

# Future Proof Your Organization with an AMS Upgrade

## 5 Reasons to Move to the Latest Version of your Association Management System (AMS)

Software upgrades are kind of like car maintenance. Going to your dealership for an oil change and a quarterly check-up may not be the most exciting thing on your to-do list, but they are essential to keep your engine running smoothly, ensure peak fuel efficiency and prevent problems before they happen.

Here are five reasons why an AMS upgrade is crucial for your association:

### 1 Gain Access to the Latest Features

If your car has a backup camera, it was likely a game changer the first time you used it to back up your vehicle more safely and efficiently. Similarly, upgrades give you access to the latest and greatest features in your Association Management System that can help you streamline operations, expand your reach and increase revenue.



In the latest version of Personify, 70% of enhancements came directly from client feedback and customization requests that were rolled out to the full client base. These include National Change of Address, Pricing by World Bank Regions, Purchasing Groups process and more.

### 2 Improve Compliance, Security and Performance

Modern problems require modern solutions. Organizations need to stay on top of ever-evolving security issues, compliance rules and global privacy regulations—and be able to respond to them quickly.



If you're using software that came out several years ago, it's likely that you don't have access to the latest security and compliance enhancements, or it may be more costly to retrofit your outdated solution to maintain compliance. Nearly every industry today, not just associations and nonprofits, are facing increased phishing and fraud attacks. It's important to have a technology solution that can help you monitor and respond to these issues before they become significant.

Additionally, upgrading allows for performance improvements to the core API, which ultimately leads to a better experience for your members whether they are using your eBusiness functionality to register for an event or download a recent publication.

### 3 Revisit Your Business Processes and Approach

When was the last time you assessed how your technology stack is helping you meet the changing needs of your organization? For many organizations, business processes change all the time but are you adjusting the way you use your AMS to support these changes?

Upgrades are a great time to do some spring cleaning to evaluate processes, workflows and figure out what's working well and what's not. Some of your processes may be the result of habit and are not adapted to meet your current membership structure or needs within your organization.



New technologies bring new paradigms and best practices. They can provide tools and methodologies to promote healthy extensibility to ensure your organization can easily take updates and new features in the future with minimal impact to your environment.

### 4 Lower Your Total Cost of Ownership

While an upgrade involves an upfront financial investment, it's important to consider what you are currently spending to maintain your legacy system including any patches, technical support or customizations that are required to meet your needs. You may spend the same amount of money or more to support your current system but the value it provides has depreciated over time.



Also, we typically think of the total cost of ownership as a quantitative assessment only. While the numbers matter, there are qualitative factors involved in maintaining a legacy system. It can be cumbersome and time consuming for your team. It makes it difficult to onboard and train new staff on the legacy system and untrained staff put your database at risk for costly errors.

When you upgrade, you have a technology stack that is healthier and more efficient. And, staying current makes it easier, smoother and cheaper to take future compliance updates and security enhancements.

### 5 Move Towards a Cloud-Based Solution

An upgrade is a step closer in your journey towards digital transformation and moving to the cloud. A web-based solution provides many benefits to your organization including streamlined processes and a self-service approach so that you can focus on your organization's goals and not on managing your technology.



While every organization has a different journey in moving to the cloud, moving to the latest version will familiarize your staff with many of the features available in the web client and allow them to be more efficient and effective with limited resources.

We know that an AMS upgrade can seem like a tall order, especially if it's been several years since your last upgrade. Personify has upgrade options that are centered around your specific version and desired goals. We want to ensure that you finish on time, within budget and with minimal disruption to your day-to-day operations.

Want to Learn More About Upgrading Your AMS Solution?

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