

THE FUTURE OF ASSOCIATION SOFTWARE

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WHAT IS THE FUTURE OF ASSOCIATION SOFTWARE?

Terms like “innovation” and “future-ready” have been used so often in the association industry, that they have begun to elicit eye-rolls from even the most stoic of association professional. Sure, everyone wants to strive for innovation, but how do you wow your members with benefits they just can’t live without, while still struggling with membership software that’s stuck in the stone ages?

At Fonteva, we believe the association industry has been terribly under-served by their technology. We’ve listened as you’ve described legacy solutions that take years to implement, cost millions of dollars to upgrade, and are impossible for staff and members to use. With your feedback in mind, we built Fonteva – a true cloud solution, built on the world-renowned Salesforce platform, with the flexibility mission-driven organizations need to support their members now and in the future.

We recognize that referring to ourselves as “The Future of Association Software” is a bit boastful. But we hope that once you understand what it means to be a true-cloud solution, built 100% native to Salesforce, you’ll understand.

**ASSOCIATIONS CAN’T AFFORD THEIR
OUTDATED, LEGACY ASSOCIATION SOFTWARE.**





CLOUD TECHNOLOGY PROVIDES FLEXIBILITY

Historically, software has been created by computer engineers for computer engineers. Software that supported associations needed to be installed on large, expensive servers, managed in house or hosted with a vendor. Associations had to hire knowledgeable IT staff and pay for expensive upgrades to take advantage of new features. Often, organizations would forego upgrades for years to save money, or the one tech-savvy guy who knew how to run any report in the system would retire, and you'd be left with expensive software that didn't really work, and no one knew how to get information out of it.

So, we turned to the cloud. Hardware is shared by multiple organizations, and rented as a service. This allows you to only pay for what you use, and gives you the ability to expand whenever you need to. Cloud software is delivered over the internet, in an easy-to-use interface that most staff members are familiar with. It allows you to seamlessly get software updates, without having to re-install anything or disrupt business as usual.

In short, the cloud allows you to have more control over your costs, and allows you to scale and grow your organization over time. Fonteva was born in the cloud, allowing our customers to take advantage of all of these benefits.

To learn more about how the cloud works, read [The Association Executive's Guide to the Cloud](#)

BENEFITS OF THE CLOUD



1. Available when and where you need it



2. Only pay for what you use



3. Helps your organization to grow



4. Easy to use



5. Reduced reliance on IT



SALESFORCE IS THE GOLD STANDARD FOR BUSINESS SOFTWARE APPLICATIONS

If the cloud is the road to innovation, Salesforce is the vehicle. There are a few cloud CRM options to choose from, but we believe that Salesforce has become the gold standard for the association software industry.

Force.com is Salesforce's platform for building and running business applications in the cloud. You may already be familiar with Salesforce's CRM capabilities, as well as many of the features that associations are already using today to manage their constituent data. But Salesforce's platform further distinguishes their software from other CRMs on the market.

Force.com allows developers to build applications with a vast ecosystem, minimal coding, with mobile and social features that end users expect. These developers can spend their time focusing on the features your organization needs, while Salesforce takes care of the security and infrastructure, investing over \$1B in research and development to keep the platform on the leading edge.

With its ever-expanding market acceptance and business use, Salesforce has earned a growing list of accolades. Salesforce has been named the most innovative company in the world by Forbes Magazine from 2011-2014 (coming in second place to Tesla in 2015 & 2016). With over 11,000 employees worldwide, it continues to be named one of the top companies to work for in America by Fortune Magazine. Today over 3,000 apps have been built on Salesforce, proving it is the cloud platform of choice for building and running social, mobile, and real-time employee apps.





FONTEVA IS AN ASSOCIATION PLATFORM, NOT AN AMS

Fonteva is completely different from traditional association software systems. While most AMS vendors are built using proprietary systems and struggle to create integrations to CRM systems, Fonteva is built right inside the Salesforce Platform. Our customers get all of the benefits of a truly innovative cloud platform, the knowledge and experience of the Salesforce ecosystem, and features of a world-class CRM. Plus, they get the membership, events, social networking, and eCommerce features that are mission critical to associations.

