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ClearVantage7 S

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This past October, Euclid hosted its 2009 User Group Meeting (UGM), a two-day event designed exclusively for the ClearVantage user community. Our clients came out in record numbers from all across the country to participate in over 25 educational sessions and roundtables. We were incredibly pleased by the way the meeting turned out. Each session, ranging in topic from “How to Build a Great Website” to “Understanding Your Membership,” was filled to capacity with attendees eager to learn more about the software, trade ideas with fellow users, and discuss industry trends. We even capped off the meeting with the launch of the first “CV” awards, which recognized a few of the organizations that most effectively utilized ClearVantage to positively impact core aspects of their operations.

At the UGM, we announced that Euclid would be releasing ClearVantage 7S. So, what is CV7 S? The “S” stands for Speed — CV7 S has been optimized to provide outstanding responsiveness, especially in environments where the ClearVantage data repository is hosted offsite. However, if your system is hosted onsite, you will notice a marked increase in performance.

How exactly did we increase the speed? The major challenge that CV7 S addresses is internet latency: the time it takes to complete a round trip call (regardless of how much data is being passed) from the user’s machine to the server and then back to the user’s machine. To address the latency issue, CV7 S introduces three new innovations. The first is ser-side and client-side caching, which minimizes the requests going between the ClearVantage Desktop and the ClearVantage Application Server.

For example, instead of continuously loading the available member types, states, countries, member classification, and the dozen other reference values needed to populate a notebook’s drop down visual controls, CV7 S creates a cache of all these values the first time a user logs in. The cache is then updated by checking with the CV 7 application server to see if anything has been changed and is also maintained on the server to minimize database requests.

The second innovation deals with how data is sent between ClearVantage Desktop and the Application server. When a request is now made, the results are compressed and bundled by the server before they are sent to the client. For example, when opening an individual notebook with many tabs, instead of making a request to get the data for each tab separately (which can result in slow response times when there is latency in the connection), a single request is sent to the application server and then all the data needed for the request is returned in a compressed and “nested” xml file. This both reduces the number of requests and also minimizes the amount of the data going back and forth — a double performance boost.

The final innovation introduced in CV7 S is background threading. This allows requests to be run in a separate thread (a major performance boost). Hence, instead of there being a lag while data is being requested and returned, the user can continue to work as the request is being processed.

Techie talk aside, the bottom line is that users will notice a significant increase in performance and a reduction in lag time, especially when connecting remotely with CV7 S. In fact, CV7 S improves performance so much that one might not be able to tell the difference when working on a local connection or remotely.

As we move into 2010, Euclid continues to innovate. Set to be released in the first quarter of 2010, ClearVantage Mobile Member is Euclid’s new turn-key mobile solution that provides an organization’s members with 24/7, real-time access to their association via their the iPhone, Blackberry, Droid or other mobile device. Our implementation team is also hard at work implementing our software at various clients across the country, and we have beefed up our support team and online support tools to ensure that our support remains one of the best in the industry. It’s been a busy year for Euclid, but not too busy for us to take the time to say thanks to our clients for all that they do and for allowing us to get to where we are today.



Charles Vinal
President & CEO
Euclid technology

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Client Focus: Educational Theatre Association

Founded in 1929, the Educational Theatre Association honors excellence among students and educators of theatre. As an organization that embraces the concept of theatre as an instrument of lifelong learning, EdTA, together with its International Thespian Society branch, offers a wide variety of benefits to its members, including professional development workshops, chapter conferences and festivals. Since its inception, EdTA has inducted more than 2 million members throughout the United States, Canada and overseas.

"In evaluating the many association management software (AMS) vendors out there, we knew that we needed a proven, robust AMS solution that would be able to handle the large amount of information we deal with on a daily basis," states Sandy Morgan, EdTA's Manager of Information Technology. "Too much of our data was scattered throughout various databases of information. As a result, inefficiencies in our flow of business quickly became apparent. For example, our prior system forced us to create many external processes in order to access even the simplest of member information—leading to the creation of duplicate member records, a time consuming internal review process, and a tedious cross-checking procedure by different departments in our organization. With ClearVantage 7, we are now much more streamlined and efficient."

By organizing all of the association's information into one integrated, centralized source, ClearVantage increases data integrity across every level of EdTA's organization. "One of the many things that has satisfied us the most about ClearVantage," continues Morgan, "is its capacity to seamlessly create lists of information and extract data based on pre-selected criteria—without the need for intensive cross-checking by staff. In addition, ClearVantage allows us to delegate administrative rights and responsibilities, giving specified users the ability to access the information they need in order to quickly and efficiently accomplish the task that they are assigned. In other words, the tedious internal review of information amongst EdTA's departments [that we were once accustomed to] is eliminated, permitting each

department to focus on what it does best."

