

euclid

# The Euclid NetNews

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## From the CEO: ClearVantage Connect

***“With CV Connect, our clients can dramatically reduce the cycle time — from months to just a few days — of designing and implementing a visually appealing, easily maintained and highly functional website.”***

Euclid recently released its latest innovation: ClearVantage Connect – a fully integrated and easy to use Content Management System (CMS) that makes setting up and managing even the most complex websites simple and cost effective. With the addition of ClearVantage Connect to the ClearVantage® Enterprise Suite, Euclid customers have an unsurpassed solution for easily managing all of their website content, enabling “web 2.0” networking and collaboration features, and delivering comprehensive online functionality to members, customers and prospects.

A major driving force behind the development of ClearVantage Connect is the rapidly growing demand for CMSs in the association marketplace. As demand and acceptance has grown, Euclid has integrated with quite a few CMSs—some good and some not so good. In the process, we have watched some of our clients spend a large amount of time, effort and money reviewing, selecting and implementing a CMS. We have seen this process take up to a year - longer than it takes to implement an AMS! And herein lies the primary reason we developed ClearVantage Connect: to save our clients time and money and to dramatically reduce the web deployment cycle time.

In addition to creating CV connect, we enhanced the SystemOne methodology to provide a complete framework to guide website implementation. The new framework addresses everything from website strategy through interface design, user experience, deployment and management. Finally, we upgraded our support infrastructure to provide a single location for all AMS and CMS support.

ClearVantage connect is the result of over a year of design and development work. We started by reviewing over 25 CMS systems to identify a platform that a) would provide the functionality that best meets our clients’ CMS needs, and b) we could seamlessly integrate into the ClearVantage Enterprise Suite. After extensive analysis, we selected the DotNetNuke platform for its ease of use, breadth of functionality and extensive after-market support. Furthermore, it runs on SQL Server, which most of our clients already use, making deployment and management even easier. We then partnered with key members of the DotNuke Corporation to create CV Connect. The result is one completely integrated solution fully supported by Euclid that meets almost all of our client’s website needs from day one.

The release of CV Connect has capped off an incredible year of new product development that started with the release of ClearVantage 7, continued with the rollout of Euclid’s Web Oriented Architecture and culminated with the release of ClearVantage Mobile. Now with CV Connect, our clients have an unsurpassed solution for easily creating and managing all of their website content.

At Euclid, we are committed to delivering the very best products and services to our clients. As we push forward into 2009, it is no secret that associations are being affected by difficult economic times and need cost effective ways to improve their operations. ClearVantage Connect, a robust yet cost effective CMS, cements Euclid’s position as the leading provider of cost effective solutions that streamline operations and improve service.



Charles Vinal  
President & CEO  
Euclid technology

### Inside this issue:

From the CEO

[1](#)

How Smart is Your AMS?

[2](#)

Client Focus: FAAN

[3](#)

Employee Spotlight

[4](#)

## How Smart Is Your AMS? Business Intelligence and ClearVantage 7

As associations compete in today's increasingly competitive landscape, the need for shrewd strategy and keen decision making has become paramount to ensure continued success. More and more, information technology, and specifically Business Intelligence, is being looked at to help organizations better understand operations and member needs to provide better, more targeted and more streamlined services.

Business intelligence (BI) has recently become the "hot topic" in many IT circles throughout the association industry. BI gives association managers a deeper insight into their organization by making sense of raw data. In other words, BI strengthens an organization's decision making procedure by allowing managers to effectively analyze their existing data, identify useful facts and trends, and take appropriate action based on this information.

The *business intelligence* process is comprised of four primary steps: data sourcing and organizing, data analysis, trend assessment, and decision making. BI would not be possible without *data sourcing*: finding and extracting information from different sources (such as text files, emails, charts/graphs etc), converting it into electronic format, and organizing it into clean, easy to access locations. Although tedious, this is the most important part of the BI process – without data to translate, no conclusions can be drawn and no trends can be identified. Because of this, it is essential that all the data a business may need (both in the present and in the future) be drawn from every essential source.

Once the data has been sourced and organized, the information must be made into useful knowledge – also known as *data analysis and trend assessment* (which go hand in hand). This step is all about realizing current trends, associating disparate pieces of information into useful thoughts, and creating simplified models of information that can be understood across every level of the organization. In this step, managers must ask themselves questions like, "What do we want to know about our members?" and "What can this information tell us about 'issue 'x'?" This is where business intelligence ultimately pays off. Proper examination of the collected data will allow managers to identify the strengths, weaknesses, opportunities and competitive

threats involved in the day to day operation of their association. Through this, reasonable courses of action about "what to do next" can be inferred, leading to the final step of the business intelligence process: *decision making*.

