



Strengthen your connection, build your success

with Dynamics for Membership

The comprehensive marketing and management
solution for membership organisations from
KPMG Crimsonwing, based on Microsoft Dynamics



Using technology as a relationship-building tool

The one-stop solution for strengthening the connection with your members

A close relationship with your members, contract holders or subscribers is the foundation for a robust future. Technology will help you to achieve this – with a user-friendly portal for example, enabling you to highlight the added value for your members and is backed by a smart system that brings all the data together effectively.

In a world in which everything happens in the digital realm – from keeping in touch with friends to running a business – your membership organisation can benefit from the opportunities offered by digitisation. Convenience, speed, changing your own personal details online: these are all things your members have come to expect.

They want to be able to access all information 24/7, on their smartphone, at home and on the go. The easier you make things for your members or contract holders, the closer they'll stay in contact with you. This will give you a solid foundation for the future.

These organisations feel that **DfM** is indispensable

Professional organisations, such as unions or industry associations

Interest groups, such as patient associations or women's organisations

Sports organisations, such as sporting associations or gyms

Charities and volunteer organisations

Commercial membership organisations (such as leasing companies) with their own subscribers, community or fan base

And all other organisations - both national and international - that have contractual relationships with their customers

Comprehensive system

Dynamics for Membership (DfM) is the first comprehensive IT system for the marketing and management of membership organisations. The system has a fresh, user-friendly front-end: an online portal where your members or affiliated organisations will feel instantly at home. The professional back-office makes it easy to manage all your memberships. From complex invoicing to campaigns, all the essential functionality is combined in one system.

For members...

Your members can access and update their information via the user-friendly DfM portal – including, for example, changing their personal details, accessing their payment and invoice history and opting into special deals and tailor-made services. New members can register here, athletes can keep track of their scores, contributors can change their addresses, subscribers can redeem points they have saved up, and affiliated organisations can register the accreditation of their members. That gives them control and saves you a lot of time.

... and for managers too

The back-office is a comprehensive, professional system which is capable of dealing with significant levels of complexity. From discounts for a certain group, to automatic contract renewals, the integrated system makes a wide range of management and marketing activities possible, while giving you all the administrative information you need. You can keep track of the activities of your members, contract holders and affiliated organisations on a dashboard – for example, their payments, participation in training sessions or competitions, attendance at club evenings or the response rate to special offers. This enables you to monitor your organisation's success at a glance.

Industry research among membership organisations

Six imperatives

How can we do a better job communicating our value? According to the *Membership Marketing Benchmark Report*, that's the key issue for many membership organisations. We wrote an eBook based on this extensive research into the issues that membership

organisations struggle with. It's clear that there is a reduction in member loyalty when members are no longer able to see the added value or relevance that their membership provides.

In our eBook, we define six imperatives for membership organisations:

1

Acquiring new members, with marketing initiatives based on customer profiles and customised offers

2

Retaining existing members, with helpful reminders and convenient payment and administration processes

3

Increasing engagement, with personalised communications and a clear offer tailored to members' needs

4

Improving member visibility, by keeping a close eye on members, getting to know them better and offering them the best customer experience

5

Insight into the activity of your organisation and members, with clear dashboards

6

Increasing sustainability and moving towards further professionalisation. The business world's future is digital: make sure to get on board in time to ensure your organisation's continued success

Read the entire eBook at crimsonwing.com

Dynamics for Membership helps you get ahead

Digitisation is changing organisations dramatically. IT systems no longer just provide handy support for existing processes; they are creating entirely new possibilities. DfM is one example of a new IT system that does just that. It enables you to replace a patchwork of piecemeal solutions with one robust, integrated and durable system. With this in place, you will be ready for the future and able to truly get ahead.



Engagement, recruitment and retention

Membership organisations want to increase their interaction with members. In this case, your appeal is vital to your success. However, what makes your organisation attractive is largely hidden behind the scenes. A well-oiled and integrated IT system that can bring all of your member and financial information together effectively makes a huge difference, enabling you to consistently provide front-office staff with the correct data.

We are investing in our professional, fresh-looking portal on an ongoing basis, so that it meets your members' expectations while, at the same time, your data and those of your members are secure and correct.

