ASSOCIATION ANALYTICS® + Personify

Trusted Advisors in Data and Analytics

Empower your staff to make smarter decisions with advanced data analytics

85%
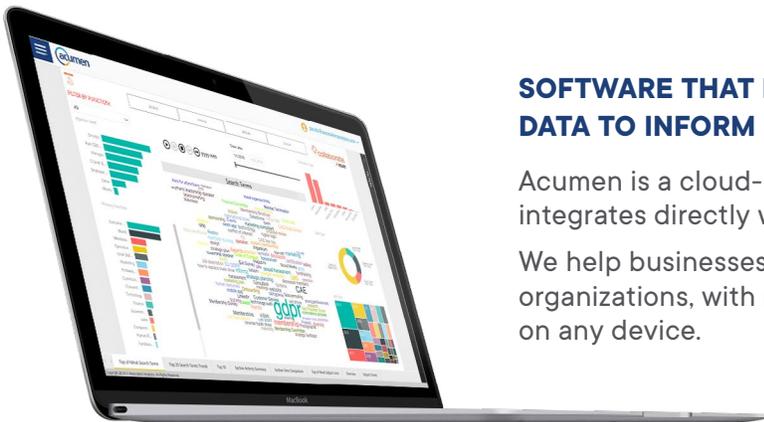of organizations struggle because data is captured and stored in disparate, disconnected systems

Source: Aberdeen 2016

70%
of time spent on analytics is devoted to data wrangling, *not analysis*

Source: IEEE 2016

That's why we created acumen

SOFTWARE THAT BRINGS TOGETHER YOUR DATA TO INFORM STRATEGY AND DECISIONS

Acumen is a cloud-based platform for data analytics, that integrates directly with Personify products.

We help businesses create a 360–degree view of their organizations, with real-time data, available any time and 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 elevated member experience

AssociationAnalytics.com

Key benefits

INTEGRATED DATA

Seamlessly integrate your key business data from Personify and any other relevant data sources. Acumen makes it easy to consolidate information to perform advanced analytics and data discovery.

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.

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
Advertising
Advocacy
Awards and Honors
Board Reports
Chapters & Committees
Community
Donors
Fundraising
Education/Certification
Engagement
Events
Exhibits
Finance

Market Research
Marketing/Email Automation
Member Benefits Statements
Member Score
Membership
Predictive Analytics
Sales/Orders
Social Media
Sponsorships
Volunteer Management
Web Analytics
Webinars