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## Case Study with Paul Huntley, Marketing Director, Iowa Retail Federation

**Overview:** The Iowa Retail Federation is the 'voice of retailing' in Iowa and serves the needs of the retail community throughout the state. As the leading voice and educator in the state, it is important for their internal staff to have the proper systems in place to help them be more effective, knowledgeable and efficient in their daily activities. With no internal IT staff, the Iowa Retail Federation was experiencing some commonplace problems associated with small offices. Paul Huntley, IRF Marketing Director, explores some of these issues and describes how the Computility Association Management System was able to benefit their organization.

**Problem: Having data and information tracked in multiple locations and multiple databases. Dealing with the frustrations and inefficiencies associated with searching all over for information, doing dual entries, trying to get good reports and having overlapping and duplicate data.**

**Solution:** "The Computility Association Management System consolidates everything into one location. This was a huge factor for us in making our decision to switch to Computility - not only does this make it faster and easier for us to look up information but it also provides for better reporting and keeps everyone on the same page. With Computility we have increased visibility into our business and our membership. Our staff is also more efficient and overall more effective at building and maintaining member relationships while providing increased value to our membership."

**Problem: Spending time trying to 'build out' old applications to get more functionality and dealing with things like maintenance, upgrades and manual tape back-ups.**

**Solution:** "The Computility Association Management System alleviates all of these issues for us. Because the system is designed specifically for the member-based organization and is fully configured for us, we don't have to spend any more time dealing with divergent applications. Computility is very user-friendly and allows us to track our membership information for organizations as a whole, or by individual people. We can also link parent and child organizations which is a big plus in the retail world. Among other things, Computility allows us to track our different products and services, member notes and communication, education as well as prospecting/marketing activities to new members. The system also provides automated off site back-up which alleviates us from doing manual tape back-ups every night."

**Conclusion:** "We have found their staff to be very knowledgeable and good to work with. I would recommend Computility to other Retail Federations - it is pretty economical for us and we feel it has been a solid investment for our organization."