Operationally efficient and sustainable

In addition to all of the marketing benefits, DfM also has many operational advantages. For example, members can update their details themselves, while other administrative

processes are automated. This lets you work more efficiently. You may even find that it results in cost savings. Whereas before, different departments had to maintain records, sometimes even on paper, organisations will now have access to a centralised data source. This means a reduced chance of errors and greater efficiency. The huge reduction in paper use also means you will be working much more sustainably.

Comprehensive system for membership organisations

Dynamics for Membership

Your appeal is vital to your organisation. The engine, however, is what keeps you going on the road to success.

Front-end

Acquire new members and meet their expectations

With a state-of-the-art registration and management platform for your members and potential members

Helps create effective campaigns, including promotions on social media

Option of creating customised offers tailored to the customer journey

Increase engagement - retain existing members

With a user-friendly, self-service portal where members easily can update their details

Portal can also be set up as a personalised online environment

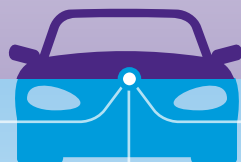
Includes a social listening tool to keep track of your members and potential members' interests elsewhere online

Demonstrate your relevance and value

The option of sending helpful reminders, which are more effective because they are personalised

Gives your members insight into the progress of their performance

Provides statistics as to how members have made use of your platform over the past period



Backoffice

Deliver on promises - keep data secure and up-to-date

Provides Big Data and predictive analytics for data analysis and the creation of profiles

Including management of profiles, complaints and cases related to members and contract holders

Option of setting different authorisation levels, from 'read only' to 'grant accreditations'

Retain members - make things as easy as possible for them

Brings financial, member and/or contract administration together in one system

Ensures you stay up-to-date on your members' activities, from registration to invoicing to donations

Allows you to create fully tailored campaigns based on members' profiles and interests

Be a central meeting place

Offers the ability to grant qualifications and accreditations and track them centrally

Enables you to manage events, from competitions to training programmes

Ensures correct registration, cross-sell and follow-ups

Stimulates interaction, and even healthy competition, between members

What do you get?

- A comprehensive system comprised of various modules. It goes without saying that you will only pay for the modules you need or are using
- We will take care of the installation and user training, including transferring your current data (financial and member information)
- You will have a single, integrated system in which back-office and front-office are linked in a logical way
- You can rely on our comprehensive service and support, where needed supplied 24/7 on location worldwide

And if you want, in consultation with you, we can:

- Manage the system, so that it is held securely on our servers, together with all the data
- Carry out automated migrations and updates, so you can count on the system being reliable and up-to-date at all times

Delivery: traditional or cloud-based

You can opt for traditional or cloud-based delivery, depending on what best suits the preferences and requirements of your organisation.

- If you are opting for the traditional model, you are opting for a one-off investment in the number of licences required. If you would prefer the system to run on your own servers or wish to integrate it with your own tailor-made solutions, this is possible. You can count on us for service and support, 24/7 and worldwide as required.
- If you are opting for the cloud-based solution, the cost structure will be based on Software-as-a-Service (SaaS) – a subscription model in which you'll only be paying for your actual use of the system. This also applies to the storage capacity: you will only pay for what you use. If your storage requirements suddenly increase dramatically – for example when a successful campaign results in an unexpectedly large increase in new members – the storage capacity can easily be increased - temporarily or permanently - according to your needs and wishes.



KPMG Crimsonwing and DfM

We developed DfM especially for membership organisations. Microsoft Dynamics 365 for Finance and Operations and Microsoft Dynamics for Sales are the IT solutions which we used to develop specific, user-friendly modules. And the journey doesn't stop there: together with various partners we are working on additional functionality for new releases. For example, we have developed functionality for facility access and booking and now support POS (point of sale) to handle in shop payments.

From technology to transformation

KPMG Crimsonwing is part of KPMG's global network of member firms. This means you not only have access to KPMG Crimsonwing's technological experience and expertise, but you also benefit from broad professional palette of business services. We will work shoulder to shoulder with you to guide you through all the transitional and organisational obstacles that may arise from implementing new technology.

KPMG is a certified Microsoft Partner

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|--------|----------------------------------|
| Gold | Customer Relationship Management |
| Gold | Enterprise Resource Planning |
| Gold | Collaboration and Content |
| Gold | Data Analytics |
| Silver | Application Development |
| Silver | Data Platform |



Would you like to know more? Read the [eBook](#) or contact us for a demonstration or to speak to a member of our team.

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