

WATTLE

Demystifying Digital
Technology for Membership

1

EXPLORE

Key technology challenges facing us according to MemberWise.

2

UNDERSTAND

Business-critical systems underpinning our organisations – CRM, Website CMS, Member Portal.

3

REVIEW

The technology stacks available to ensure compatibility and integration.

4

DEFINE

The optimal mix of technology suppliers to ensure ongoing success.



DAVID ABRAHAM

CHIEF EXECUTIVE OFFICER

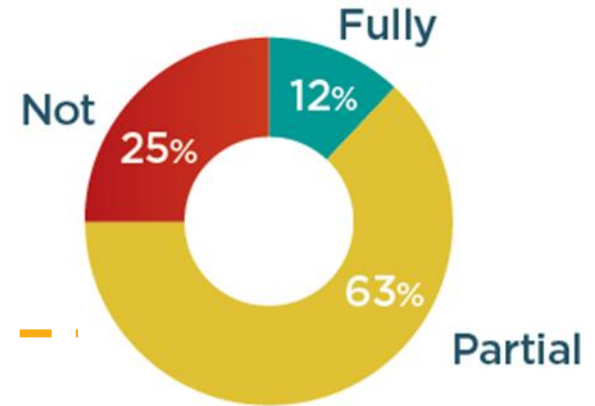
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- Only 1 in 5 of us are happy with our websites.
- Only 26% of us are likely to stay on our current CRM system.
- Our websites don't talk to our CRM systems and vice versa.
- Personalising the member experience is a major challenge.
- We struggle to measure member engagement.
- We can't access the data we need to make informed decisions.
- We're not automating enough of our manual tasks.



What's the problem?

- The lack of integration between our business-critical systems is the No.1 challenge facing our sector.
- Only 12% of us have fully integrated systems.
- Systems incompatibility is driving this.



What's a business-critical system?

- Website CMS
- CRM
- Member Portal
- Learning Management System
- Finance system
- Email Marketing Platform

But why?

- Time and cost
- Incompatibility between Website and CRM
- Poor quality Website CMS
- Poor quality CRM
- Unsure which supplier(s) to use



Suppliers



Systems



**Technology
Stacks**





The appointment of suppliers is often made based upon scoring systems that sit holistically across multiple platforms and disciplines.



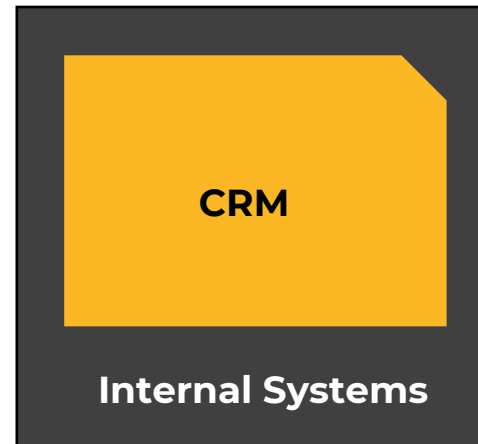
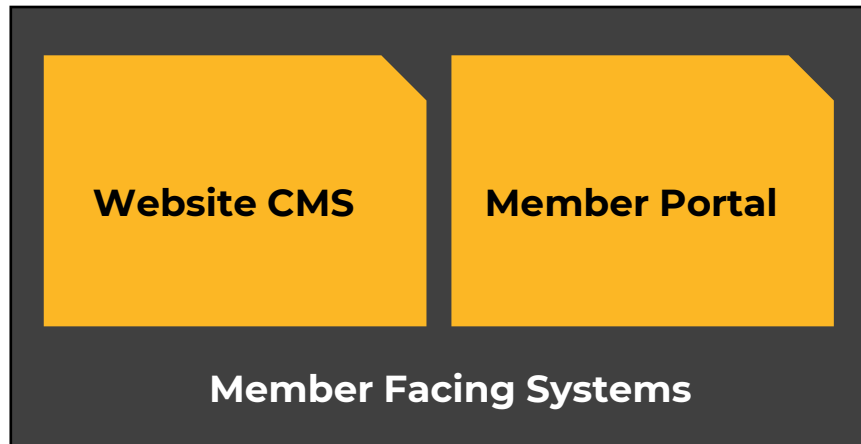
Just because your bricklayer can lay bricks does not mean that they can also handle the electrics.



- CRM Supplier
- Web Agency
- Design Agency
- Branding Agency
- Finance Systems Supplier
- Email Marketing Platform Supplier
- LMS Supplier



With a better understanding of the systems involved, you can make more informed decisions about your own technology needs.



