

Personify Analytics Advantage™

Business Intelligence Strategy

Developing an Approach for Success of Your Business Intelligence Initiatives

Determining and Defining a comprehensive roadmap is essential for the long-term success of any business intelligence initiative. Subsequently, an effective business intelligence strategy ensures that your organization is proactively addressing its information needs in the most structured and cost effective manner. To make success happen, TMA Resources sets out a strategic framework for accelerating the delivery of your business intelligence solution. This framework maps our expertise to your business requirements and provides a unique set of processes and tasks that enable us to rapidly step through top-down planning and design activities.

Personify Analytics Advantage from TMA Resources has been developed to successfully address the information challenges faced by member-centric organizations. This sophisticated system includes a complete business intelligence solution that has been built utilizing the industry-leading Business Objects suite of business intelligence products as well the existing data structures and architecture of Personify.

Personify Analytics Advantage Strategy Services from TMA Resources provides your organization with a complete roadmap of the components, processes, and resources that must be deployed in order to successfully complete a business intelligence solution and implementation of Personify Analytics Advantage. Not only does TMA Resources understand the technologies around your business intelligence implementation, but we also have the expertise, knowledge, and experience to apply proper planning, structure, and change management around a deployment.



Personify Analytics Advantage Strategy Services from TMA Resources include the following processes:

- Current State Assessment
- Requirements & Opportunities
- Strategic Vision
- Strategic Roadmap



Personify Analytics Advantage™

Discovery

Understand Your Current State and Define Your Organization's Business Intelligence Requirements

To jumpstart the deployment of Personify Analytics Advantage, TMA Resources' implementation methodology utilizes a highly-collaborative and hands-on discovery process that introduces the product and gets the client organization ready for implementation. During this discovery process, TMA Resources facilitates and guides analysis of functional and technical requirements and helps determine the gaps/fits between the requirements and functionality provided by Personify Analytics Advantage before embarking on the business intelligence implementation. Additionally, TMA Resources provides the project plan and estimate for successfully implementing and supporting your complete business intelligence solution.

The discovery stage of a Personify Analytics Advantage deployment is conducted prior to implementation and contains the requirements and systems analysis efforts of the project. The process of discovery is designed to be both rapid and jointly conducted. Consultants from TMA Resources will demonstrate a conference room pilot of an out-of-the-box solution to a client core team. Subsequently the client core team will determine which out-of-the-box features can be utilized and which features needed to developed and/or customized. Working together, TMA Resources and the client organization determine the requirements of the implementation and the scope of the work to be performed during implementation.

Deliverables from the discovery stage include:

- Data Mart Requirements and Assumptions
- Gap-Fit Analysis
- Reports Analysis
- Implementation Statement of Work
- Implementation Project Plan

By the completion of the discovery stage, TMA Resources provide the client organization the necessary deliverables to start and initiate a business intelligence implementation. This includes the plan, scope, timelines, and cost estimates for all components of the business intelligence implementation.



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Implementation

Successfully Deploy Your Business Intelligence Solution with a Methodology

TMA Resources prides itself in our project implementation approach and underlying implementations methodology, as well as the quality, professionalism and dedication of our entire professional services team. It is for this reason that we consider our project implementation methodology and people to be a significant competitive advantage for us in the marketplace.

TMA Resources has developed a structured yet flexible approach to implementations of Personify Analytics Advantage by incorporating a phased approach and best practices into our implementation methodology. This methodology includes all the resources, project management, change management, procedures, deliverables, templates, and quality assurance to complete all the phases of a full life-cycle business intelligence implementation.

The key principles of our implementation methodology include:

- Satisfy Requirements
- Reduce and Mitigate Project Risk
- Ensure Project Success
- Collaborate with Clients
- Implement “Quick Wins”

Our comprehensive implementation methodology utilizes an underlying framework that is both comprehensive and flexible. The real value our implementation methodology is that it lays out a distinct sequence and tasks for the completion of a Personify Analytics Advantage initiative and includes all of the necessary project templates.

TMA Resources applies its implementation methodology to client projects to facilitate the business intelligence development process. The advantage of our methodology is that gives our clients a repeatable, proven framework to ensure success of their business intelligence initiatives.



Personify Analytics Advantage™

Business Intelligence Education

Training Solutions so that Your Organization Effectively Utilizes Its Investment in Business Intelligence

Successful implementation and adoption of business intelligence solutions requires that end-users rapidly learn and master new and sophisticated software tools and how they can be applied. This can be only accomplished when end-users achieve a complete understanding of application functionality and how the systems can be utilized within their own organization. Learning how to effectively utilize business intelligence requires in-depth knowledge from recognized experts who can effectively educate and transfer knowledge.

TMA Resources realizes that one size does not fit all when it comes to training. People effectively learn in many different ways and formats. Our training is flexible and geared to meet the different learning environments that people feel most comfortable in. TMA Resources' process-oriented approach to education delivers maximum value for your training investment, while ensuring that your people learn what they need to know to be more productive and efficient in their daily jobs.

