

Integrated Solutions Designed Specifically for Scholarly Societies and Publishers

Societies and publishers are managing in an ever-evolving environment. Distribution channels, products, events, and business models are increasingly complex. AIP's flexible solutions accommodate customized business models designed to evolve with market demands.

AIP's dedicated IT staff continually updates and enhances our reliable state-of-the-art membership and fulfillment system, built on a flexible and extensible Oracle database. Designed specifically for society and technical publishers, it offers native support for complex functionality that other fulfillment vendors consider "exceptions." This flexibility enables AIP's clients to free up scarce internal IT resources and avoid expensive software customization.

Our efficient migration path provides all the tools you need to move from an existing vendor or an in-house system. AIP will analyze your existing processes and accommodate them, or make suggestions to streamline them.

Discover how AIP's Membership, Subscription, and Meeting Services clients enjoy expanded business models, improved customer and member satisfaction, improved cash flow, manageable costs, and increased revenue.

AIP HAS THE RESOURCES TO HELP EXPAND YOUR BUSINESS MODEL

AIP's unique combination of expandable demographics, flexible pricing and product configurations, meaningful reporting, and support for multiple distribution channels enables you to adapt your business strategies.

Demographics

AIP's extensive demographic information includes an unlimited number of custom fields not typically found in membership and fulfillment systems. For example, the system supports complex membership classifications with flexible membership categories and billing codes to reflect your organizational structure. It also supports specialty groups, such as chapters, volunteer boards and committees, and councils. Demographic tagging can differentiate categories of customers, such as library type (corporate, government, academic, and public).

Reporting and Data Collection

Any demographic field can drive meaningful reports that lead to informed decisions and improved planning. You receive a series of pre-defined reports, customized ad hoc reports, and reports to meet BPA requirements. AIP's reports can identify service problems, determine what products and services are most important to your members, and identify key trends.



"AIP's versatility and flexibility to professionally manage membership, renewal, collection of dues and subscriptions, as well as a wide variety of related functions, has proved to be an invaluable service."

— **Elaine Moran**
Acoustical Society of America

Pricing and Product Configurations

AIP helps you to offer a variety of pricing models, including, but not limited to:

- Member benefit subscriptions
- Institutional subscriptions
- Meeting discounts
- Complimentary subscriptions
- Promotional prices
- Consortia agreements
- Tiered pricing

Similarly, you can fulfill a variety of evolving product configurations such as:

- Core membership packages
- Complete digital library access
- Electronic products
- Print publications
- Events
- Meetings
- Back files
- Print/online bundles

Multiple Distribution Channels

AIP enables you to support diverse buying agents, including individuals and institutions, agency billed subscribers, consortia, and consolidation service agents. For agency orders, we track and maintain ultimate recipient data to enhance demographic reports and ensure uninterrupted print and online access. Database tables identify consortia, their members, and the titles accessible to them. Tags join all consortia members to provide consolidated reporting and customer service, and customized billing that accurately reflects consortia terms.

Improve Customer Satisfaction

Your AIP customer service staff provides a personalized experience to your members, subscribers, and attendees. They are familiar with your membership structure, publishing products, and events. They understand the workings of membership societies and the scholarly and scientific community. Furthermore, AIP's customer service staff can be as visible or invisible to your customers as you like.

Members receive detailed, customized renewal notices, branded for your organization, that show each service and product they receive, making renewal decisions easier. Subscribers receive efficient, consolidated renewal notices listing all publications purchased through AIP.

Convenient and cost-effective e-mail renewal notices allow users to click through to the web-based renewal system with no log-in. The web interface offers timesaving transaction processing for subscriptions, membership, product purchases, and meeting registrations, supporting multiple browsers and computer platforms. Print renewals can be generated when necessary.

The system's fulfillment tracking functions improve the customer experience by ensuring prompt delivery and expediting claims processing. We support both domestic and international customers by automatically formatting worldwide addresses based on the rules of each individual postal administration.

Improve Your Cash Flow

AIP can also improve the cash flow so important to your membership and subscription businesses. Convenient online member renewals and support for early renewal discounts and incentives reduce the length of your renewal cycle. AIP can manage all of your data entry and banking transactions, accept most forms of payment, deposit them on the day of receipt, and then promptly allocate them to the proper products and services. Our reports and data feeds help you accurately match transactions. AIP will also automatically generate balance due notices to speed receivables collection.

Manage Costs

With AIP, you can carefully manage the costs of fulfillment services by automating claims; replacing expensive surface mail with e-mail; eliminating or drastically reducing software support and customization fees; targeting marketing dollars to effective campaigns, and using database feeds to create directories without the need for rekeying and extensive proofreading.

Increase Revenue

Our services provide the tools to up-sell related products and services based on customer histories; measure member and subscriber acquisitions effectiveness by tracking marketing codes, promotional prices, and channels; and increase institutional sales by providing subscription quotes. We can also support the infrastructure for new products and pricing plans to expand into additional markets such as academic, corporate, and international segments.