their own corporate brand and messaging. The application is configurable to allow each customer to determine whether a particular module is available to the general public, or requires member authentication. For customers with unique business requirements, or that desire their own custom modules, these can be readily added to the Personify Mobile framework.

Personify Mobile provides secure "buy now" capabilities leveraging card-on-file capabilities of Personify, providing a simple, safe and effective fast purchasing experience. Optionally consumers can add items to their shopping cart so they can complete the transaction later at their leisure. Customers can buy inventoried products, make fundraising contributions and register for events. Additionally, constituents can receive mobile alerts based on other Personify activities, such as notifications of expiring membership, product shipments, and other business activities.

While wireless coverage is getting better, it is not guaranteed particularly in many meeting venues or while travelling. Personify Mobile provides offline functionality for key features, which means your constituents won't be frustrated due to connectivity issues, like they would be with a mobile Web application.

Constituents will use the same login and credentials they use when accessing your Web site, other e-business sites and third-party partners' solutions that are integrated with Personify, providing ease of use. Personify Mobile can be deployed quickly to Personify 7.1.2 and later versions.

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.

Key features of Personify Mobile include:

- Staff management of constituent records;
- Profile management;
- Customer self-service notifications;
- Membership directory;
- Featured products;
- Fundraising contributions;
- Searchable event calendar and detailed conference information;
- Conference planner with session floor maps;
- Exhibitor lists and floor plans;
- Industry news feeds; and
- Offline support.

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