

Avolin GoMembers Analytics

Seeing Your Business in
Action



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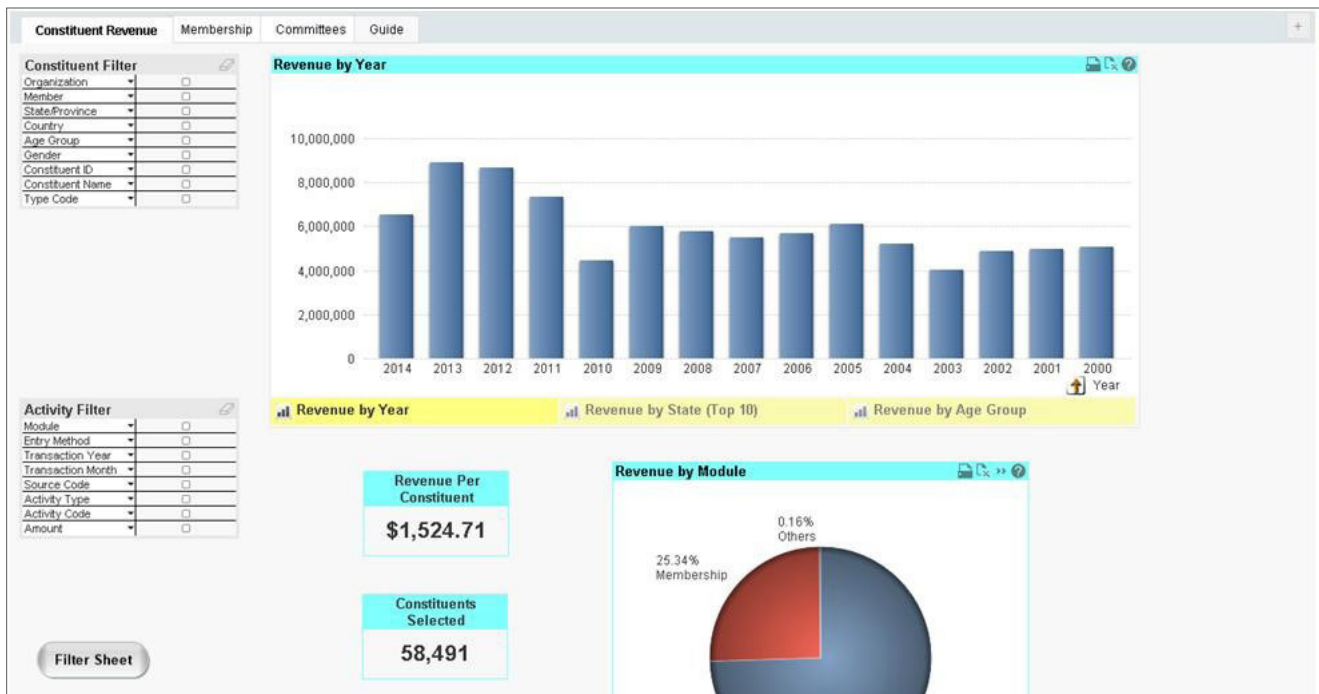
Data is only good if you can use it.

Avolin Analytics will help you answer pressing business questions, reveal trends, and discover hidden relationships.

You really can “slice and dice” your GoMembers data, break it down, explore it, examine from different viewpoints, and answer questions on demand without waiting for IT to create or update reports and dashboards.

Here are just a few examples of the types of questions you might answer with Avolin Analytics:

- How many of our members are women ... less than thirty years old ... living in Louisiana?
- What is the dollar value of each member this year, and over their lifetime relationship with our association? How many are in the top 5% this year, and who are they?
- How has the gender/age/geographic distribution of our membership changed over the past five years?
- How many of our members do not have an email address? Who are they?
- How many members by segment have not renewed their membership in the last renewal cycle?
- How many members paid their dues without interruption for five years in a row by segment?
- Which members have attended the annual meeting for five years in a row?
- How many of our new members also attended the annual meeting and belong to a committee?



How It Works

It starts with a controlled and vetted data model that collects your data from the GoMembers Enterprise database. In seconds, the data is copied to Avolin Analytics where it can be processed efficiently, without compromising system performance. Avolin Analytics then harnesses the revolutionary power of the QlikView platform to quickly answer your questions.

Specify the characteristics that matter to you and watch as Avolin Analytics instantly and automatically focuses on information that has these characteristics. Keep an eye on existing charts and other data presentation as they automatically change to reflect the change in focus, offering insights into the composition of the focused data set. Dashboard: Constituent Revenue If you find a particular set of characteristics that should be watched regularly, prepare a bookmark to rapidly re-apply the filter, and/or prepare new charts to reveal the data in ways that are useful to you. As an end-user these changes don't affect other users of Avolin Analytics. You can add, delete, copy, and move any of the presentation objects to suit yourself without affecting others.

Key Features

- In-memory Analytical Processing lets you analyze large data volumes on-the-fly.
- Associative Data Model builds non-linear data associations, which connects data more efficiently and provides faster access.
- Prebuilt High-Value Reports Specifically for the GoMembers Applications are delivered in an easy to use dashboard format.
- Flexibility to Create Custom Reports allows you to go beyond the basics in understanding your field of membership.
- Flexibility to Extend the Data Model means you can add more custom queries to the dataset and grow your data model to include any number of datasets.
- Visual Interface using clickable charts and graphs.

User Driven

Users can create their own data visualizations, dashboards, and reports with the confidence they are drawing on consistent, secure libraries and governed data. Avolin Analytics is also collaborative.

Users can share not only reports, but also annotations and bookmarks. New reports and views can be created among users working together for a common goal.



Interested in learning more about Analytics? Please email us at info@avolin.com.

GoMembers Association Management System

The GoMembers Enterprise solution is a full-featured association management system (AMS) that gives you easy-to-use management tools for your organization and its members. Avolin Analytics delivers the perfect combination of specialization, simplicity, and actionable data for companies that want true visibility into their operations.

Powered by Qlikview

Avolin Analytics is powered by the industry-leading QlikView platform. With more than 30,000 customers across the globe, QlikView drives real decisions by providing actionable insight through a Business Discovery capability. Business Discovery enables users to dig further into data associations from GoMembers Enterprise and any number of data sources.



Avolin provides critical software solutions to enterprises around the world, specializing in Customer Relationship Management, Knowledge Management, IT Support and Supply Chain Management. Over 1,400 customers in more than 50 countries use our portfolio of solutions to help them provide outstanding customer service, keep their day-to-day operations running smoothly and make intelligent decisions based on relevant and real-time data. Our customers are at the center of everything we do and our singular goal is to deliver the right solutions for their industry-specific workflows helping to keep them at the forefront of their industries. For more information, visit www.avolin.com.