Decision making can be directly related to a "call to action" that is based on the translated data. Now that it is in a more digestible format, the information should be utilized in a way that will benefit the organization in both the short and long term. Educated use of the information pulled from the business intelligence process will help an association devise the best set of options and create a proper course of action.

The bottom line of business intelligence is simple: association staff members become better decision makers for their organization. It presents the information that is needed, when it is needed – all while considering risk, costs, and benefits.

So, what is all the "buzz" surrounding business intelligence? Although the benefits surrounding it are plenty, BI has traditionally been an arduous, time consuming process. It not only required an organization's IT department to jump through various hoops to source the data, but the translation also required technical "know how" that the average association staff member might not possess (such as probability theory and statistical methods). The BI process required a lot of "in-house" cooperation amongst an association's departments – every division was required to work together in order to search, pull, and organize the needed data from various databases. In addition, the entire progression was expensive, often forcing managers to weigh the overall costs of implementing a business intelligence plan against the end benefits that it may provide.

However, advents in technology allow the BI process to be drastically simplified thanks to software that actively sources, captures, and analyzes an association's data. Euclid Technology's industry leading association management software (AMS), ClearVantage 7, is one of the first AMS solutions to provide a fully integrated business intelligence application. This application, named ClearVantage Insight, uses embedded in-memory analytics to take advantage of an association's already sourced database of information (provided through ClearVantage) in order to create detailed

## The Euclid NetNews

charts, graphs, visuals, and trend analyses based on pre-determined criteria called "cubes." With ClearVantage Insight, business intelligence no longer involves a tedious process of pre-summarizing and aggregating data that typically required the cooperation of every department within an organization. Instead, Insight automatically loads and compresses all of the desired data into a "chewable" arrangement that can be easily queried by any user.

ClearVantage Insight was built with the association industry in mind, meaning that the tools most likely needed by an association leader to analyze a specific issue have been built into its interface. For example, Insight can automatically reveal trends in membership rates given certain demographics, times of year, and even specific events held. From this, an association leader can decide the proper mix of promotions to launch or events to host in order to encourage new memberships, increase revenue, and even raise brand awareness.

ClearVantage Insight gives users an endless range of possibilities for business intelligence that can be accessed in a matter of seconds, saving an organization both time and money. Because business intelligence is all about using information sensibly, Insight aims to offer organizations advance notice of important events; assess the risk/benefits involved in taking on certain projects; and ultimately provide the best guidance possible in making the right decisions for maximum results.



## Client Focus: Food Allergy & Anaphylaxis Network

Volume 3, Issue 1



Established in 1991, the Food Allergy & Anaphylaxis Network (FAAN) is dedicated to its mission of raising public awareness, providing advocacy and education, and advancing research on behalf of all those affected by food allergies and anaphylaxis. Its membership now stands at close to 30,000 worldwide and includes families, dietitians, nurses, physicians, school staff, and representatives from government agencies and the food and pharmaceutical industries.

Like many non-profit organizations, FAAN must effectively manage thousands of member records. "Prior to Euclid's ClearVantage, we used a system that focused primarily on accounting [Great Plains]," explains FAAN's Director of Information Technology, Debbie Copan. "Our old system was not membership friendly and required a lot of manual data entry. Finding, extracting, and updating member information was tedious, to say the least. Creating even the simplest of reports required us to export and manipulate our data manually. We soon realized that we needed a more powerful method of managing our information. With its clean-cut, user-friendly interface and its ability to effectively convert and manage all of our information in one centralized database, ClearVantage easily beat out its competition, and it has served us well since we implemented it in February of 2004."

FAAN attributes heightened staff productivity and a larger membership base to the capabilities that ClearVantage has provided the organization over the last several years. "ClearVantage really gives us more breathing room," notes Copan.

"For example, the software allows us to easily create pre-designed templates when we are creating new product information to put up on our website or when we are promoting a new event—cutting out the time-consuming manual input and design that we were once accustomed to. In addition, since implementing ClearVantage, we have seen a dramatic increase in our online subscription rate. In fact, nearly 75% of our membership base is now from individuals signing up online—without ClearVantage, those numbers would not be possible."

"Software aside, the Euclid team has always done their best to be as responsive as possible with any support issues and listens to suggestions that we have," Copan comments. "One particular instance in which Euclid's support team was quick to respond occurred when we needed a better method of understanding member preferences, history, and location. After we communicated this need, Euclid built a GPS locator function within ClearVantage. With this mechanism, we are now not only able to view detailed transaction history for every one of our members, but we are also able to pinpoint our members' exact distance from a particular location—a function that comes in handy when we need to know the best place to hold an event."