EdTA has been exceptionally pleased with ClearVantage's ability to track and manage events effortlessly and in real-time. "Our annual show every August brings in thousands of individuals from across our membership base. With ClearVantage, we are able to manage almost every intricacy of this event from logistics [such as room assignments, guest speakers, and event rules] to registration. ClearVantage also allows us to easily stay in touch with our troupe chapters and our student members, as well as track the many fundraising activities and other events that we participate in," concludes Morgan.

In addition to their overall satisfaction with ClearVantage, EdTA staff are very impressed with the level of service provided by Euclid's team of professionals. "They really took a lot of time to fully understand our business processes," notes EdTA's Director of Membership, David LaFleche. "From effectively capturing our old data to ensure a smooth system conversion to providing thorough, step-by-step training on how to use ClearVantage, Euclid's team took the 'extra step' by making it their objective to give us the level of comfort we needed to move forward, and not leave us behind with just a training manual. Euclid truly offers the best support of any software company that I have ever dealt with, and that level of personalized attention has meant so much to our staff throughout the implementation and now after the go live."

"We have worked hard over the years to develop and hone a methodology that allows our implementations to go so smoothly," says Charlie Vinal, President and CEO of Euclid. "This methodology ensures that we not only ask all the right questions but that we listen carefully to our clients. Of course, any methodology won't work unless you have great people – on both the client side and here at Euclid. The success at EdTA certainly points to a terrific and committed association staff working closely with our experienced, dedicated team to get the project done right," notes Vinal.

Euclid Welcomes the Newest Members to its Family of Clientele.



Founded in 1884, the American Historical Association is the oldest and largest society of historians and teachers of history in the United States.



The American Traffic Safety Services Association is comprised of over 1,600 members that provide the features, services and devices used to make our nation's roadways safer.



Established in 1928, The California Chiropractic Association is comprised of 31 districts and four student districts. Its mission is to promote high standards of professionalism and patient care.



Founded in 1884, the South Carolina Bar is comprised of more than 13,000 members. It is committed to serving the public through its programs designed to advance the understanding of law.

Euclid Employee Spotlight: Kate Imholt

“So far we have a 90% trainee satisfaction rate, but I have my sights set on 100%!”

Euclid Technology

Questions? Comments
Interested in an AMS solution
for your organization? We
want to hear from YOU.
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**Euclid Technology
Move Forward. Fast.**

As Euclid's primary technical trainer, Kate Imholt has trained over 200 new and existing client staff members on ClearVantage. Since her start with the company in 2008, Kate has worked closely with its clients to ensure that every ClearVantage user receives superior training and thorough guidance on the software's robust functionality.

Kate came to Euclid with an array of experience in both the association world and the field of education. Having received her Bachelor of Arts degree from the University of Chicago and her Master of Education degree in Instructional Technology from George Mason University, Kate has spent nearly a decade in professional education and training, working mostly at associations and non profit organizations. During that time, Kate worked closely with association managers and staff on numerous software implementations, database integrations, and training sessions. Most recently, she managed the educational content of one association's annual conference, planning 200 concurrent sessions for over 9,000 attendees.

Kate's knowledge of the association industry and her training expertise has proved to be beneficial to Euclid and its client base. "By drawing on what I have learned from the industry in the past, I am able to brainstorm with clients during training sessions to find the best answers to each and every new inquiry that may arise. This, in turn, has sharpened my ability to respond quickly to questions, helped me better understand our cli-



ents' issues as they learn how to utilize ClearVantage to its fullest, and given me a greater appreciation for the organized and detailed processes that we use to support our clients here at Euclid," Kate comments. "Teaching ClearVantage to a wide variety of Euclid's clients across the country has also given me a broader, more insightful perspective on the intricate needs of different associations,"

"After spending time both learning as much as I could about the software and updating ClearVantage user guides and training materials, I have focused on designing my training classes to best fit the needs of the user," Kate says, reflecting on her professional growth at Euclid. "Because each client has a different method of managing membership, events, committees, and finances, I am constantly learning from our clients as I delve into each association's business processes. I try to incorporate every piece of new information into my training as much as I can."

According to Kate, the intuitiveness of Euclid's ClearVantage 7 (CV7) has greatly assisted her in her day-to-day

training activities. "Having come from an association that was using a different AMS, there were moments as I learned the software that I thought, 'Wow, I wish I had been able to do that!' CV7 has functionality that many other AMS systems do not have. It is the flexibility to easily customize the software that makes it such a pleasure to work with. Thanks to the software's user-friendly navigation features, I am able to quickly and efficiently teach both novice and power users, allowing me to focus on either basic or advanced functionality, depending on the audience."

For Kate, a trainee's satisfaction is her top priority: "For me, the most important element of training is to answer as many questions as possible. If I can't respond to a question right away, I will find the answer from our terrific support, implementation, or development teams and follow up with the clients as soon as possible. Not every question gets asked or answered in the training room, but my personal goal is to be informative and helpful in every session. So far we have a 90% trainee satisfaction rate, but I have my sights set on 100%!"

