

A Winning Combination: Parature Customer Service™ Software and Personify AMS Bring a New Value Standard in Member and Customer Service

FEATURE SHEET

KEY BENEFITS

- ✓ New profiles created in Personify are automatically added to Parature Customer Service software
- ✓ Profile edits made through Personify are automatically recognized by Parature Customer Service software
- ✓ All important member support information generated via Parature software is sent to Personify. You always have a 360 degree member view.
- ✓ The Parature Portal™ provides an easy, single sign-on for members accessing your support site
- ✓ Parature's Integration Sandbox makes it easy to test new releases and upgrades

PARTIAL LIST OF MUTUAL CUSTOMERS

- ✓ American Society for Training & Development (ASTD)
- ✓ Girl Scouts of the USA
- ✓ Medical Group Management Association (MGMA)
- ✓ Military Officers Association of America (MOAA)
- ✓ Regulatory Affairs Professionals Society (RAPS)
- ✓ Water Environment Federation (WEF)
- ✓ YMCA of Greater Charlotte



The integration between industry-leading Parature Customer Service™ software and the popular Personify AMS (association management system) from TMA Resources opens a new world of visibility for your organization, leading to greater all-around member satisfaction.

Parature Customer Service™ software works right alongside Personify to focus on the key service and support functions most crucial to your membership growth and retention. Personify remains the primary database of record, and with Parature you streamline and strengthen ongoing member responsiveness and communication across the board.

Parature leverages the power of Personify's APIs, Web services and tools to create an exceptionally tight integration ready to use today. For example, with this integration members can now submit questions online; search an online knowledgebase 24/7; access the latest information to learn more about a topic of interest; and participate in discussion boards with other members.



"Friendly and efficient customer service helps associations thrive. Integrating Personify with Parature Customer Service™ software enables associations to improve member and customer relations via the Web."

– Edi Dor, CEO and President, TMA Resources

ABOUT PARATURE

Parature, the global leader in on-demand customer service software, makes it possible for any business to leverage the Internet to provide outstanding customer service. The company's software-as-a-service (SaaS) delivery and integrated, intuitive design enables organizations to better and more efficiently serve, support, engage with and retain customers in today's Web world. Founded in 2000, Parature received the 2007 Product of the Year Award from *Customer Interaction Solutions* magazine and has been named to the *Inc. 5000* list of Fastest Growing Private Companies in America. For the past three consecutive years Parature has been on the *Washington Business Journal's* list of Best Places to Work. Headquartered in Vienna, Virginia, Parature is at work in organizations of all types and sizes, and helps support more than 10 million end users worldwide. For more information, visit www.parature.com.