

**netFORUM Pro** integrates an organization's data with its business processes and then automates it all, so staff can engage members, increase non-dues revenue, make smarter business decisions faster and successfully identify, serve and retain their members. As a 100% web-based system, netFORUM Pro is available anytime, anywhere – no hardware, no software, just success.

netFORUM Pro delivers all association information in one centralized database, with a broad base of internal modules needed most by today's successful organizations. While robust and full-featured, the architecture is flexible enough for easy integration with external applications. Any changes made to a member record are automatically reflected throughout the system in real-time, eliminating the need for double-entry and enabling instant and accurate analytics.

netFORUM Pro provides one system to support both the internal staff operations of the organization as well as member-facing websites. The iWeb (internal Web) view delivers all of the functionality staff needs for daily operations, while the eWeb (external Web) view delivers the data and functionality targeted toward members and prospects.

## Benefits With Business Value

### Continuous Innovation

Avecetra is committed to innovation and making sure our customers stay ahead of the curve. We consistently deploy new product features and functionality based on industry insight and feedback. By providing a complimentary, non-disruptive software upgrades, we take responsibility for keeping customers up-to-date and on the upgrade path. We promise to always take care of the technology so our customers can focus on their members.

### Enhanced Outreach Capabilities

Member engagement now drives transactions; it's no longer the reverse. netFORUM Pro delivers innovative, unmatched technologies for engaging members and matching messaging and products to member interests. Organizations increase member retention and non-dues revenue by making sure the right information gets to the right people at the right time.

### Quick-Access Data and Analysis

netFORUM Pro helps you effectively use your business data to make smart business decisions. Reports, queries and executive dashboards put data in the hands of many, providing staff at all levels the actionable data they need to make faster, better business decisions – from the executive director who wants a big picture view of membership trends to the event manager who needs to track event revenue.

### Automated Workflow

netFORUM Pro features graphical workflow systems that help automate common tasks, so staff can focus on higher value, member-serving activities. Additionally, netFORUM Pro empowers members with online self-service options, giving them the experience they expect while saving valuable staff time.

### IT Friendly for Maximum Flexibility

netFORUM Pro is a secure, 100% web-based application that ensures maximum uptime, disaster recovery, automatic upgrades and unlimited on-demand training. netFORUM Pro's API/Web services allow for easy integration with third-party applications for organizations requiring enhanced capabilities. netFORUM Pro is flexible and adaptable for dynamic, growing organizations.

**"I feel most successful when I get a phone call or e-mail from one of our members, and I'm able to provide the information they need very quickly with a few clicks of the mouse. netFORUM empowers my success in just how easy it is to use, and how quickly I can get to information members need."**

–Joan Menzer,  
Director of Member Services, AGB

**"We will never be obsolete again. The fact that there are constant upgrades to the system was important to me. No large sums of money had to be paid to stay upgraded. The way Avecetra works, I'll never be caught in that situation again."**

–Jim Moody, President,  
Construction Suppliers Association

## Avecra Social CRM

Avecra Social CRM is an unrivaled suite of features and functionality empowering 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.

By combining social media interactions and the rich membership data captured in netFORUM, Avecra Social CRM delivers unprecedented insight into an organization's membership and overall operations. Additional benefits include proactive business planning, the flexibility to create unique member experiences with each interaction and the ability to deliver more applicable products and services.

### The Avecra Social CRM suite includes:

#### netFORUM

At the heart of the Avecra Social CRM suite is netFORUM, the industry's deepest and most robust membership management solution. netFORUM delivers all association information in one centralized database, with a comprehensive set of modules for complete membership management. netFORUM integrates member data and business processes allowing organizations to manage members, chapters, non-members, and other relationships vital to an organization's success. The socialization of netFORUM includes:

- **Social Profiles**— Adding data from a member's social media profile (Facebook, Twitter, etc.) to the existing member profile improves outreach, enhances the ability to map member relationships, uncovers valued social networks and increases personalized service and communication.
- **Social Events**—Build communities around events and allow attendees to easily find and connect with one another. Seamlessly leverage the power of social media to promote the value of your event and create unique event profiles.
- **Social Membership**—Turn a member's online profile into a Facebook-like wall of relevant content and personal connections. Easily allow members to connect with other individuals, groups and engage with internal and external audiences in new, dynamic ways.

#### MemberFuse™

The MemberFuse™ online community is an organization's own professional social networking website. It unlocks the true potential of a member network, increases retention and grows revenue. By seamlessly working with the internal modules of netFORUM, MemberFuse provides staff and members the tools to connect, collaborate, share resources and conduct business. The User-Centric Architecture combines data residing within netFORUM with user-specified interests and user activity within the community to deliver targeted, relevant, and thus more engaging experiences. In addition to expanding member engagement opportunities, MemberFuse captures critical social data that can be leveraged with the powerful reporting tools and data management capabilities of netFORUM.

#### Avecra Social Console

Listen and learn...your members are talking about your organization and the important issues in their industry. By combining tools for listening, engaging, publishing, and scheduling with powerful analytics in one robust tool, the Avecra Social Console makes social media management and monitoring easier and more effective. And with the ability to capture and record social media conversations from Twitter, Facebook, LinkedIn and others in netFORUM, the ROI on social media initiatives are easily measured and tracked.

#### Socialytics—Including Avecra's proprietary A-Score™

In addition to Avecra's core reports, queries and dashboards, Avecra's proprietary A-Score™ measures the engagement level of individuals and organizations on an ongoing basis, providing qualitative insight for calculating and measuring the health of membership, services and overall business. The A-Score is the ultimate tool to enhance, optimize and automate new and existing programs and services to encourage engagement and ensure each interaction is consistent and relevant based on real-time information.

**Avecra Social CRM** provides organizations with the ability to fully demonstrate the intrinsic value of their membership and to articulate why their continued membership is both valuable and essential to them. By delivering a more complete view of the member's level of engagement, Avecra Social CRM delivers the insight to identify and foster the members who are most invested in its future.

**Experience what thousands of organizations already know: choosing the market leader has benefits.**

#### About Avecra

For the last 17 years, Avecra 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. Avecra is headquartered in McLean, Virginia with regional offices in Chicago and Orlando.

## MEMBER MANAGEMENT ON-DEMAND

### Internal Functionality for Staff

Membership Management (CRM)  
Accounting  
Address Verification  
Awards Management  
Committee Management  
Certification Tracking  
Custom Form Designer  
Dues Level Management  
E-Marketing / E-Mail / E-Newsletter  
Event Management  
Exhibit Management  
Fundraising  
Grants Management  
Inventory Management  
Member Scoring Tool  
netFORUM Mobile  
Online Communities  
Payment Processing  
Personalized Dashboards  
Reports, Ad-hoc Queries  
Sponsorship Management  
XML Integration Tools and Plug-ins

### External Functionality for Members

Committee/Chapter Management  
E-Commerce / Shopping Cart  
Event Registration  
Member Directory  
My Transactions  
netFORUM Mobile  
Profile Management  
Social Networking

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

**AVECRA™**

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Empowering the People Who Power Your Business

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