# Convergence Yields Cost Savings

## Combining solutions often delivers operational cost savings

Multiple software programs are costly, cumbersome and often-times redundant. Your organization may be running in upwards of seven different pieces that, upon combining, could yield cost and manpower savings. Unlike organizational restructuring, you can realize the benefits of convergence quickly and cost-effectively through YourMembership.com's complete online member community.

If the technology behind your organization and/or its social media strategy is pieced-together software such as an access database to handle member information; an email list for your marketing; a stand-alone event system; a website (with hosting); shopping cart for your ecommerce efforts; survey tools to engage your members; and web calendars – you may be over-complicating your member management. Often, you may discover that a la carte solutions and prices do not always provide the greatest cost-savings.

YourMembership.com's complete online member community includes social media components as well as web-based membership management software, and this comprehensive solution can help you:

**Reduce costs.** Separate software licenses, training, hardware and maintenance can be costly when you are working on different platforms and with different vendors. Consolidating these efforts to one robust software package may provide the greater cost savings you are searching for. Add up the charges (monthly fees, support charges and service requirements) for each component you currently use. You might be surprised at the dollar cost – and the efficiency lost.

**Increase efficiency.** Besides the efficient workflow that occurs when using a product with components designed to work together, you now have only one logon, one vendor to contact with questions, and one stop for training. There's one interface, one set of directions and one partner in your success.

Also, older applications may not be designed with today's important social networking features in mind. The complete social media and membership management solution from YourMembership.com helps you maximize your web presence and modernize your social media offerings.

Plus the ease of use of our software, the diminished learning curve (in having only one system to learn) and unlimited training makes YourMembership.com's complete online member community a seamless integration into your social media plans and organizational mission.

**Increase offerings & value.** You have a lot of industry knowledge and experience to offer your members. Make sure they have access to it. With YourMembership.com's membership management software, you can create file libraries and upload multi-media files like MP3s, PowerPoint presentations, video tours and seminars. Providing easy access to valuable information they can't get elsewhere is a great way to encourage your members to log in, and they can do so on their schedule. Plus the security of a private online community means you have peace of mind regarding your documents and videos. And members can comment, vote and add your content to their profiles.

**Increase morale.** YourMembership.com not only provides a feature-rich community for your members, but also it provides efficient tools for your administrator(s). System-wide reporting tools, data import and export, and ease-of-use all help your internal staff perform their duties more effectively and in less time. Because there is only one system to learn, training is easier too. And an empowered staff is a happier, healthier staff!

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