



digital **NOW** 3

The logo features the word "digital" in a light blue sans-serif font, followed by "NOW" in a white sans-serif font. A white icon of a swimmer is positioned above the "N". To the right of the swimmer icon is a white circle containing the number "3". The background is a dark blue gradient with faint, large-scale patterns of the letters "IN" and "NOW" and a circular graphic.

# What Is The Future Of Association Data Management From A Web 2.0 Perspective

John Dorman and Grant McInnes

# Session Description

- Explore the value and ROI of investing in technology and how your association staff can work more effectively
- Discuss the challenges and successes in using your association management system
- Learn how you can improve your data integrity

# Learning Outcomes

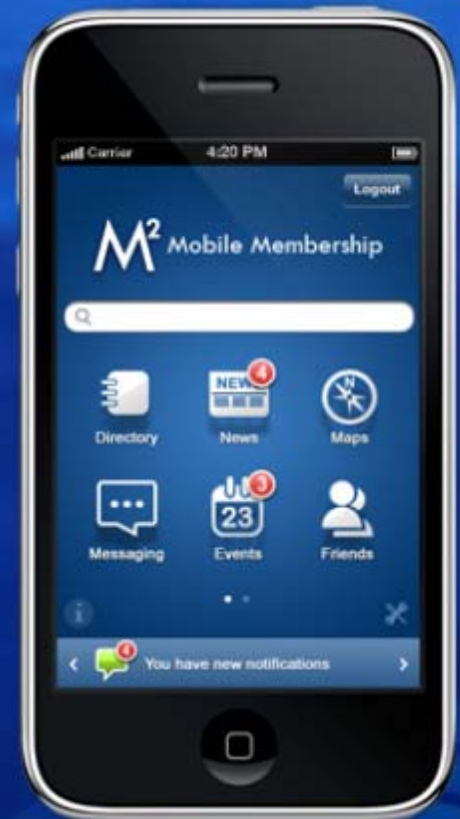
- Mobile is the Next Great Platform for Member, Public and Volunteer Engagement
- Pinpoint Your Members with Geocode Map Data
- Using BI Data to Make Smart Decisions
- Demonstrating the Value of BI and Increases in Staff Efficiency
- Web Services Extends Your Data Delivery Channels
- Data Integrity Drives Membership Success
- Keeping your addresses up to date with NCOA
- Virtualization and Cloud Computing – What is it?

# Mobile is NOW

- Mobile has been around for a while but we believe 2010 is the year for it to become mainstream
- Over 100,000 applications on the iPhone
- Blackberry, Android, Windows Mobile, Palm

# Mobile for Associations

- What are we doing?
- Reach multiple platforms, not just iPhone but also Blackberry, Android



# Pinpoint members - Geocoding

- What is geocoding? Geocoding is the process of finding geographic coordinates (expressed as latitude and longitude) from geographic data, such as street addresses. With geographic coordinates the features can be mapped or the coordinates can be embedded into media.
- Location Services are everywhere
- Examples: Foursquare, Gowalla, Maps, GPS

# Value of Business Intelligence

- What is BI? Business Intelligence (BI) refers to computer-based techniques used in spotting, digging-out, and analyzing business data. BI technologies provide historical, current, and predictive views of business operations.
- Story of identifying members who had not paid their insurance

# Web Services extend reach

- What is a web service?
- The W3C defines a "web service" as "a software system designed to support interoperable machine-to-machine interaction over a network."
- When to use web services? When you want to expose data outside your network, when you want to reach multiple platforms.

# Data Integrity drives success

- Inaccurate and/or erroneous data entry acts as a road block to the benefits from business intelligence tools.
- Data integrity processes act to “clean up” the data on a recurring and automated basis.

# Keep addresses clean - NCOA

- What is NCOA? NCOA corrects addresses prior to mailings, and prevents re-mailings to addresses which have been corrected.
- Why do I care? It costs you money and time.

