



# POWERTRAK

SOLUTIONS FOR THE ASSOCIATION MANAGEMENT INDUSTRY

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# Powertrak™ Overview

## Enterprise-Wide Government, Association and Membership Extensions to Microsoft Dynamics CRM®

Deliver superior member service, maximize funding and streamline your processes with Powertrak Association Management. Member-driven associations face unique challenges that require specialized solutions.

More than ever, rising costs and tight margins keep managers today under constant pressure to improve returns on marketing, service and sales investments. Powertrak provides member-driven associations with award-winning technology to improve fundraising, streamline all customer interactions, allow quick and secure credit card payments, get rid of paperwork and maintain the best relationships within the member community.

Along with Microsoft Dynamics CRM, Powertrak is a scalable web-based system built for mid-sized organizations. Powertrak offers every user in every department with one sure path to efficiently service, support and extend the customer experience.

Powertrak offers rich capabilities that extend far beyond account management and incident tracking, with the scalability to handle large volumes provided as licensed software or in an ASP hosted environment. Powertrak offers the world's best Microsoft Outlook SFA client and powerful core modules including advanced marketing, E-Commerce, internet portals, call center, technical case management and workflow.

## SUMMARY

**Manages** all fundraising, membership renewals and marketing campaigns

**Consolidates** views of all members, donations, fees and profiles

**Provides** views and tools to manage extended relationships

**Maximizes** revenue and increases participation in your events

**Tracks** all legislation effecting you and your member community

**Tracks** committee involvement, special certifications and skills

**Streamlines** project time tracking and billing

**Integrates** with your accounting and other systems

**\*Permits** Quick and Secure Credit Card Payments