TOP 10 REASONS FONTEVA IS THE FUTURE



1. WE ARE ENGINEERING DRIVEN

We are Salesforce experts, dedicated to designing the best software possible for membership organizations. That is why, unlike any other AMS (including those built on Salesforce), we designed Fonteva in four thin layer apps. We want to avoid delivering one giant blob of code, which makes it difficult for customers to upgrade, and allows us to deliver less bugs and more new features, more often.



2. CUSTOMERS GET FREE, AUTOMATIC UPGRADES

Because Fonteva was designed to be flexible and scalable, we can provide free maintenance and upgrades. You get new Fonteva features, and all of the new features of Salesforce, which also releases updates two times a year, at no additional cost and with no down-time.



OF ASSOCIATION SOFTWARE

3. CONFIGURATION – NOT CODE

We designed Fonteva to be incredibly user-friendly, so that with a little training, anyone in your organization can configure and set up the system. Eliminating the need for custom code is just another way we ensure that your software stays flexible, scalable, and up-to-date.



4. WE ARE GLOBAL-READY, AND MOBILE ALWAYS

You never have to compromise your constituent or staff's ability to readily do business with your organization, from any internet-connected device, wherever they are. Fonteva supports multiple currencies and languages out of the box, and connects to over 100 payment gateways, and counting.



5. OUR CUSTOMERS LOVE US

You don't have to go far to hear what our customers think about Fonteva. We are proud to be the top-rated association software on [Capterra](#), the [Salesforce AppExchange](#) and more.



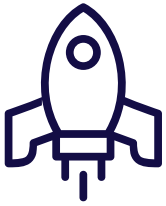
6. WE ARE RECOMMENDED BY SALESFORCE

We are more than a Salesforce Premier Partner, we are the only membership application Salesforce recommends to associations.



7. WE OFFER A FLEXIBLE DATA MODEL

Whether your members are companies, individuals, or families – Fonteva is flexible enough to support the way your organization does business. Learn more about organizing data models in our guide, [The Pros and Cons of Person Accounts](#).



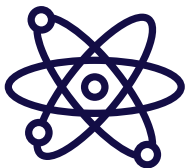
8. WE BUILT A PATENT PENDING FRAMEWORK

One of the four apps that comprise Fonteva is called Spark Framework. Spark is a development framework natively-built on the Salesforce platform. Spark provides a set of API features and tools that can connect external applications using a templated and patterned approach, it enables more efficient system management, and standardizes data formats for easy integration of third party data. This allows you to create integrations quickly, without any coding knowledge. Spark dramatically reduces development time and customer support costs.



9. OUR APPLICATION MARKETPLACE

Another way we continue to keep Fonteva lean and agile, is by creating added features as additional applications. All of these apps are available in Fonteva Marketplace – our own AppExchange-like online market. This allows customers to only implement the features that apply to their line of business. We have a team, called Fonteva Labs, dedicated to customer crowd sourcing and building these feature applications.



10. INVENTION IS A CORE VALUE

At Fonteva, we want to cultivate innovative technologies - we are digital accelerators. We want to explore the technology of the future and understand how it can work with Fonteva, so by the time associations are ready to adopt virtual reality, artificial intelligence, or drones, we aren't scrambling to piece together a convoluted system that hasn't been thought through.



FONTEVA – THE FUTURE OF ASSOCIATION SOFTWARE

Innovation isn't measurable, and it is nearly impossible to define. We are all striving to transform and adapt to be the next Uber of our industry. When it comes to association technology, we believe that providing the most flexible and scalable apps in the cloud is the ticket for associations. We believe that Fonteva is the future of association software.

To learn more about Fonteva, the future of association software, **[watch our quick tour video](#)** or **[request a demo](#)** from one of our talented team members.

LEARN WITH US

[Resource Library](#)

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