



Euclid Technology

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ClearVantage 7 Has Arrived!

“ClearVantage 7 is the most significant product release in Euclid’s 10-year history. I could not think of a better way to celebrate our 10-year anniversary than to release a product suite that will set the bar for our industry for years to come.”

**Charlie Vinal
President & CEO,
Euclid Technology**

After announcing the upcoming release of ClearVantage 7 in August at the American Society of Association Executive’s 2007 Annual Meeting & Exposition conference in San Diego, Euclid released ClearVantage 7 for full production on Monday, March 3rd, 2008.

“ClearVantage 7 is the most significant product release in Euclid’s 10 year history” states Euclid’s President and CEO, Charlie Vinal. “Everything we have learned from our customers over the last 10 years has been put into the design of this product. It’s even easier to use, easier to customize, exceptionally fast, and has all the features necessary to provide users the information they need to get their jobs done effectively. And with CV Mobile, all this functionality can be securely accessed from almost anywhere.”

ClearVantage 7 has been significantly revamped to make it exceptionally intuitive and easy to use. By leveraging Euclid’s Service Oriented Architecture (SOA), which encapsulates the software’s complex business logic, the functionality of ClearVantage is now accessible from almost any device: ClearVantage.sc offers a stunningly beautiful interface in a smart, very thin client; ClearVantage.web provides a super efficient and easy to use interface through any web browser; ClearVantage.mc (Member Connect) is a complete web content management tool kit that makes it easy to create and manage a dynamic web site; and the new ClearVantage.mobile, which provides access from almost any mobile device. In addition to enhancing accessibility and ease of use, ClearVantage has been re-architected using the latest available technology to deliver exceptional performance. In many cases, ClearVantage 7 is 10 times faster than its predecessor! The new ClearVantage Insight business intelligence tool also makes your organization’s data easier to access and visualize, creating more “actionable” data.

ClearVantage.sc (smart client) is fully Vista compliant and leverages the stunning Aero interface (while still being fully Windows XP and Windows 2003 compatible).

For more information on ClearVantage 7, or to schedule an upgrade, give us a call or come visit us at www.euclidtechnology.com.



CV 7 Mobile puts your entire organization at your fingertips

Inside this issue:

- ClearVantage 7 **1**
- From the CEO **2**
- Client Focus **3**
- Employee Spotlight **4**

[Return to Euclid Home Page](#) | [Return to Newsletter Menu](#)



From the CEO

It's been a long time in coming, but ClearVantage 7 has arrived. And based on my unbiased judgment, it is well worth the wait!

I cannot think of a better way to celebrate our 10 year anniversary and to thank our many longstanding clients than to launch a product that once again sets the industry standard.

ClearVantage 7 is the foundation of Euclid's future. However, in creating it, we did not abandon our past (and more importantly, our current clients): While ClearVantage 7 is built upon state of the art technology, it is 100% backward compatible. Before talking about some of the great new features of ClearVantage 7, I think this last point - that ClearVantage 7 is fully backward compatible - deserves some more discussion.

I have been in the software industry for close to twenty years and in the association management software business for over ten. During this time I have watched as vendors abandoned their existing clients to create the next versions of their software. When a new technology becomes available, it is often seen by a vendor as a silver bullet to solve their application development and support woes. It also allows a vendor to state that they are using the "the latest technology" and makes it easier for them to create an application that demonstrates well in sales presentations (i.e., the big gee whiz factor). Furthermore, it is often easier and cheaper to create a new version from scratch as opposed to porting the existing application to a new platform. There are of course many pitfalls to this approach, the foremost being that if a vendor created a poor product with the previous toolset, it is highly likely that it will create a poor product with the new tool set. After all, creating great software is like creating a

great building - without great architectural design, the building itself will suffer, regardless of the tools used to build it. Furthermore, in software development, when you completely throw away the old, many of the pieces that worked soundly and were trusted in the past no longer work in the future. All developers believe that they can rewrite and make the software better - however, it has been proven over and over that this is not the case. Newer yes, better, not usually. And of course, if you are a customer using the previous version, well, you are completely out of luck: you have to go through a completely new implementation to get what amounts to a version 1 product - which is very costly, expensive and risky. Furthermore, it is almost always the case that the "latest version" sacrifices usability and functionality at the customer's expense: There may be a new "gee whiz" interface, but it lacks many of the features that users and members need to get their tasks done (which of course is the entire purpose of software).

