



Continuous Improvement Plan

Your go live date marks the beginning - not the completion - of a successful implementation. Properly nurtured, your AMS can bear more and more fruit with each passing year.

But, sometimes it seems as if the economy, management structures and the press of time are all aligned against you, making it difficult to leverage your already significant investment in time and money. Many organizations struggle with:

- Securing the money to upgrade on a regular basis
- Finding the time to optimize systems and subsystems for maximum advantage
- Getting sufficient training for staff

What's needed is a proactive, planned approach to meeting these and other challenges within a management structure that makes sense.

Cost-effective. Predictable. Sustainable.

The TMA Resources Continuous Improvement Plan (CIP) has been developed to provide you with a cost-effective, predictable plan and funding structure to help you grow in your use of the Personify system, and sensibly invest in your continued success.

The CIP provides for:

- An annual Personify upgrade to keep you on the latest technology and feature sets
- Business and technical consulting services that allow you to optimize your use of Personify
- Training opportunities to ensure that your staff has the knowledge and skill to make the best use of available technologies and features

All these benefits become part of an annual plan that you, along with your project manager, work to execute over the course of the year. With a plan in place, you can reasonably predict costs, eliminate many surprises, stop scrambling for last-minute funding and continue to leverage your Personify system to maximum effect. Yet, your plan is flexible enough to grow with you as your business needs change and new opportunities and challenges present themselves.

All in all, the CIP allows you to define your needs, predict your costs, fund and sensibly execute a plan that helps you to get more and more from your Personify system, giving you the competitive edge you need to continue to compete in these challenging times.

TMA Resources Shares in Your Success

Because successful customers are happy customers and more likely to continue to invest in Personify, TMA Resources is pleased to invest in the CIP by offering significant discounts to participating organizations, including discounts for:

- Plan implementation services
- Plan optimization services
- Standard discounts on additional services and licensing
- Plan training classes
- TAUG registrations

Speak with your project manager today to get an idea of what your own organization's continuous improvement plan might look like and learn specifically what these discounts may mean to your organization

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 Inc.: Headquartered in Vienna, Va., TMA Resources and its team of highly skilled professionals produce member relationship software solutions. Clients include many of the most prestigious professional societies, trade associations, labor unions and other member-centric organizations in the United States and overseas. TMA Resources was named No. 303 on the 2009 Software 500 listing and is listed as one of the largest technology employers in the Washington, D.C., metropolitan area by the Washington Business Journal. For more information about the company, visit www.tmaresources.com.

“The CIP is a no-brainer.”

Tim Maxey

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