"FAAN has made great strides in raising awareness about the severity and rising prevalence of food allergies," says Charlie Vinal, President & CEO of Euclid. "As a parent who has a child with food allergies, I am delighted that our team and our software continue to help FAAN fulfill their mission—long after the go live—even as their needs and objectives change. That's the Euclid way—we don't just implement great software, we're there for our clients over the long run."

## Euclid Welcomes Its Newest Clients:



CIAB is the premier association for commercial insurance and employee benefits intermediaries in the United States and abroad.



OCBA is the primary vehicle for Orange County, CA attorneys to enhance the practice of law and provide legal services to their surrounding communities.



AAHC seeks to advance the nation's health and well-being through vigorous leadership of the nation's academic health centers.



ASN is a non-profit organization dedicated to advancing knowledge and application of nutrition for the sake of humans and animals.

# Employee Spotlight: Shelia Fitzgerald

*“As U Vta dUbm in a Vta dYhjhj Y industry, k Y pride ci fgYj Yg on fYa Ya VYf]b[ that our customers always come first.”*

As a senior web analyst here at Euclid, Shelia Fitzgerald has been actively involved in integrating our client’s online operations with ClearVantage since joining our staff in 2005. Shelia works with each client to understand their particular web needs, ensuring that the web aspect of each implementation goes smoothly. Shelia also works closely with our existing client base to ensure that their online needs continue to be met, long after the go live.



editing, updating, and/or adding new content to a client’s website, can be done in a matter of minutes – with just a few mouse clicks and without any outside help.”

What has remained constant since Shelia’s arrival is the quality of work and professionalism of the Euclid staff. “Euclid is a great place to grow professionally. I have been able to improve my web development skills as well as my leadership abilities with the projects that I manage. There is an ‘all hands on deck’ policy here at Euclid, and each staff member is encouraged to develop in those areas that interest them and play to their strengths. I think this ‘go-getter’ attitude is observed by every one of our clients. Each day I remind myself that our customers keep us going. Our ability to provide extraordinary customer service is what gives our clients the confidence to pick up the phone and ask us any question they need to. We tend to give them more than they expect. If we don’t have answers, we’ll find them; if we don’t have time, we’ll make it. As a smaller company in a large industry, we pride ourselves on remembering that our customers *always* come first.”

Prior to joining Euclid, Shelia gained valuable web experience at the Virginia Department of Health where she served as the Web Manager for the Primary Practice Opportunities of Virginia, a program dedicated to recruiting primary care medical professionals for medically underserved areas in Virginia.

ment to Euclid’s growth and increased client demand for our latest web innovations, our work now generally spans at least one or two major web projects *each* month., Each web analyst manages multiple clients and responsibilities. Consequently, I have learned not only to adjust more effectively to the needs of each of Euclid’s clients but also better anticipate, meet, and exceed each client’s expectations.”

As one of Euclid’s valued web experts the past 4 years, Shelia has seen ClearVantage evolve into the industry’s most innovative association management software (AMS) solution with unmatched web functionality. She has also witnessed Euclid’s growth — both internally and with its growing client base. .

With the recent release of ClearVantage 7 (CV 7) and ClearVantage Connect, a fully integrated Content Management System (CMS) available in the baseline ClearVantage suite, Euclid continues to “mark its way as a leader in the AMS industry,” according to Shelia. “CV 7 is a fully customizable piece of software that can be tailored to fit the functional needs of any association. Now, with CV Connect, web work, including

“When I first started with the company,” explains Shelia, “I was tasked with one or two projects for the first six months. Serving as a testa-

## Euclid Technology

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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**Euclid Technology  
Move Forward. Fast.**

## “Euclid To Host Its Annual User Group Meeting In 6 Yh YgXUžA 8

Euclid Technology will be hosting its 2009 User Group Meeting, an annual event designed exclusively for ClearVantage users. It will be held on October 5th & 6th, 2009 at the Double Tree Hotel in Bethesda, Maryland – just ten minutes outside of Washington DC.

This year’s meeting will feature a variety of stimulating and educational workshops ranging in topics from Euclid’s new content management system, ClearVantage Connect, to beginner and advanced ClearVantage tutorials. The growing ClearVantage community will have the opportunity to meet one another, network, build friendships, and engage in both formal and informal discussions

of industry related topics.

Euclid’s Annual User Group meeting will take place just in time for the turn of the fall season, one of the most beautiful times of year in the Washington D.C. area. From visiting DC’s historic monuments to dining at Bethesda’s array of restaurants, Euclid clients will all have the opportunity to see the area’s exciting attractions while learning a great deal and meeting others within the growing Euclid community.

For complete details on this event or to register, please visit our website at [www.euclidtechnology.com](http://www.euclidtechnology.com) or

call our office at 301-657-8089. Euclid looks forward to seeing all of its clients next fall!

