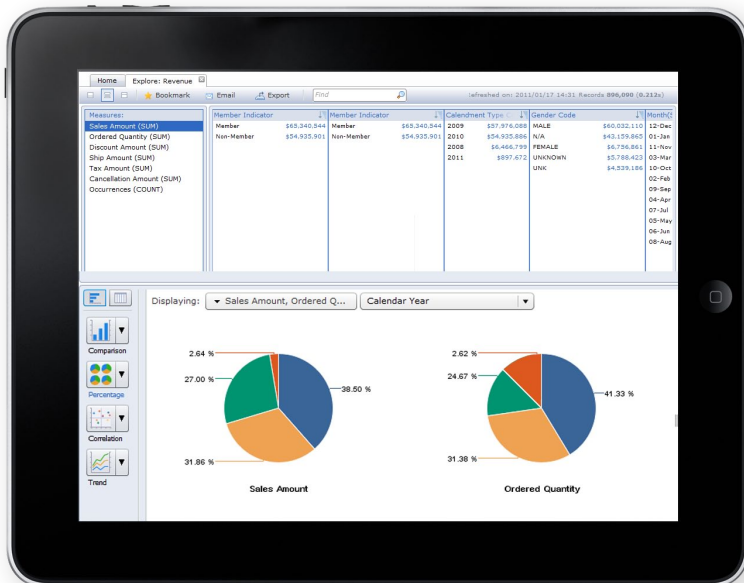


Personify Revenue Advantage™

Better visibility into your sales activities

Increasingly, non-profits are looking for better ways to analyze their sources of revenue, and how well these are supporting the mission of the organization. As many organizations are increasing the number of products they offer, avenues in which they can be sold, and ways they promote them, having a clear view into revenue generating activities is becoming ever more critical. In particular during challenging economic times, business managers need to be able to get insight into their sales revenue quickly and be able to make decisions based on sales trends, sales volume by product and sales activity.

Based on the Personify Analytics Advantage platform, the Revenue Advantage data mart was designed to help organizations answer the following types of questions:



- How much is the sales revenue generated by which line of business and product?
- What is the sales volume generated by which line of business and product?
- Given the past trends, what are the projected sales revenue numbers?
- What have been the sales trend, over last 12 months OR period to period comparison?
- Are there certain products that sell well together that can be leveraged for better marketing?
- What is the character of customer repeat purchases, life time purchase value and frequency of these transactions?
- What does the customer sales activity across the departments look like?

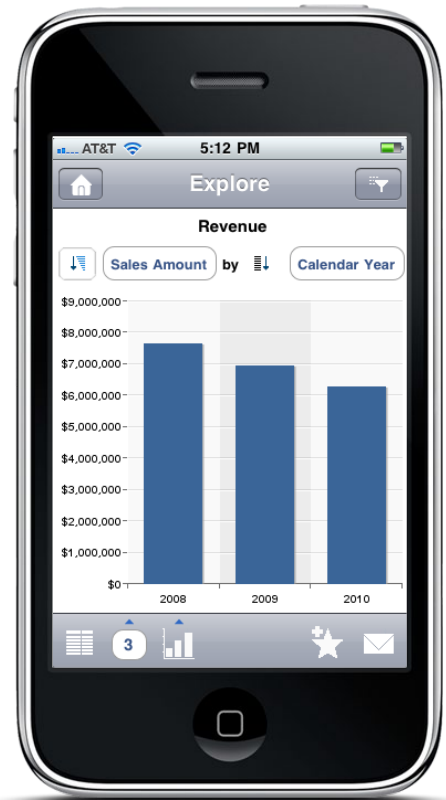
Leveraging the power of Personify Revenue Advantage, business managers can better maximize their sales revenue potential by evaluating these and other revenue factors by focusing on sales profitability and the P&L of their business units. The business questions for this data mart focus on coverage, density, productivity and velocity of sales within transactions managed by Personify.

PERSONIFY ANALYTICS ADVANTAGE PLATFORM

Each Personify Analytics Advantage data mart is built using the industry-leading Business Objects suite of business intelligence products and leverages the existing data structures of Personify. From the ground up, each data mart is developed to answer the business questions that non-profit business managers want addressed to help them make better business decisions. The data marts use industry standard ETL (extract, transform and load) processes that move data from your operational database to the data mart. These pre-written ETLs provide for higher performance, without impacting the operational database, and allows for advanced point-in-time reporting.

GETTING STARTED

TMA Resources is dedicated to helping solve your association management needs. Please contact us at info@tmaresources.com, call 1-888-878-8627, or visit www.tmaresources.com to get started.



TMA Resources Inc.: Headquartered in Vienna, Va., TMA Resources and its team of highly skilled professionals produce member relationship software solutions. Clients include many of the most prestigious professional societies, trade associations, labor unions and other member-centric organizations in the United States and overseas. TMA Resources was named No. 303 on the 2009 Software 500 listing and is listed as one of the largest technology employers in the Washington, D.C., metropolitan area by the Washington Business Journal. For more information about the company, visit www.tmaresources.com.

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