

American Foundry Society Case Study

What is AFS?

The American Foundry Society, based in Illinois, is an industry association with 900 corporate members and around 80,000 individual members. The society has been in existence for more than 100 years and the mission is:

“to advance the success of its members and the metalcasting industry through advocacy, education, and innovation”

Along with many other activities the society publishes 3 main titles on a total of 28 platforms: print, website, social media, webinar, email, event publications etc. The ad-revenue provides a significant income to the society.

Why AFS chose Alpha Publisher?

AFS use the Salesforce and the Community Platform to manage their membership with an application called Nimble. The publications were using a separate magazine management system, but with significant cross-over between membership and ad-purchasers a Salesforce native solution was required. The Nimble application also handles the bulk of accounting functions and ad-sales invoicing needed to be properly integrated with the Nimble system.

Alpha Publisher provided a Salesforce based solution with an inventory model which could handle the complexity the different advertising assets in a simple and intuitive way.

How has Alpha Publisher helped AFS?

Though AFS had been using Salesforce to manage their membership for some time, they did not have any experience of sales management on Salesforce. Alpha Index were able to provide configuration and training to ensure the sales team could use Salesforce effectively as well as the Alpha Publisher inventory piece.

Alpha Index distilled the complexity of the inventory into a working inventory model displaying accurate availability across their issue based and subscription advertising options.

AFS now use Salesforce for their ad-sales, giving an integrated solution. Monthly invoicing is much simpler, saving time and reducing errors as the simple interface ensures data accuracy for the invoice process.