Our goals for ClearVantage 7 were multifaceted. First, we wanted to make it as easy as possible for users to get their jobs done effectively. To this effect, we have greatly improved the user interface and added the ability to access ClearVantage from virtually any device - even a smart phone. Second, we wanted to provide more tools to help our clients improve member service and grow revenue. The new, more advanced querying, business intelligence and communication features are unmatched by competitive offerings. Third, we wanted to ensure that from a technical standpoint ClearVantage would be state of the art both now and in the future. ClearVantage 7 leverages Euclid's powerful service oriented architecture and is the first AMS to run natively on Vista (while also being fully compatible with XP and Windows 2003). ClearVantage 7 has also been architected to take advantage of dual and quad core processors and 64 bit processors. It is

lightning fast. Fourth, we wanted to make sure that Euclid continued to provide the "right tool for the job." This means that users can pick the user interface that best suits their unique needs: whether it's a powerful and easy to use smart thin client, an HTML browser or a smart phone. Members of course can access all of your organization's services and information online using a standard web browser. Finally, and perhaps most importantly to our existing clients, we wanted to make the transition from ClearVantage 6 to ClearVantage 7 as smooth as possible. For the majority of our clients, the upgrade process will simply require a few hours of review and configuration to ensure that the new CV 7 features are set up to meet their unique needs. Deployment to users, as always, will simply require a user to login.

Well, that's it for this quarter's edition of the Euclid NetNews. I talked a lot about our new product (hey, it's new and were excited about it!). However, as we have always stated at Euclid, it takes a lot more than a great new product to implement an outstanding AMS solution. While Euclid's commitment to building long-term partnerships with its clients and providing friendly and professional implementation services may not be "new," we know that it's what truly separates Euclid from the pack.



Charlie Vinal
President & CEO

Client Focus: The District of Columbia Bar

Volume 1, Issue 1



Founded in 1972, the District of Columbia Bar (DC Bar) is currently the 2nd largest unified bar association in the United States. Comprised of thousands of attorney members, the DC Bar Association's main functions consist of registering certified lawyers, maintaining a lawyer disciplinary system, and holding various educational and public service events meant to provide service to the profession, the courts, and the community.

After realizing a decrease in staff efficiency due to a scattered structure of data flow, DC Bar desired a new method of enterprise resource management that would replace its old system of relying on multiple databases. After evaluating multiple vendors, DC Bar selected Euclid's association management software, ClearVantage, to not only provide powerful ecommerce capabilities but also provide a new, efficient method of handling the Bar's growing membership base.

"We were very happy with Euclid's ability to meet every one of our organization's needs for a system conversion of this magnitude," said DC Bar's director of Information Technology, John Kinas. "We literally had a checklist of 229 separate items that the new software had to meet. Euclid's ClearVantage easily came out on top."

Since going live with the software just a few months ago, DC Bar has already realized a significant return on its investment. For example, members now have the option of paying their dues online, as well as

having online access to several member benefits and community building services. In addition, the association's staff is now able to perform controlled marketing for events and publications through the software's ability to provide detailed demographic searches to target specific members.

"The ease of generating mass email campaigns and the ability for us to now zero in on customer preferences through one system cuts the time needed to pull up members," states Kinas. "Before the switch, we were forced to coordinate with programmers to get our members' invoices. Now, everything from customer invoices and accounts receivable to real-time updates of our members' profiles is no more than a few clicks away."

