

Uniting Information Assets with the Community You Serve

Now more than ever, it is critical for associations to be viewed as indispensable resources and productivity centers. Today's leading associations are quickly recognizing the benefit of content-centric socialization — where core knowledge is collected, organized, and socialized to increase awareness, provide relevant information quickly, encourage patronage, and help staff and members achieve their objectives.

By “socializing” content, subject matter expertise and relevant information are made more accessible — making your association an essential and preferred information resource.

Improving the Business of Associations

Inmagic Presto AssociatioNet is a purpose-built application targeted to associations and non-profits who need a more efficient way to provide large volumes of diverse resources, information, and content products to their members.

Built on Inmagic's award-winning Social Knowledge Network (SKN) technology, AssociatioNet creates virtual environments that bring together content, people, and tools for information access and discovery. AssociatioNet combines vetted content with community tools to facilitate topic-specific collaboration — making activities such as monitoring regulations, self-service information access by members and staff, and the creation of true knowledge-based communities swift and seamless.

This screenshot from AssociatioNet illustrates what a member home page might look like. AssociatioNet home pages are easily created for different levels of users including members, guests, internal users, and external constituents.

Driving Recruitment, Retention and Productivity

When staff is inundated with member inquiries and unable to respond in a timely manner due to the sheer volume of requests, members can become frustrated or look to other sources for information. AssociatioNet allows members to become more self-sufficient, getting them more involved, creating an active role for them within their peer groups and providing instant access to vital information — facilitating a more positive and memorable member experience.

Fostering Deeper Member Relationships

Providing a superior membership experience through the creation of interactive, collaborative, content-rich user communities serves both internal staff as well as members. Within these communities, users can easily find and obtain content products through the creation of “knowledge bases” *inside the firewall* to address specific research or business needs. Community development and enrichment *outside the firewall* address the unique needs of common interest groups and further educate and advance membership initiatives.

Retaining Valuable Knowledge and Intellectual Property

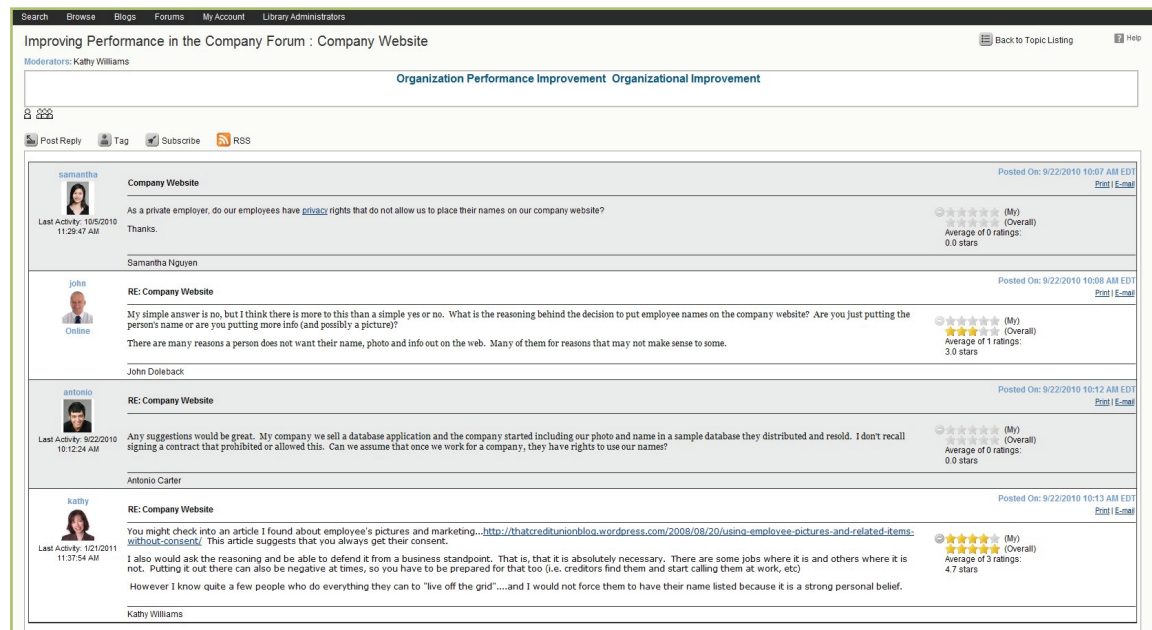
As association staff and members retire or leave the “community” — or simply become more transient and geographically distributed — there is an increased need to capture experience and encapsulate that knowledge for the future. The contribution and transfer of knowledge is managed seamlessly and continuously. All parties play a role in not only the enhancement of content through shared perspectives, but also the retention of knowledge for both current and future member benefit.

