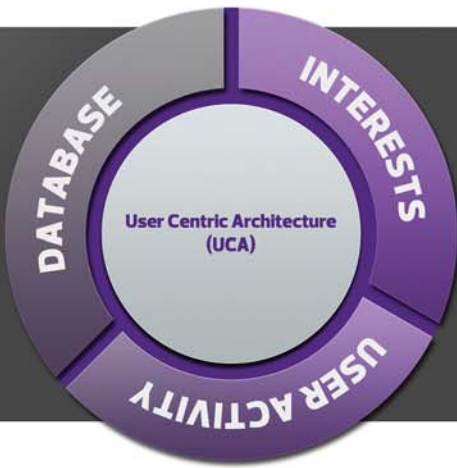




MemberFuse™ brings professional networking and private online community features to Avectra's Social CRM suite; a combination of netFORUM – a robust membership management system, the Avectra Social Console, Avectra's A-Score™ and more.

As a part of the Avectra Social CRM suite, MemberFuse and netFORUM have 'write back' functionality so key data is exchanged between the two systems, creating more comprehensive member profiles and feeding social data into Avectra's proprietary member scoring technologies. Member engagement activities in MemberFuse are tracked and recorded in netFORUM, providing strategic socialytics and increasing back-office efficiencies.

MemberFuse™ is a private social community that works seamlessly with the internal modules of netFORUM to create, optimize and extend opportunities for member engagement to effectively build a loyal community, boost participation, expand revenue streams, collect social data for socialytics, improve retention and ease recruitment. MemberFuse is a private social community that works seamlessly with all the internal modules of netFORUM. By replacing an external social network platform with the private environment of MemberFuse, organizations fully extend their options for member engagement and effectively build a loyal community, boost participation, expand revenue streams, collect social data for socialytics, improve retention and ease recruitment.



User-Centric Architecture

MemberFuse™ technology is oriented around the user experience to increase member use of the online community. Members have personal home pages and set their preferences for how they wish to interact with the online environment and receive updates. MemberFuse's relevance engine learns a member's interests, and customizes their experience by making recommendations. The more personal and relevant the experience, the more members will engage with your organization.

MemberFuse allows staff, members, prospects, suppliers, vendors and/or partners the opportunity to engage, collaborate and share data, ideas and experiences with each other and your organizations to achieve specific business objectives. The foundation of MemberFuse is built on the three "C's": **Content, Community and Commerce**. Content is at the core of every organization, and becomes more valuable to your members and prospects with collaboration and sharing. MemberFuse adds a layer of community collaboration elements around your existing content. Finally, once a vibrant community exists around your content, creating an outer layer for commerce activities becomes a realistic opportunity.

"The Community Reporting feature has all the answers I need when looking for analytics regarding FSAE's community. Knowing immediately who is using the community and where they are landing is key to FSAE providing a community that the members want. This has to be one of the biggest reasons MemberFuse is so robust!"

-- Teri Carden, Director of Marketing and Technology, FSAE

Since 2008, more organizations have chosen Avectra over any other AMS or membership management solution.

Powerful Core Features

Member Engagement Scoring

Keep interest in your social community high by leveraging MemberFuse's Reputation and Engagement system. Proprietary technology tracks user activities and awards points for specific engagements designated by the organization. By receiving points for their participation and correlating virtual badges in their online profile, members are incented to continue or increase engagement in the community. The system becomes even more powerful when an organization pairs real-life rewards with points and virtual badges.

Social Commerce

Achieve highly relevant advertising and marketing campaigns with rewarding return on investment. By leveraging MemberFuse's user-centric architecture and stored social data, organizations can target finite groups for marketing specific products, services and events. Additional revenue can stream from sales of highly targeted advertising opportunities for associate members and other vital business relationships.

Microblogging

MemberFuse gives members the ability to share their current projects, challenges and successes through microblogging. Such status updates are a popular feature in social networking culture and foster greater member involvement, deeper member connections, and valuable opportunities for organizations to learn about the daily professional lives of their members so they can, in turn, provide more relevant services.

Mobile Capabilities

Give members access anytime, anywhere to your online community with MemberFuse's mobile web capabilities. No downloads are required to use or receive application updates – MemberFuse automatically loads device-compatible web pages to any mobile device. Member experiences are enhanced with mobile-friendly dashboards profiles, and directories. Mobile users also benefit from MemberFuse's Gatekeeper feature, which detects their identity in the community through "tokens" embedded into email notification links, speeding them towards engagement by allowing them to bypass login.

Resource Library

Build an online knowledge bank and share resources throughout the private community. Upload text documents, white papers, images, and any other resource, and then rate it or share. The resource library is completely searchable and includes analytics to help measure value for members.

Member Matching

Help members make connections and build up a professional network with Member Matching. Discover hidden networking opportunities by connecting members through mutual interests, relevant areas of expertise, and common profile attributes.

Analytics & Reporting

Track analytics data and generate reports on all aspects of the community to see what resources are being used and what parts of the community are most active. Use this data to quickly respond to member trends and interests with new online content, events and marketing campaigns.

Events

Boost event participation by using the online events calendar and connection to the netFORUM Events module, including eCommerce capabilities. Members can browse and register for important events.

Collaborative Groups

Form groups around relevant topics for resource sharing and collaboration. Upload resources to the group, store information in wikis, post announcements and start discussions.

News Feeds

Engage members and pull relevant information into your network by keeping an active News Feed member can subscribe to through an RSS feed via their personalized MemberFuse homepage.

About Avectra

For the last 17 years, Avectra has translated our customers' needs into a market-leading Customer Relationship Management system (CRM) – whether our customers serve members, non-members, employees and or partners by the hundreds or hundreds of thousands. Our social business solutions allow organizations to engage both internal and external audiences in more sophisticated, relevant and transparent relationships to promote advocacy, community and action while driving business value. Avectra is headquartered in McLean, Virginia with regional offices in Chicago and Orlando.

BENEFITS

Increased Member Engagement
Streamlined Operations
Better, Faster Innovation
Increased Market Share
Higher Margins
Market Leadership

"We are very excited about connecting our members 24 hours a day and enhancing the flow of content between members. MemberFuse allows MTI members to connect and exchange resources and ideas in the very same way they do in person at receptions and meetings as well as give the smallest member the loudest voice."

~Tom Morrison, CEO, MTI

**NO HARDWARE. NO SOFTWARE.
JUST SUCCESS**

AVECTRA™

7901 Jones Branch Drive, Suite 500

McLean, VA 22102

info@avectra.com | 703.506.7000

www.avectra.com | 800.858.8272

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f : /avectra t : @avectra