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editor's blog

Steve Ballmer's Legacy Is a Limping, Bleeding Microsoft

Mitch Wagner bio 8/23/2013 4 comments

editor's blog most recent post: **Alison Diana**... So when should Ballmer have gone, Mitch? After Microsoft screwed up with the "temporary fad" of the Internet would have been my suggestion. For crying...

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Social CRM Solution Nurtures Professional Care Givers

Shannon Johnson bio 8/23/13 Post a

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The American Association of Nurse Assessment Coordination (AANAC) is a non-profit membership organization dedicated to supporting long-term care professionals who provide quality care for nursing home residents across the nation. Founded in 1999, AANAC now has more than 14,000 members and delivers accurate and timely information, educational opportunities, advocacy in legislation, and a peer community of support.

Friday File: May I Scan Your Ferrari?

Alison Diana bio 8/23/2013 8 comments

Although we won't be getting our hands on the Ubuntu Edge any time soon, our workshop could soon be full of garden gnomes, plastic tigers, and rubber cats if accounting approves our purchase order for the new MakerBot desktop scanner. Although, truthfully, we're waiting for the full-size version so we can make more useful items such as Ferraris, high-definition televisions, and five-carat diamond rings.

most recent post: **Joanne Goldman**... @Alison, Not this trip, but I'll be sure to do so some day!

Best Buy's New Internet Strategies Paying Off

Alan Reiter bio 8/23/2013 10 comments

Electronics retailer Best Buy, considered by many another poster child for failing to compete against the Internet, just might have developed a set of strategies that removes its face from that billboard. Its earnings this week might be a harbinger of its future success -- or not.

most recent post: **Alan Reiter**... Hi Alison Diana, I was careful to write that I won't buy most things from Best Buy. I buy almost all...

How Caesars Entertainment Plays the Odds With Analytics

Marilyn Cohodas bio 8/23/2013 1 comment

If I were a betting person, I wouldn't wager against Ruben Sigala, who is the chief analytics officer at Caesars Entertainment. Over the past few years Sigala has been doubling down on an ambitious corporate restructuring involving big-data and analytics.

most recent post: **Alison Diana**... Love that Caesars looked to cultural fit and skillsets, then educated entry-level analytics employees...

IE poll

What business function is most likely to be affected by big-data?

○ Customer service

○ Marketing

○ R&D

○ Sales
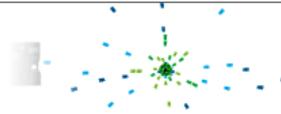
○ Supply chain

○ Other/Don't know (leave a comment below)

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Written by Shannon Johnson
8/23/2013 Post a comment

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Members hail from all 50 states, Puerto Rico, Guam, and Thailand, and hold positions including nursing home administrators, nurse assessment coordinators, staff nurses, therapists, social workers -- the full gamut of the interdisciplinary team.

As AANAC's membership has grown over the years, and the organization developed as an association, it became apparent that there was a need for a more robust database that could store, manage, and maintain its member records, while helping to streamline its system processes. Its antiquated database could no longer support the association's growing membership or marketing needs. Furthermore, with more members, AANAC's standard web-based listserv was beginning to gain traction and the association quickly realized it would have to find an advanced social CRM system to continue this momentum, while encouraging engagement among members and discovering new ways to increase unique log-ins to the website.

The Backbone
AANAC turned to Protech Associates, a leading provider of cloud-based association management software (AMS) powered by Microsoft Dynamics® CRM, to fulfill its database and membership management needs. With Protech Cloud Business Solutions, AANAC not only enjoys the benefits of Protech's more than 25 years of deep, association-industry and software-development expertise, but also the certainty of Microsoft's innovation and investment in the Microsoft Dynamics CRM platform.

By utilizing a cloud-based deployment method, the association staff doesn't have to worry about security, maintenance, monitoring, or upkeep because it's all taken care of by Protech and Cetrom Information Technology, a cloud computing service provider that hosts the AMS.

Getting Social CRM
To replace its listserv and expand its social offerings for members, AANAC selected Higher Logic, a leading provider of private social networking and collaboration software for associations and nonprofits. By seamlessly integrating Higher Logic's Connected Community software with its Protech system, AANAC created AANAConnect, which offers members a community with a member directory, resource library, and discussion forums accessible through the same single sign-on they use for AANAC's website. Also hosted on the cloud, the Higher Logic platform is backed by analytics and management tools to monitor its performance.

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The Coming Industrial Wasteland
Ron Miller 8/22/2013 15 comments
Traveling has a way of bringing perspective. When you see things that stood hundreds or thousands of years ago, you realize economies and societies run in cycles, and while a particular system or society might dominate for a while, they are forever being disrupted.

most recent post: Ron_Miller... There's plenty of beauty to be found in what will evetually be our ruins too. Depends where though.

Who Wants a 25-Hour Work Week and a Round Desk?
Kevin Jacoby 8/21/2013 21 comments
There was a time, not long ago, when the prevailing wisdom of management called for an iron fist: "Keep them in line," executives would say. "Show them who's boss."

Results

The solution met -- and in some cases exceeded -- AANAC's expectations across all functions of the organization.

- **Clean Database**: Protech Cloud Business Solutions has helped AANAC reduce the number of duplicate records in the system, and clean up the individual data records to realize a more accurate picture of its membership. With a clean database, AANAC can use the data to make smarter decisions and achieve greater results in its marketing and membership efforts

- **Annual Conference -- On-site Registrations**: The cloud-based AMS enables real-time, onsite processing of registrations at AANAC's annual user conference, immediately syncing the information with the associations member database and financial system, and requiring little follow up after the event

- **Annual Conference -- Attendee Benefit**: To add value for attendees, AANAC employed Higher Logic's software to auto populate a custom-branded conference community with the list of attendees within the Protech database. AANAC staff, attendees, and speakers held pre-conference discussions, identified topics for sessions, shared tips for preparation, and generally got everyone excited about the event

- **Top Tangible Member Benefit**: In a recent satisfaction survey, AANAC found that the AANAConnect community was the No. 1 most tangible member benefit with 95 percent of the membership subscribed to the community. The opportunities it offers for learning, engagement, and networking within that site is likely the driver for recent increases in membership as well as overall engagement

- **Proof is in the Engagement**: After a recent webinar, AANAC created a community where webinar attendees, speakers, and three additional experts could continue the conversations from the session. With a few questions from the webinar used to incite conversation, AANAC saw the following incredible engagement statistics result:

It's so nice to have a system that will do exactly what you want it to do. And to have a satisfied, growing group of members.

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— Shannon Johnson *specializes in member engagement and connected community management. She is the Membership Marketing Manager at the American Association of Nurse Assessment Coordination.*

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○ Supply chain
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