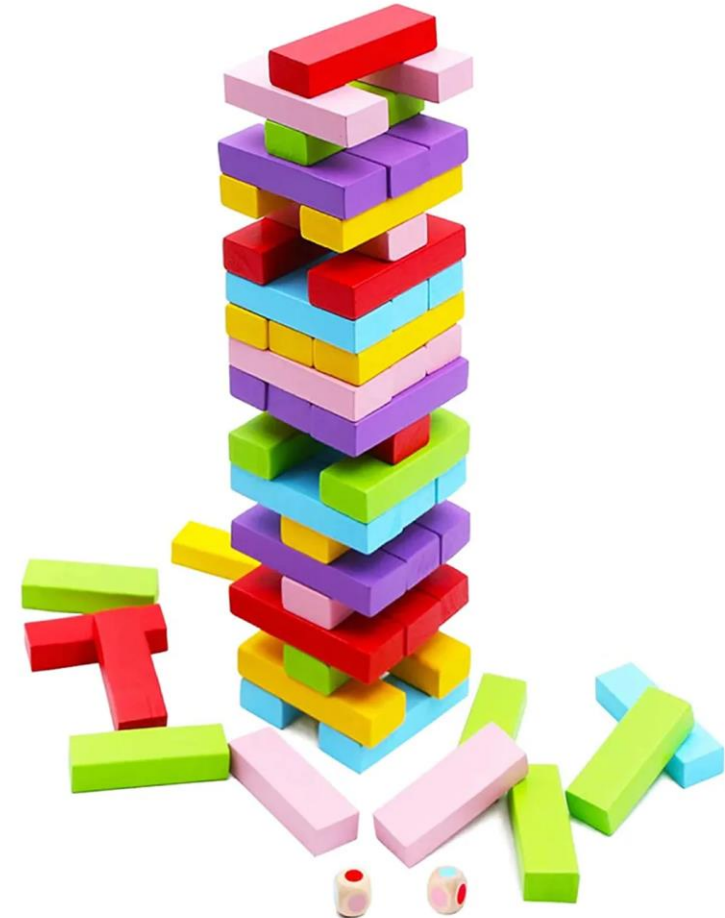
**Finance
System**

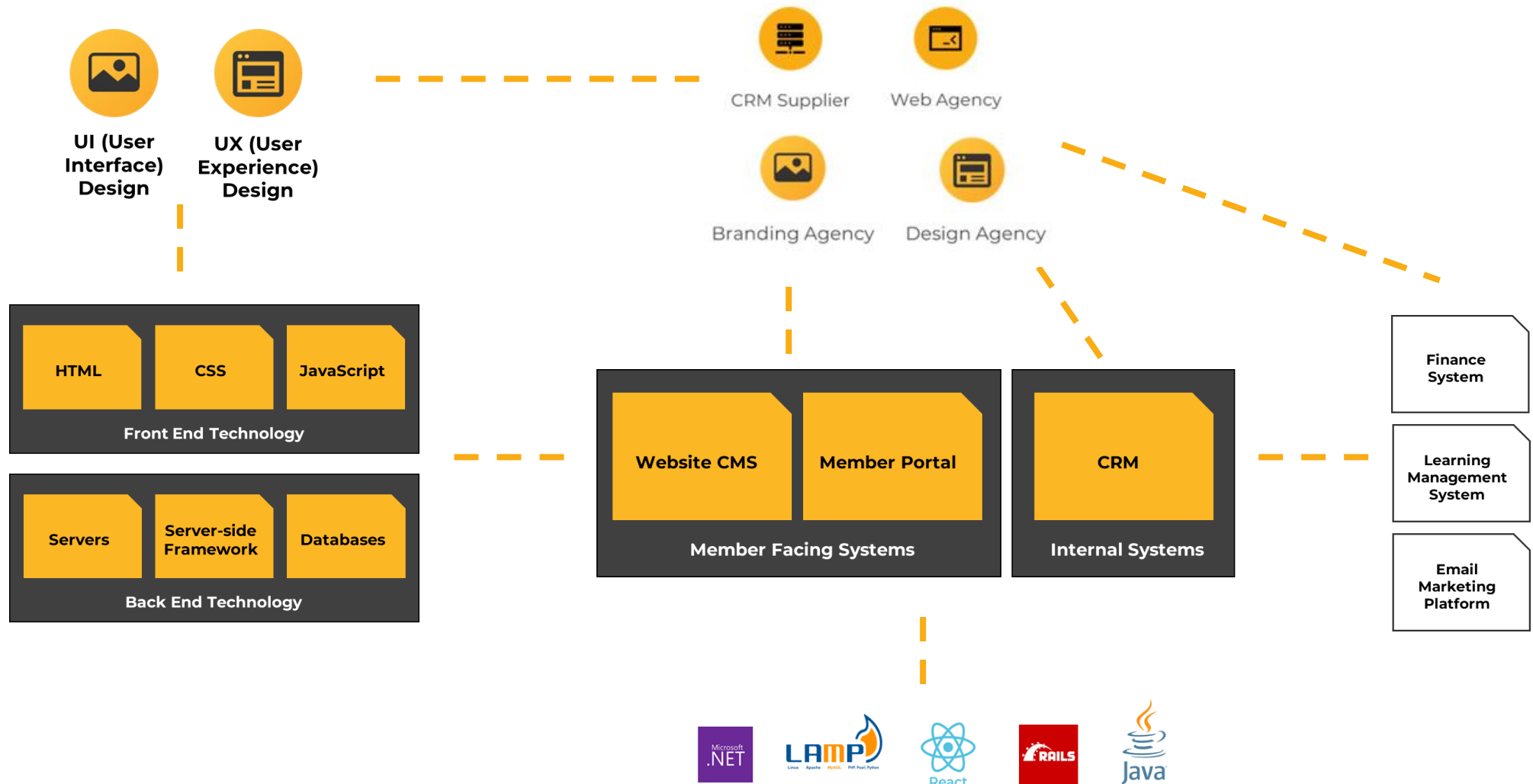
**Learning
Management
System**

**Email
Marketing
Platform**



- A technology stack is a combination of languages, frameworks and tools that are used to develop software.
- You do not have to use the same technology stack for each part of your system – but it is often better that you do!







WHAT TECHNOLOGY STACKS?

