

# Data Analytics Built for Associations

We help organizations get a complete, accurate, and trusted view of data

85%

of organizations struggle because data is captured and stored in disparate, disconnected systems

Source: Aberdeen 2016

70%

of time spent on analytics is devoted to data wrangling, *not analysis*

Source: IEEE 2016

## That's why we created



### SOFTWARE THAT BRINGS TOGETHER YOUR DATA TO INFORM STRATEGY AND DECISIONS

Acumen is a cloud-based platform for analytics and business intelligence.

Now everyone on your team can get a true 360-degree view of your organization with real-time data, available any time, on any device.

#### OUTCOMES WITH ACUMEN →

Improved efficiency and reduced risk

Single source of trusted data

Insights to drive strategy and decision-making

Additional revenue, increased engagement, lowered marketing costs, higher event attendance, and more.

# Key benefits



## BEST-IN-CLASS TECHNOLOGY

Acumen is built on industry-leading technology for cloud infrastructure, Amazon Redshift and Amazon S3. We use a hybrid data lake and data warehouse approach for maximum benefit to customers.



## STUNNING VISUALIZATIONS

Acumen uses the market leader for data visualization, Microsoft Power BI. Our solution is scalable for any need and produces modern, impressive data visualizations that can be customized to fit your business objectives.



## ROBUST INTEGRATIONS AND PARTNERSHIPS

We focus exclusively on associations and have pre-built data integrations into key source systems. We make it easy to bring together data from anywhere to get a single source of truth for data.



## FAST TIME TO VALUE

Acumen is a software-as-a-service (SaaS) solution that's easy to implement, with high product adoption. We provide a complete solution that includes maintenance, hosting, licenses, upgrades, and support.



## EXPERT TEAM OF DATA PROFESSIONALS

We have a team of certified professionals and experts in data, who have extensive experience working directly with associations to manage analytics. This reduces risk, saves time, and allows customers to stay on top of technology trends and focus their time on analysis, rather than data wrangling.

### SOLUTION AREAS

- |                         |                            |
|-------------------------|----------------------------|
| Abstract Submission     | Market Research            |
| Advertising             | Marketing/Email Automation |
| Advocacy                | Member Benefits Statements |
| Awards and Honors       | Member Score               |
| Board Reports           | Membership                 |
| Chapters & Committees   | Predictive Analytics       |
| Community               | Sales/Orders               |
| Donors                  | Social Media               |
| Fundraising             | Sponsorships               |
| Education/Certification | Volunteer Management       |
| Engagement              | Web Analytics              |
| Events                  | Webinars                   |
| Exhibits                | What if Analysis           |
| Finance                 |                            |

