

SmithBucklin Drives Growth for its Client Organizations



Challenge:

SmithBucklin, the world's largest association management and professional services company, was looking for a cost-effective third-party solution for some of its IT resources. SmithBucklin continually searches for ways to provide an unmatched resource

base for its client organizations, and it spent time carefully investigating leading, Web-based association management software (AMS) providers, analyzing who would offer the best solution. The goal was to find an AMS provider that offered an easy-to-use, integrated and powerful solution.

Solution:

SmithBucklin recognized that unique custom solutions were not optimal for every association client. In some cases, sharing the costs of the software and its development over a large client organization base, allowed SmithBucklin to provide robust offerings at greater cost savings.

Yet, it was not willing to compromise on having the ability to customize certain features such as reporting. SmithBucklin formed a relationship with YourMembership.com. YourMembership.com's ability to deliver AMS, a website and an online community product in a short period of time helped SmithBucklin meet the needs of its expanding client organization base. This arrangement allows SmithBucklin to focus on the needs of each client organization while YourMembership.com focuses on software development.

Result:

YourMembership.com's open API gives SmithBucklin the option of integrating a client organizations' additional software systems with the YourMembership.com product – providing a cost-effective blend of out-of-the-box and customized solutions.

The customizable reporting features of YourMembership.com allow SmithBucklin to easily monitor the key performance indicators for each client organization, even though these performance indicators will vary across organizations.

Subsequently, SmithBucklin has created a user's group based around the YourMembership.com product. SmithBucklin appreciates YourMembership.com's ability to deliver quickly both in initial product design/setup and on service inquiries. "YourMembership.com has so much to offer for the price point," said Rod Stiegman, Director of Information Technology Services for SmithBucklin. SmithBucklin and YourMembership.com look forward to continued collaboration and knowledge exchange while serving the association community.

"We are very pleased with the responsiveness of YourMembership.com's Support Department and equally pleased with the speed at which new features have been introduced into the product. This allows our team to focus on providing value added service to our client teams and their members," Stiegman said.

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