



Computility Association Management Software Customer Feature: Manufacturers Association of Central New York

Manufacturers Association of Central New York
1 Websters Lndg Fl 5
Syracuse, NY 13202
Contact: John Lawryer, Director of Purchasing & Technology Solutions

Organization Overview

The Manufacturers Association of Central New York (MACNY) is a non-profit trade association representing businesses and organizations across Upstate New York. As an association of manufacturers, about three-quarters of MACNY's members are industrial companies. The remaining members include accounting firms, insurance agencies, law firms, financial institutions and others. MACNY has a staff of 10 full-time employees to manage all functions of the organization including events, education, grants, sales and office administration.

Website: www.macny.org

Before Computility

Prior to implementing Computility software, MACNY was using a traditional client/server database application which had been in place for about 10 years. The system was limited in capabilities and was missing a lot of key functionality. Also, development by the software provider had become stagnant. However, MACNY was still paying on on-going 'maintenance' fee for the application.

Because the system did not provide all of the capabilities needed, MACNY was also using a combination of self-created spreadsheets and ad-hoc databases to track information.

The Search for a New AMS

In late 2007 MACNY began evaluating association management software packages for their organization. They looked at 6 different systems, 4 client/server-based applications and 2 hosted/web-based applications. These systems varied greatly in terms of cost, functionality, platform, etc.

In the end, the Computility solution was chosen because:

- It provided the essential association management functionality needed by MACNY, including features for managing education, events, billing/invoicing and member relationships. PLUS, had differentiating features such as sales force automation and task management.
- It had the lowest total cost of ownership and provided the best overall value for MACNY.

[Continued]



Implementing Computility

Data Conversion

Because MACNY had been using their existing software for 10 years there was a lot of historical data to be converted to Computility. Although the data set was extremely complex, the Computility staff was able to convert everything over to Computility software. The entire data conversion process went very smooth. The Computility software was able to accommodate all of the existing information and data fields so that MACNY had a true historical picture of their member interactions.

Training

MACNY has a staff of 10 employees with a wide range of technical abilities. It was necessary for all members of the staff to be able to use every module of the application. Thus, it was important to be able to have training applicable for relative beginners as well as technical staff. Training sessions were clearly organized by module and clearly presented. MACNY found the trainers to be excellent presenters and clearly experts on all elements of the application. As a result, all 10 employees are comfortable with using all aspects of the system.

Results & Key Benefits

Computility has proven to be a great fit for MACNY and has provided everything they had hoped for out of a new system. Some of the key benefits and features include:

Tasks & Member Service Management

One of MACNY's essential member services is responding to member's policy and regulatory questions. The task capability is essential for MACNY to record, monitor and effectively respond to member's questions.

Reporting

Computility is able to provide excellent reporting for MACNY. MACNY organizes its work around member services. The reporting capabilities allow MACNY to review all of their services for members, and ensure that member needs are addressed in a timely manner. Similarly, the reporting modules allow them to create ad hoc lists for marketing campaigns to targeted interest groups. MACNY staff is also able to pull reports to identify event participation/attendance and purchase histories.

Process Management

MACNY has made extensive use of the Process Management module. Indeed, it was a key feature in their decision to use Computility. The module has helped them organize and streamline three processes for: managing the sale of services, increasing the use of services by members and managing the orientation of members.