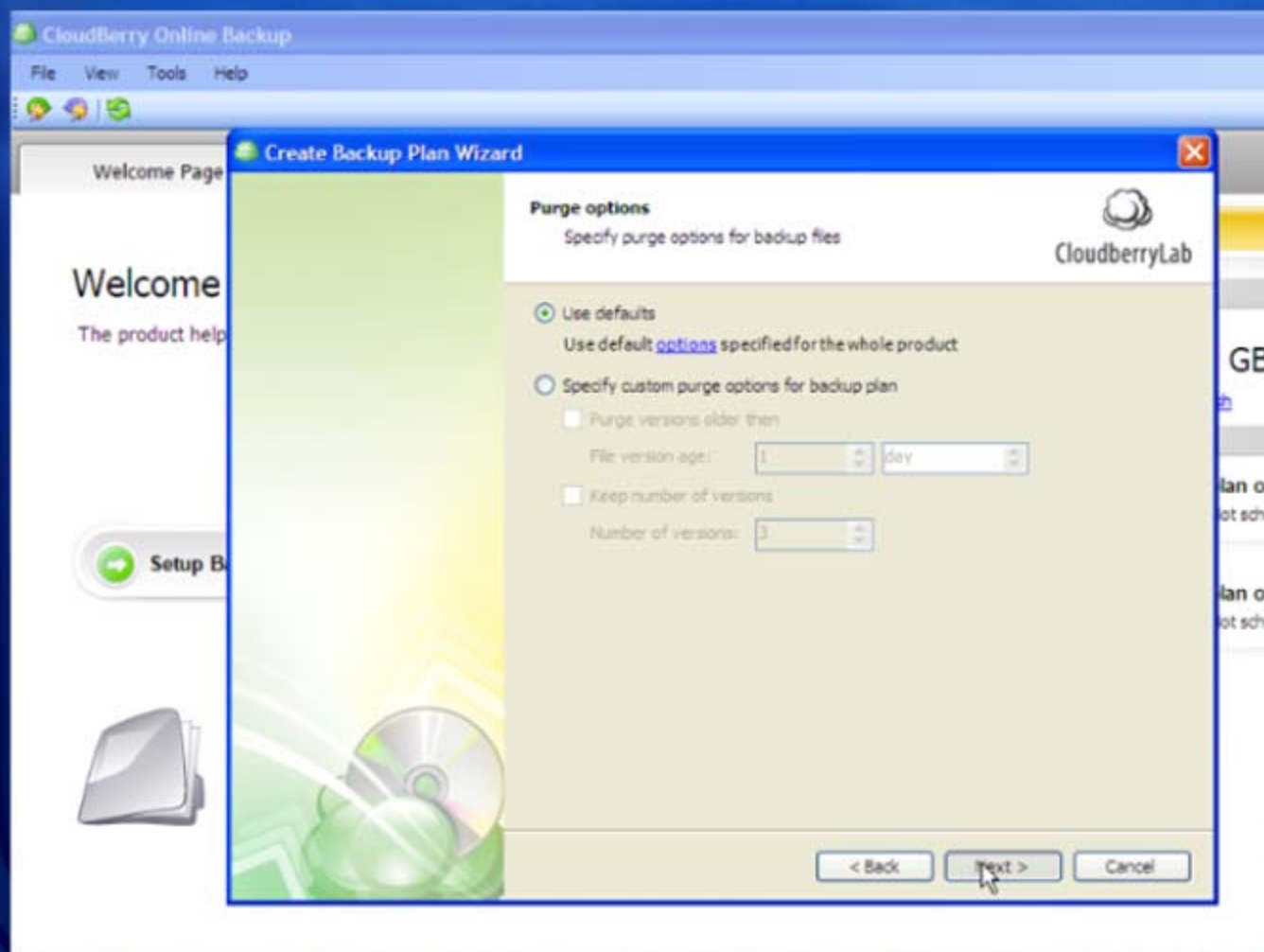
# Using the Cloud for Backups

- What is it?
- How can I use it to increase efficiencies?
- How can I use it to decrease costs?
- Demo of Amazon S3

# Amazon S3

- <https://aws.amazon.com/s3/>
- Amazon S3 provides a highly durable storage infrastructure. Objects are redundantly stored on multiple devices across multiple facilities in an Amazon S3 Region.
- It's data storage in the Cloud
- Think of it like an external drive connected to the internet
- Need an application to back it up/restore data

# Cloudberry Backup



# Summary

- We need to know who our members/non members are so we can deliver the right message
- We are moving toward a mobile audience and will leverage the cloud to deliver the message in a number of formats
- We will continue to leverage technology to help staff do their work faster, cheaper, smarter and provide value to our members

# Questions?

- John Dorman – COO, CFO [john.dorman@texmed.org](mailto:john.dorman@texmed.org)
- Grant McInnes – Director [grant.mcinnnes@texmed.org](mailto:grant.mcinnnes@texmed.org)



DigitalNow: Don't forget - big event tonight. Motor coach leaves from the lobby across from these ballrooms at 7:00. You gotta be in it!:) #diginow

2010-04-09 - 21:27:22



tmycann: Interesting #diginow thought: privacy concerns morphing into digital reputation management. Thanks @lrainie :)

2010-04-09 - 21:26:47



lhay: Rainie: Time shifting: Some studies show time lost to Internet at work a wash with increased work accessed during leisure time. #diginow

2010-04-09 - 21:26:40

Resume