

# Informer™ Case Study



## Industry

Software and services for not-for-profit organizations.

## Challenge

APT Solutions Ltd recognized a market need in the UK for a powerful, easy to use web-based reporting solution to serve organizations that rely upon member data to help forecast trends and formulate revenue-generating strategies. However, the company's proprietary software lacked a web-based reporting component to enable customers to quickly access data when and where they needed it.

## Solution

After researching available reporting tools, APT partnered with Entrinsik to offer Informer Web Reporting as a key value add to their Member Management software offering. Informer, a web-based, feature-rich reporting solution that natively pulls membership data from the database, offered APT the powerful reporting functionality customers were looking for with fast, easy access to accurate, up-to-the-minute information.

## Results

Informer complemented APT's solution offering and provided the company with sales opportunities that otherwise may not have existed. APT has not only generated sales revenue with Informer, but they've also realized a tremendous opportunity to better serve existing clients.



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## APT Solutions Increases Sales Revenue, Strengthens Product Offering & Meets Market Demand with Informer™ Web Reporting

### APT Solutions

Founded in 1988, APT Solutions provides Web-enabled membership management software and associated specialist membership administration services to the not-for-profit sector. APT's clients include member-based organizations such as trade unions, institutions, clubs, societies, charities and health plan providers.

### Market Challenge

#### The Missing Ingredient

With decades of industry experience, APT understands that one of the greatest business challenges facing not-for-profit organizations is effectively managing and communicating with members, contacts and donors. The company's Stratum Membership Management software solution helps organizations gain control over their member information and leverage this information to save money, increase efficiencies, boost member communications, retention, loyalty and donations, and improve staff productivity.

In support of these organizational objectives, the ability for APT customers to access accurate member data from Stratum's U2 database quickly and easily is critical. They needed to securely produce customizable reports based on real-time data that would support decision-making and enhance performance to improve the bottom line.

APT recognized this market need for a powerful, easy-to-use reporting solution, but the company's proprietary Stratum software lacked a web-based reporting component. This presented APT with a unique opportunity to respond to market demand by enhancing the company's product offering. But first the company needed to either build upon their own capabilities or partner with a web-based reporting solution provider.

*"Informer significantly enhanced our overall product offering, which is particularly valuable in today's competitive sales climate," says George Land, Chairman, APT Solutions. With Informer, we give our clients easy access to their data, which means improved revenue streams for their organizations. In return, we've gained unprecedented advantages in the marketplace and very happy clients."*

### Solution

#### Meeting Market Demand

After an evaluation of web-based U2 reporting solutions available worldwide, APT chose Informer. Informer Web Reporting software — used by thousands around the world — enables organizations to extend self-service operational reporting capabilities to end-users to perform real-time analysis of Stratum data anytime, anywhere. And with the new release of Informer 4.0, APT customers will be able to pull data from both MultiValue and SQL databases simultaneously, all from one intuitive interface.

"One click to get the information needed based on up-to-the-minute data has always been a bit of a pipedream, but not with Informer. Our clients and prospects love how easy it is to generate reports and share them across email, as well as how visually appealing it is," says George Land, Chairman, APT Solutions Ltd.

Informer is designed so users can harness the intelligence of data without the need to manage a data warehouse or complicated cube. APT recognized that Informer was easy to use, easy to implement and easy to maintain, allowing its customers to securely access and customize the reports they need without IT assistance or in-depth knowledge of the underlying data structure.

For APT clients, Informer means no more countless hours running reports. No more time wasted waiting on IT staff to collect and sort data to generate customized reports. With a few mouse clicks, Informer delivers self-service reporting capabilities to end-users within organizations using APT's Stratum.

For APT, Informer means happy clients and more. "Informer significantly enhanced our overall product offering, which is particularly valuable in today's competitive sales climate," adds Land. "For organizations and companies that rely on member, customer, and related data to formulate revenue-generating strategies, the ability to extract accurate data quickly and simply is invaluable. With Informer, we give our clients easy access to their data, from which they can automatically generate reports that enhance their decision making capabilities, resulting in improved revenue streams for their organizations. In return, we've gained unprecedented advantages in the marketplace and very happy clients."

## Case in Point

Consider one of APT Solutions' clients, a large distance learning and adult education institution headquartered in the UK with a database consisting of more than 450,000 alumni. Like most major learning institutions, alumni serve as a significant development and fundraising contingency, and access to invaluable information such as demographics and activity/participation level around fundraising is essential. With Informer, APT's Stratum provides the reporting and analysis functionality this organization needs to significantly enhance their fundraising results. The system delivers information on alumni profiles by applying individual scores to each based on participation in fundraising activities, therefore enabling rapid, accurate identification of targets for outreach. No complicated reports to figure out, no waiting on IT to run reports. And staff has quick, easy access to it where and when they need it.

For remote workers, the ability to access information via a Web browser has been invaluable for APT clients. And Informer's Live Excel feature allows end users to access the live data from an Excel spreadsheet via their desktop using Informer as the conduit. All users have to do is hit "refresh" and Informer instantly transports data from the database without the need to log onto the system, making access to data in real-time easier than ever before.

## Results

Informer's Web reporting and analysis capabilities have strengthened APT's overall product offering and provided the company with incremental sales opportunities. Land explains that during the last year APT generated a significant amount of revenue by including Informer as part of their solution offering. He expects that — along with the release of a substantial Stratum upgrade later this year — Informer will help double sales revenues with existing clients during the next 12 to 18 months and open an entirely new market of prospective clients, as well as resellers.

Equally important, says Land, Informer is helping keep APT clients happy. "Our clients love the product! Because they're so pleased with Informer, they've begun investing more with APT for overall system enhancements, as opposed to looking to replace a system that doesn't meet their current and evolving needs. This provides clients with immense value in the relationships they maintain with us, plus presents us with tremendous opportunity to better serve clients while increasing their spend," he says.

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## About Entrinsik

Entrinsik's database reporting and analytics software and services enable organizations to make informed business decisions that enhance performance and improve bottom lines. With thousands of users across various industries worldwide, Entrinsik's Informer™ Web Reporting solution is an industry leader in real-time data delivery — anytime, anywhere, from one intuitive interface. The March 2009 release of Informer 4.0 combines Entrinsik's 25 years of industry expertise with the latest web tools and technology to deliver an easy-to-use operational reporting solution that securely extracts data, performs analyses, and generates reports from multiple databases without the need for data warehouse management. The company, founded in 1984, is headquartered in Raleigh, NC.

For a demonstration of Informer or a free trial, call us today at 888-703-0016 or email us at [sales@entrinsik.com](mailto:sales@entrinsik.com).



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