

# Avolin

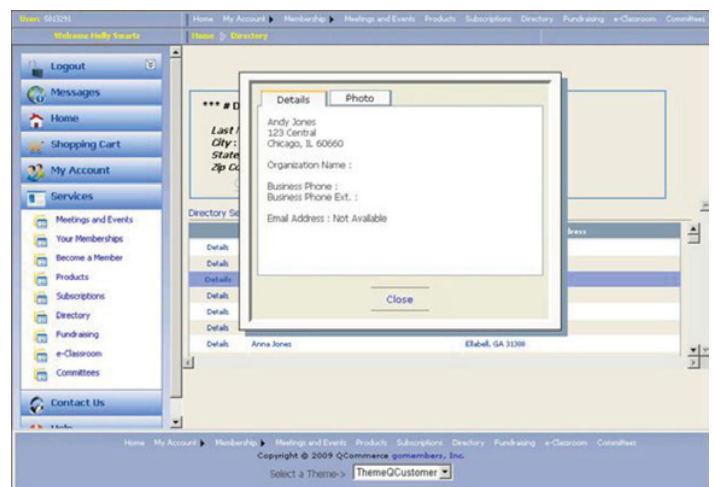
## E-Business Suites for Public and Not-For Profit Sector

Extend Your Communication and Services to Everyone Online



Empower your web users to manage their information and conduct business with you electronically by using Avolin eBusiness Suite. Comprised of an integrated setoff applications for the web, eBusiness helps you create world-class constituent portal sites. These services can be used individually or collectively to provide a robust online experience for members and the public.

The eBusiness Suite is easily embedded in middleware applications to create a membership application that is browser-independent. Web transactions are then automatically written into the holding area of the database so there is never any data entry duplication. Through use of a shopping cart, eBusiness enables your web customers to make purchases from a broad range of offerings with a single credit card payment. Web transactions can be reviewed and edited ensuring each appropriate module along with cash receipts is accurately maintained. This degree of integration and feedback improves the customer's website experience while reducing your organization's workload.



### Manage online

Enable your staff to setup and manage your portal site with the details of your membership, meetings, products, descriptions and demographics you want to track and publish with the click of a button.

## Renew and Gain Members

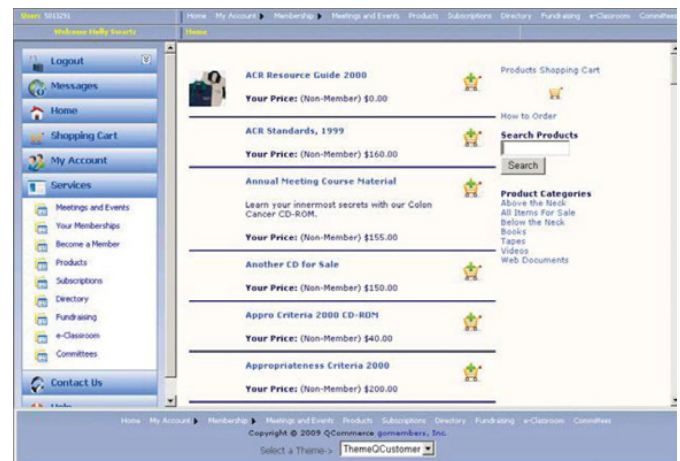
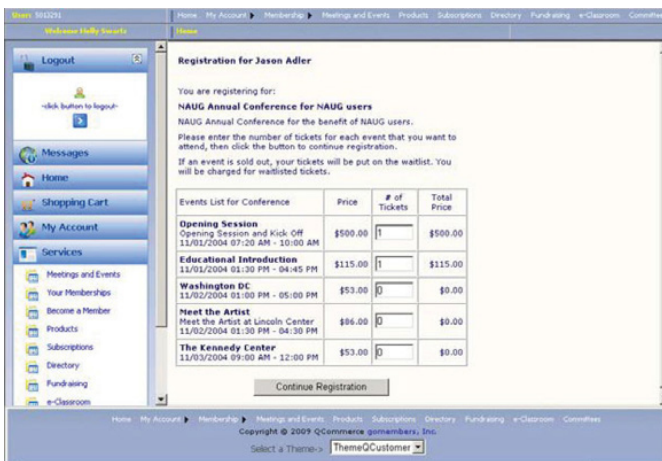
Current members and potential new members can renew or join your organization and its chapters, special interest groups and committees online. By setting up your membership structure in the GoMembers database it can be automatically pushed to your website. The eBusiness Suite will read the database and determine what information to present on your website. Create unlimited membership classes, types and associated products or entitlements and these can be published to the eBusiness Suite.

## Advertise and register for meetings, events and classes

Offer online registration for your organization's meetings, seminars, or continuing education classes. Use the meetings management tools to set-up the details of your meetings and their sessions. Select which meetings to publish in the eBusiness Suite—including member and nonmember registration fees, graphics, links to abstracts and much more.

Members will enjoy how easy it is to register for events and have the options to add guest registrations, review their selections, and check out with a secure submission of electronic payment information. Also, once a meeting or session sells out, future registrants can be notified and offered the opportunity to be placed on a wait list.

By simplifying the back office processes, your staff will be able to concentrate on the important parts of the meeting. The registration tools provide the capability to register multiple individuals in the same session with a single credit card transaction. Once a transaction is complete, staff and registered attendees alike can return to their registration and add or change their selections at any time while the meeting is web-enabled.



## Keep up-to-date records automatically

Let web visitors and members enter or update personal profile information (i.e. name, address, phone number, and demographic information) online. Your organizational members can designate individuals to act on their behalf, letting them maintain the organization's profile information, and add individuals employed or related to their organization.

Save your staff valuable time by allowing the profile information to be updated online in the eBusiness Suite—empowering your members and making sure your database is always up-to-date.

## Connecting Through Directories

By offering online directories you will create an added member service and will help people in your industry connect much faster. You can create and maintain directories of members, staff, affiliates, vendors, chapters, special interest groups, or other individuals or companies with similar characteristics through the GoMembers back office.

Individuals and organizations can opt-out of the directory listings and update their specific information on-line — further reducing valuable staff time in maintaining this important member benefit.

## **Shop till you drop**

Market and sell your organization's products, services, and publications through the eBusiness Suite Shopper module. Buyers visiting your website may select items, review their order, or check out with a secure submission of electronic payment information.

By using the Shopper module you can create an online storefront that will sell products, add shipping chargers, create volume discounts, and apply sales tax by using the details already set-up in the GoMembers database. One entry can drive both the back office Service Center activities and the on-line shopping experience.

Choose what will be available online to purchase and set-up discounted "member" pricing and standard "non-member" pricing to encourage membership sign-up—or set-up different catalogs for members and visitors. Product graphics and text descriptions can also be defined and displayed on the web.

And in case you run out of a product, web users can have the option to backorder, causing more revenue to be generated.

## **Subscribe online**

Allow web users to subscribe to your organization's publications or let existing subscribers easily renew. In the GoMembers database you can set-up publications, rates, and subscriber types and display these options on the web.

## **Donations made easy**

Trying to raise funds for a worthy cause? The eBusiness Suite extends the Fundraising module online. Anyone who visits your website can initiate pledges with a partial payment, make outright donations in suggested amounts, and pay using the secure credit card processing. Visitors and members can view their contribution history including annual gift history and pledge history, and make payments against existing pledges.

## **Class is in session**

Extend your continuing education (CE) courses online. Visitors can purchase courses, access course materials, complete an exam, and have CE credits recorded. With the eBusiness Suite, visitors can combine their course purchases with other web based transactions and make a single payment.



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](http://www.avolin.com).