TMA Resources provides education and training by product experts and training that be delivered to your organization in several formats:

Multiple Education & Training Course Delivery Options Include:

- Public Training Center (Vienna, VA and Rosemont, IL)
- On-Site at Your Organization's Location
- Web Based Learning
- Train-the-Trainer Training
- Computer Based Training (CBT)
- Support Manuals and User Guides

Additionally TMA Resources provides public training courses related to business intelligence that are available at our corporate training centers in training centers in Vienna, VA and Rosemont, IL:

- Data Analyzer for Report Writers Training
- Universe Designer Basic Training
- Xcelsius Dashboard Training



Personify Analytics Advantage™

Pre-Built Data Marts

Pre-packaged Content for Business Intelligence Success

TMA Resources provides complete, pre-built data mart solutions that enable member-centric organizations to gain greater insight and value from their existing association management solution. These sophisticated systems include a complete business intelligence solution that has been built utilizing the industry-leading Business Objects suite of business intelligence products as well the existing data structures and architecture of Personify.

These powerful and complete packages combine industry subject matter expertise and best practices with prebuilt data models, reports, dashboards, metadata, analysis environment, and data integration (ETL).

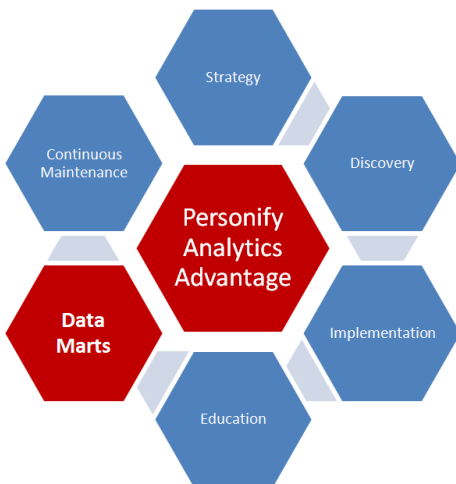
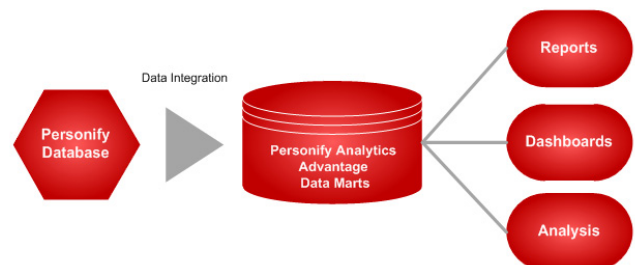
Additionally, deployments of Personify Analytics Advantage Data Marts tend to be much more focused on configuration rather than customization. Pre-built components that are delivered with the solution can be rapidly deployed as much of the required functionality will already be in place. Implementations of data marts tend to focus on utilizing a large portion of the functionality that is delivered with the pre-packaged solution, and implementations only need to fine-tune this pre-packaged functionality.

Benefits from an implementation of a Personify Analytics Advantage Data Mart include:

- Enhanced Business Intelligence Across the Enterprise
- Point-In-Time Reporting
- Historical Intelligence
- Cross Tabular Analysis
- Increased Query and System Performance
- Rapid Project Schedules
- High Project Success Rate

Existing Data Mart Solutions include:

- Membership Advantage
- Meetings Advantage
- Revenue Advantage



Personify Analytics Advantage™

Business Intelligence Support & Maintenance Services

Your Go Live Date Marks the Beginning, Not the Completion, of a Successful Implementation.

TMA Resources takes the worry away from the on-going use of your business intelligence system and allows your organization to focus on your business. TMA Resources complements all of our implementations of Personify Analytics Advantage with unparalleled support services to all of our customers and partners. Subsequently we are dedicated to customer satisfaction and personalized business intelligence software support. TMA Resources offers full support and comprehensive maintenance and problem resolution so you can focus on the core activities of your business.

Support and Maintenance Services Provided by TMA Resources Include the Following:

- Incident Management
- Technical Support of Reports, Dashboards, Data Analyzer, Database, and Data Integration
- Upgrades for Major and Minor Releases
- Access to Product Experts
- Telephone and Website Support
- Customer Care Center

TMA Resources' business intelligence support team is experienced and knowledgeable in both the Personify Analytics Advantage product suite and your unique implementation of this sophisticated software. Our breadth and depth of knowledge and guaranteed support ensures that your organization always has access to the answers and information they need to fully utilize our products and solutions.

To round out the support experience, TMA Resources offers the customer support service web site. From this client-only site, customers may submit inquiries directly to our customer care center and receive a reply within four business hours. And, while browsing the site, clients can contribute their thoughts on one of several user forums, get tips on various features, read up on the latest Personify/TMA Resources news, and learn about new TMA Resources and third-party product offerings. They can also get the advance notice on product release schedules, the latest events involving TMA Resources, or sign up for a Regional User Group.

