



BTF Enterprises, Inc.

Investment in Association Management System (Database)

During our 20 years of management, we have stayed at the forefront of data technology. We have custom built our own database program when there was nothing suitable “off the shelf”, purchased databases tailored for association management that were housed on our server, and licensed web-based databases. We have also worked through a variety of technology platform changes - from DOS to Windows and all the Windows platform upgrades (3.0, 95, 98, 2000, NT, XP, etc.) requiring changes to adapt the database. Most recently, we have adapted to the latest social media and social networking integrations. In our extensive experience with technology changes, we have identified key benefits of web-based solutions for our clients.

Benefits

1. **Web-Based Software** – The benefit to utilizing this type of database program is that the company from which you license the software is responsible for technology upgrades in addition to the development of the product. What this means to you is that when Windows, Office or a new browser come out with new versions of their products, the software provider works on compatibility issues. Using a web-based solution significantly reduces your investment in information technology and infrastructure, allowing your focus to be on your strategic programs. The software is continually and automatically updated by the vendor giving your association access to the latest technology without additional software purchases. Technical support and training for staff and volunteers makes web-based management easy to use.
2. **Licensing** – Each association licenses their own database software. The most important benefit is the protection provided to the association. As we all know, relationships eventually come to an end - partnerships, friendships or business relationships.

The association’s ability to license their own database is a long term solution to ensure that no matter who is managing your association, you own your database and the integrity of your membership tracking and website integration will be maintained. Your members will experience a seamless management transition with their information remaining intact, including historical notes.

3. **Access** – The greatest benefit to a web-based program is that it can be accessed any time and from anywhere via internet access. 24/7 access has been invaluable in our ability to access member’s records when we are at conferences. In addition, our volunteers and committee chairs rave about their access to information for their programs. As an example, two of our clients have volunteer-run bookstores. With minimal training, the volunteers are able to maintain products and fill orders conveniently from their own location.
4. **Protection** – This is also important in today’s security age. A recent example is the increased security of credit card processing and requirements to meet PCI compliant regulations. If the web-based software company provides real-time credit card processing, they must ensure that their product complies with all security regulations. If an association utilizes an in-house custom database instead of web-based service, the responsibility for maintaining, upgrading and ensuring compliance falls to them and their IT department.

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