



What do executives look for in an AMS?

While the short answer is — whatever the organization needs in order to meet its objectives, the more detailed response is that there are commonalities for associations when it comes to choosing their next (or first) association management system. Here's what's on associations' "attainable wish lists" when it comes to their most crucial investments.



8 requirements association executives look for when investing in an AMS

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Scalability that addresses the current and the future

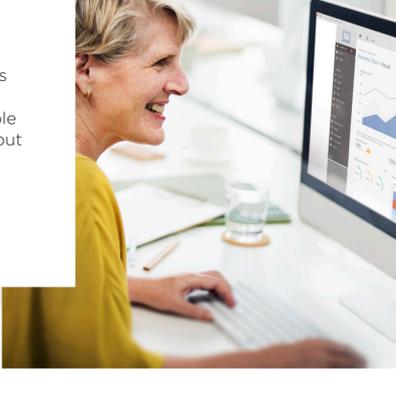
What's happening in the now may not be a fraction of what's to come. As such, it's important that organizations are enabled the flexibility to customize their configurations, fields, and data sets without having to incur expense. If the organization is moving, the AMS should be able to move alongside it, if not one step ahead.



Powerful functionality with simple ease of use

The key is robust capability that's accessible to every admin or user. Anymore, it's not enough for the technology to be formidable. It needs to be equally as accessible so that users (business and technical) are able to access 100% of its capability without tech team intervention.

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A trusted strategic partner vs a vendor

It's not enough just to deliver the product. Now, effective technology providers must deliver a promise. That promise comes in many forms but, the reigning themes are to deliver adequate training and onboarding on the product, technical features and functions support, and (all too often missed), strategic guidance and partnership. A strategic partner will do all of this and more. A system provider will stop at the product.



Seamless integration with other technologies

The power of an AMS isn't the tool itself — it lies in the data. If the system isn't designed to seamlessly integrate into other association technologies, associations are dealing with only a fraction of the big picture. Any drives for growth, retention, remodeling, predictive analysis, etc. will fall short if the organization isn't able to see the full data picture for each of their prospect, customer, and member constituents.

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Data visualization and reporting made simple

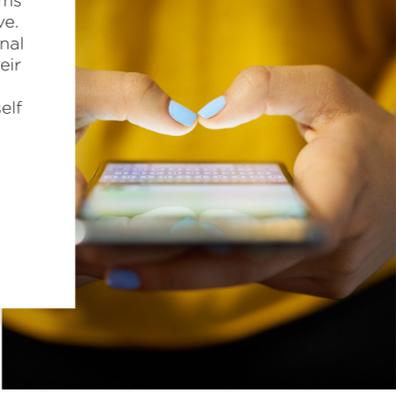
Associations are no longer just managing the data through their AMS. They're now analyzing the data and looking for business intelligence and actionable outputs. As such, it's important that the data tells a story for every user—not just the experienced business or market analyst. Reporting usability should flex to all of staff. Entry level to seasoned professionals alike should be able to easily generate dashboards, baseline reports, and more.



Mobile first competence

Shockingly some of the legacy systems have not caught onto the mobile wave. As more and more internal and external users access their AMS away from their desktop throughout all hours of the day, it's important that the system itself renders for this mobile flexibility.

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Automation for operational efficiency and effectiveness

It's one thing to create more time for staff to focus on other aspects of their job. It's another thing entirely for the system to drive precision, opportunities, and effectiveness. Most modernized AMS' will do both through automations and workflows.



Interface that drives a superior member experience

While it's important that the staff user experience (UX) is seamless, the member experience has to be intuitive, pliable, and top notch. This means, members should have the ability to create their own UX by customizing their interface. A member should have the flexibility and opportunity to interact with you on the level that is most conducive to their schedules and job demands.

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We can help you reach your goals

Want to learn more about investing in your next (or first) Association Management System?

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