

# Your organization is about to start the process to select a new AMS/CRM system

## The Importance

Selecting an AMS/CRM system for your association is one of the most complex and significant financial decisions your organization will make.

Your organization will use this system for its prime purchasing business services, such as membership, meetings, and publications, for an average of 10 years and for some associations much longer.

It's important to select a system that will meet these prime needs and time frames.

## The Problem

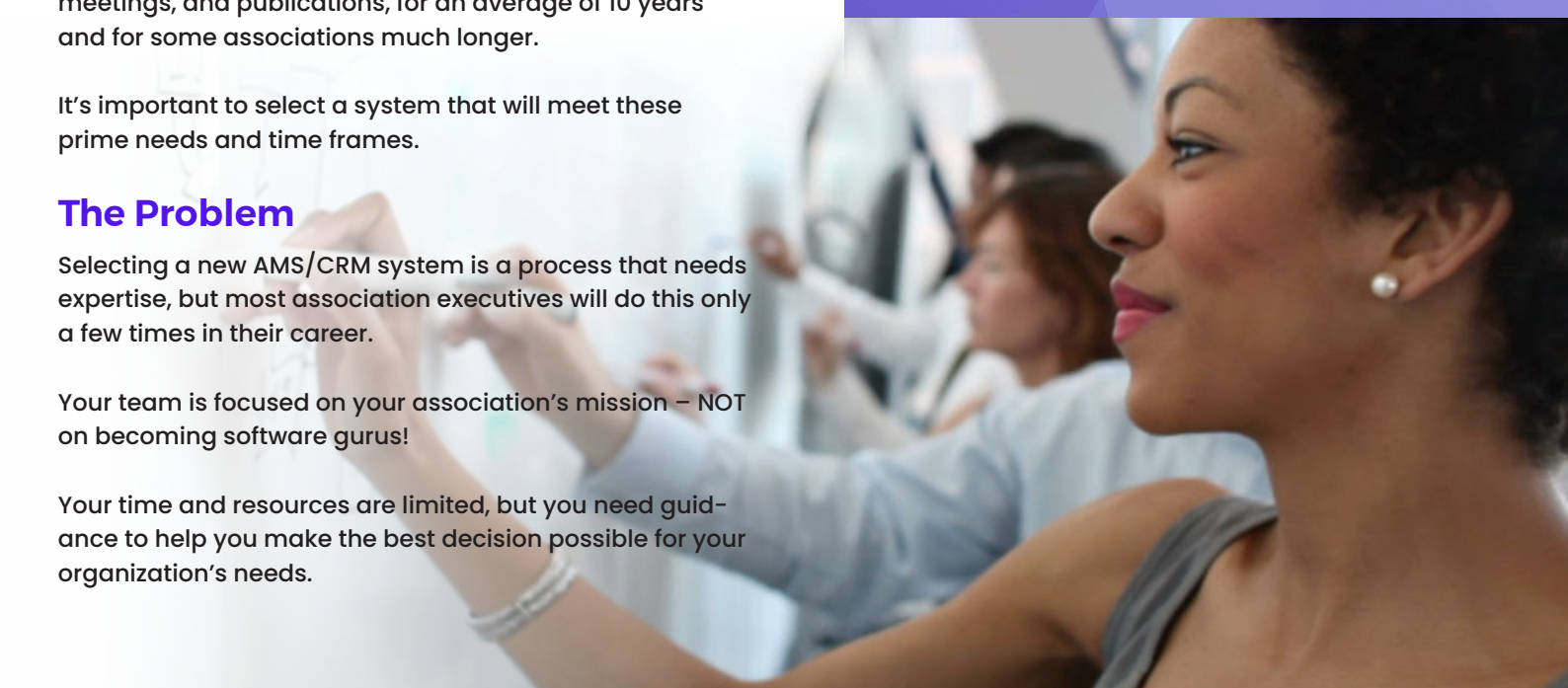
Selecting a new AMS/CRM system is a process that needs expertise, but most association executives will do this only a few times in their career.

Your team is focused on your association's mission – NOT on becoming software gurus!

Your time and resources are limited, but you need guidance to help you make the best decision possible for your organization's needs.



# Business Case for Software Mage



## The Numbers



**\$20,000 & 500 Hours of Staff time spent on system selection**

The average staff time spent on gathering and writing system requirements, building an RFP, evaluating vendor responses, and making an AMS selection affects your organization's bottom line.

Software Mage reduces staff time and financial investment by using a consistent process for your system selection.



**3 - 4 Times in a Career**

Most association staff members will be involved in selecting a major system up to 4 times in their career – not enough to gain comfort with the in-depth selection process.

You need support to make the best decision possible.



**\$10,000 - \$70,000 Estimated Cost of Engaging an AMS Consultant**

Hiring a consultant is a good investment for those who can afford it, but what about those who can't?

Software Mage is an affordable option to help you successfully navigate the maze of considerations and requirements to select a great system.

## The Solution

- Software Mage can help you build requirements and produce an effective RFP that provides vendors with key information better meet your organization's needs.
- Software Mage takes the guesswork out of AMS software selection and sets you on the course for a successful implementation.
- Software Mage reduces staff time and financial investment by using a consistent process for your system selection.
- Software Mage is an affordable option to help you successfully navigate the maze of considerations to select a great system.

Learn more about  
Software Mage  
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## The Features & Pricing:

### Mage Essentials

**\$2,995**

For getting started

- ✓ My Organization
- ✓ Requirements Matrix Builder
- ✓ Request For Proposal (RFP) Builder
- ✓ Document Generator
- ✓ Vendor Directory
- ✓ Invite Vendors to respond to your RFP
- ✓ RFP Response Evaluation Tools
- ✓ System selection tips & tricks
- ✓ Project Kick Off & Intro to Software Mage
- ✓ Best Fit Check
- ✓ Selection Discussion
- ✓ Best Practice Resource Center
- ✓ Software Mage Email Support
- ✓ Software Mage Office Hours
- ✓ Monthly Networking Call
- ✓ Requirements Review

### Mage Plus

**\$7,995**

For improved productivity

Everything in **Essentials** and

- ✓ Mage Check-ins
- ✓ Final RFP Review
- ✓ Flex Support Hours (8 hours)
- ✓ Premier Phone Support
- ✓ Software Mage Discounts
- ✓ Project Management Best Practices & Templates
- ✓ Project Document Repository

### Mage Advisor

**\$18,995**

For extra support

Everything in **Plus** and

- ✓ Facilitate Requirements Meetings
- ✓ More Mage Check-ins
- ✓ Vendor Demo Prep
- ✓ Financial Impact Report & Review
- ✓ Final Selection Review
- ✓ Technical Contract Review
- ✓ Flex Support Hours (additional 12 hours)

Or call us pricing for custom plans for enterprise needs.

## The Justification

- Software Mage costs a fraction of what consultants' charge.
- Software Mage provides key assistance as you make one of the largest and most important technology decisions for your organization.
- Software Mage prepares your staff for the coming implementation process.