The screenshot displays the user interface of the Inmagic Presto AssociatioNet platform. At the top, a navigation menu includes 'Search', 'Browse', 'Blogs', 'Forums', 'My Account', and 'Library Administrators'. On the left, a 'Quick Search' sidebar offers search filters for 'Document', 'External RSS Feed', 'Video', and 'Member'. The main content area is divided into several sections: 'Meet Our Sponsors' featuring logos for AAA, asae & the center, HRP, IMRA, OpenFields, and Ophea; 'Featured Forum Discussion' with a post titled 'RE: Company Website' and a profile picture of a woman; and 'Associations in the News' listing various international associations. The right sidebar contains a 'Featured Blog' section with the title 'Organizational Performance Improvement Process' and a list of steps: Step 1: Reporting, Step 2: Review and Analysis, Step 3: Develop/Modify, Step 4: Implement a Plan of Action, and Step 5: Evaluation. Below the blog is a 'Customer Satisfaction' section with a goal to develop a department-wide process to measure, monitor, and improve customer satisfaction. The page footer includes a 'Done' button.

Capabilities That Meet the Needs of Today's Associations

- Information is Searchable and Indexed**
 Diverse content — digital and physical assets (documents, books, images, video, etc.) as well as social content (blogs, forums, comments, profiles) — is searchable and accessible to those within the organization and to members.
- Intelligent Alerts**
 New content can be pushed to members. Users may also choose alerts when updates are made to documents, profiles, blogs, or comments.
- Value Lists**
 Value lists can facilitate data entry and ensure consistency by providing a pre-populated list of items that users can select from when creating, editing, or searching information.
- Content Collections**
 A set of records that users can access from the “Browse” menu offers an alternative to searching. Collections provide a way of grouping content types within user-defined categories.

This screenshot illustrates how social components, specifically forums, add value to the membership experience by fostering greater collaboration and community. In AssociatioNet, forums can be monitored/moderated by an information champion or completely free-form to users and members.



- Multiple Search Options**
Quick Search enables a user to input a query and search across all content types — including profiles, blogs, and forum posts. *Advanced Search* searches within a single content type, with the ability to specify or create queries.
- Info Cart**
 Members can request material via an online form and track activity for reporting.
- Rapid, Cost-Effective Deployment Options**
 Inmagic's AssociatioNet Quick Start program gets associations up and running — and delivering value to members and staff — quickly. Flexible deployment options (on-premise or hosted by Inmagic) are available to meet each organization's unique computing requirements.
- Additional Standard Features Include:**
 - Blogs
 - Forums
 - Content tagging
 - Content rating
 - Reports (custom and out-of-box)
 - Role-based home pages
 - Roles and permissions
 - End-user authentication
 - Integration with association management systems (AMS)

About Inmagic

Inmagic® is a leader in developing and implementing Social Knowledge Networks (SKN). For nearly 30 years, Inmagic has helped information and knowledge-driven organizations manage, access, and publish information. Thousands of organizations around the world – including ASAE, ACLU, City of Edmonton, HRP, Laureate Education, Maple Leaf Foods, MRA, NASA, The Lincoln Center for Performing Arts, and the San Francisco Symphony – rely on the award-winning Inmagic® *Presto* SKN applications to improve productivity and collaboration, retain and preserve knowledge, and foster greater innovation. For more information on Inmagic and *Presto*, visit www.inmagic.com.