

Texas Grain and Feed Association



Case Study

Computility Association and Membership Management Software

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About TGFA

With over 400 member firms in Texas and the grain belt states, the Association has members in virtually every legislative district of Texas. From the smallest country elevator and retail feed store to the export elevator and large integrated and commercial feed manufacturers, Texas Grain & Feed Association is the oldest trade association and one of the most diverse agricultural organizations in the State.

Overview

The Texas Grain and Feed Association (TGFA) uses Computility to manage all of their internal data, including information pertaining to members, prospects, vendors, events, member relationships, dues, invoicing and financials.

Before Computility

Before Computility TGFA was running into four main issues with their existing system:

1. The system provided a vast number of features that were never being used by TGFA.
2. Because of the excessive features the system offered, it provided an overly complicated system that was not user-friendly.
3. Technical support was less than desirable.
4. There were a number of software-related issues with managing and maintaining the system in-house.

Evaluating the Alternatives

1. Upgrade Current System

Issues: too expensive, more than what they needed, would not get them to where they wanted to be in the future.

2. Develop a Custom-built Application

Issues: custom programming would require they build from scratch. This often leads to more time and money to get started.

Custom builds need to be maintained and often enhanced with new capabilities, as time goes on more and more time and money get put into the application.

Uncertainty about what would happen if the programmer of the system was no longer available or

the internal expert was no longer with the association.

3. Evaluate Web-based Systems: look for an application already developed that is configurable and quick to get started.

Selecting Computility

Desired features and benefits:

- Web-based system delivered “as-a-service”, accessible anytime online
- Flexibility / Scalability: can expand and adapt as the organization grows and changes
- Free upgrades, don’t have to worry about different versions and new releases
- Something they would not have to manage and maintain internally on their servers or with their own resources
- Something that could be put in place, used by all staff, easy to get started and would provide an easy transition for new employees.

Results

The Computility system is like the central nervous system of the organization. It is used for all of the services and activities provided, including trade show, convention registrations, print directory advertising and dues.

- TGFA was able to get fully implemented and trained on the Computility system in under a month. This included system configuration, data migration services and training.
- Non-technical staff can use the system on their own.
- TGFA is very pleased with the usability and user-friendliness of the Computility system.
- The system is simple, the support is great.
- The system has freed them up from dealing with internal database issues, allowing them to focus more time in other areas of the organization.

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