Functionality aside, Euclid's method of implementation was appreciated by DC Bar: "Euclid had the best team of specialists that I have ever worked with on a project of this scope. They listened carefully to what we had to say and were very technically competent. Overall, the implementation process was very smooth and well managed...and Euclid's team of experts was dedicated to getting the job done right," concludes Kinas.

"This implementation was one of our largest and most complex to date," notes Euclid's President and CEO, Charlie Vinal, "but our project team and DC Bar's knowledgeable staff worked closely together and handled it very effectively. This success illustrates the strength of our proven approach of providing innovative software that is expertly implemented by our teams to meet each client's unique needs."

Euclid Welcomes the newest Members to its Family of Clientele:



CMA is comprised of 35,000 members in all modes of medical practice and specialties representing the patients of California.



IDSA represents more than 8,000 health care professionals who specialize in infectious diseases around the globe.



Serving over 3,000 employers, MRA is the second largest employers association in the in the United States.



Acting as the national voice of municipal government in Canada, FCM is comprised of over 1,600 members through Canada.



ASIP is a society of 84,000 biomedical scientists who investigate the origins and mechanisms of disease.



Employee Spotlight: Dan Antonoff

“In my opinion, it’s all about the client. That’s why it’s such a pleasure to be part of the Euclid team.”

Before joining Euclid in 1999, Dan gained much of his experience by spending 11 years in the world of associations, eventually earning the position of Senior Vice President of Sales and Training at the National Center for Housing Management (NCHM)—Euclid’s first and still active client. In that position, Dan used Euclid’s enterprise management software, ClearVantage, on a daily basis for nearly four years and therefore understands – as too few sales executives do – how the software can be fully leveraged for each and every client.

Now, as Euclid’s Vice President of Sales, Dan manages all prospective clients by building relationships with various associations and industry consultants. By reaching out and building rapport within the industry, he is able to assess every potential client’s individual situation, their specific needs, and their level of commitment to association management software (AMS).

However, creating such rapport and getting the word out about Euclid amongst the many players in the industry was no easy task in the company’s early days. Dan often placed 100 phone calls a day, presented as many product demonstrations as a prospect requested, and participated in numerous industry events with the hopes of signing new clients. “When we started, the focus was on getting the word out to as many people in the non-profit and association industries as possible. Once we signed a client, we worked tirelessly for them to get the job done – that level of commitment was there from the



start here at Euclid, and it is precisely that commitment to the client that has defined us in this industry today, ten years later,” explained Antonoff. “These days, with the company experiencing such tremendous growth, I am glad to have played an early role in building relationships within the association community and in working with our clients to assure them that our innovative software is backed up by a skilled project team that delivers on-time, on budget, and real results for their organization.”

According to Dan, Euclid’s newest software release, ClearVantage 7, will provide even more tools and functionality that member-based associations need the most, including: more powerful querying capabilities, easier integration with third party software, and highly customizable views meant to meet the needs of every specific user in an organization. In addition, Antonoff stated that ClearVantage’s advancements will allow his sales team to provide even more vivid proof via product demonstrations of why a client should select ClearVantage.

“In my opinion, it’s all about the client. That’s why it’s such a pleasure to be part of the Euclid team,” explains Antonoff. “The client needs to feel cared for and listened to. Our sales team will tell you that I never forget a name and can recall all the details of meetings, phone calls and conversations. Post ‘go live,’ I’m looking for two things. First, if I run into a client outside of the office, I want the person to talk to me and to feel at ease knowing that Euclid delivered the best software solution that we possibly could. Second, I want that person to be a reference for this company and to talk positively to other prospects. This is a pretty small community we work in and word travels fast. If you don’t do a good job, it travels even faster.”

Dan maintains an active schedule outside of the workplace. He currently resides in Olney, MD with his wife and their two sons. He enjoys playing hockey, riding his dirt bike and seeing live music shows. He also coaches kids in several sports at the Olney Boys and Girls Club.

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Questions? Comments?
Interested in an AMS solution
for your organization? We want
to hear from YOU.
Please send any and all
questions to:

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Fast.**