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Microsoft .NET



LAMP – Linux, Apache Webs Server, MySQL, and PHP



REACT



Ruby on Rails



Java



EXAMPLE TECHNOLOGY STACK

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CRM

Microsoft
Dynamics 365



Website CMS

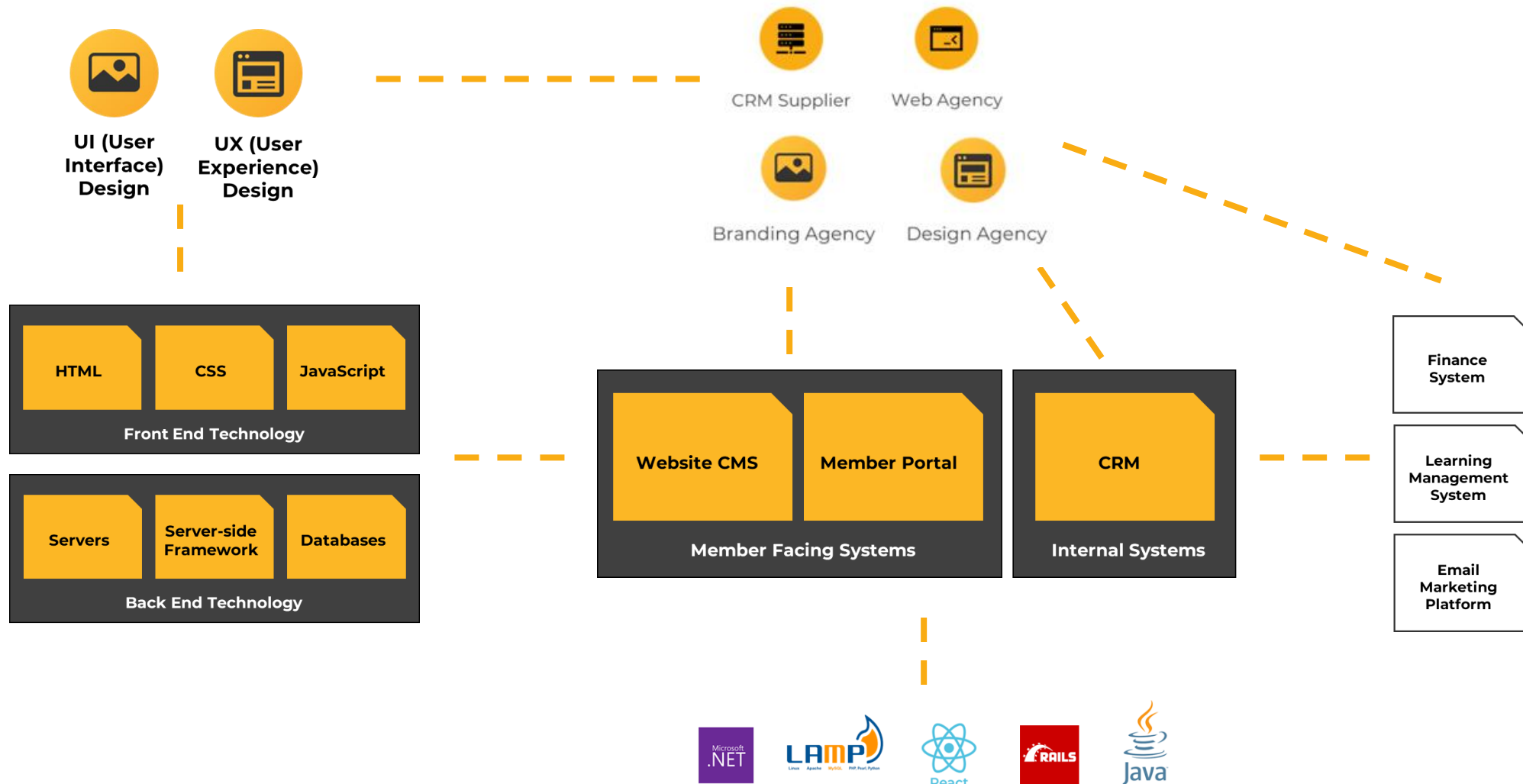
Umbraco

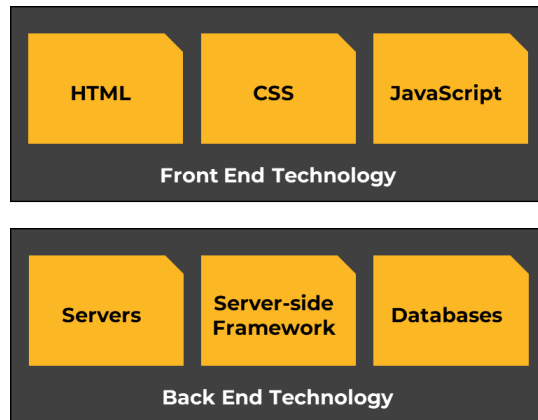


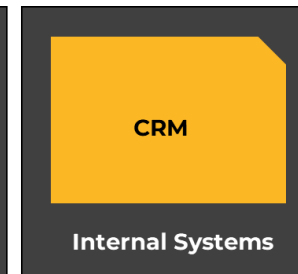
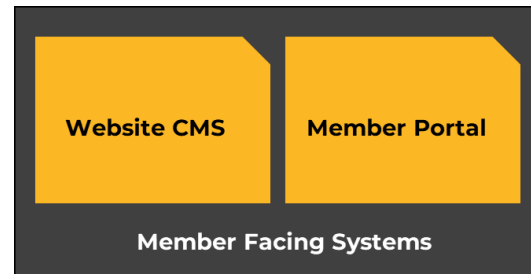
Member Portal

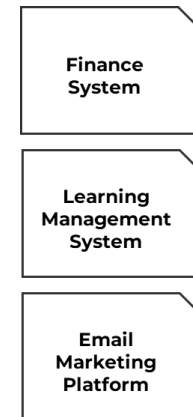
Microsoft Web App



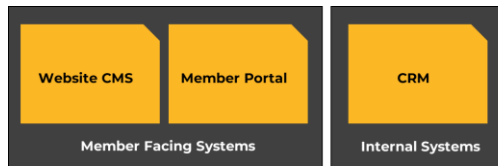








Website Example



A website that has no integration or content management needs could use HTML, CSS, and JavaScript as its selected technology stack to create a web page about kittens.



NEWSPAPER LIVE STREAM ALUMNI FACULTY ADOPT! NO SADS! OTHER

Welcome Callie and Her Timey-Wimeys!

DECEMBER 09, 2023 IN INTRODUCTION, PHOTOS

Greetings, Kitten Academicians!

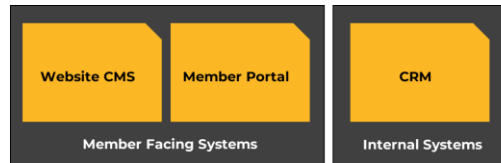
Say hello to our newest momcat whom DJ has named Calendar, or Callie for short!



Callie arrived to us on December 2nd, on a transport via [DAWS](#) all the way from Georgia. We aren't exactly sure about her age but we guess she's about one year old. She's super loving, playful and enjoys calm lap time, too. One of the more unique things about Callie is her waggly, bobbed tail but we'll go into more detail on that topic a little later!



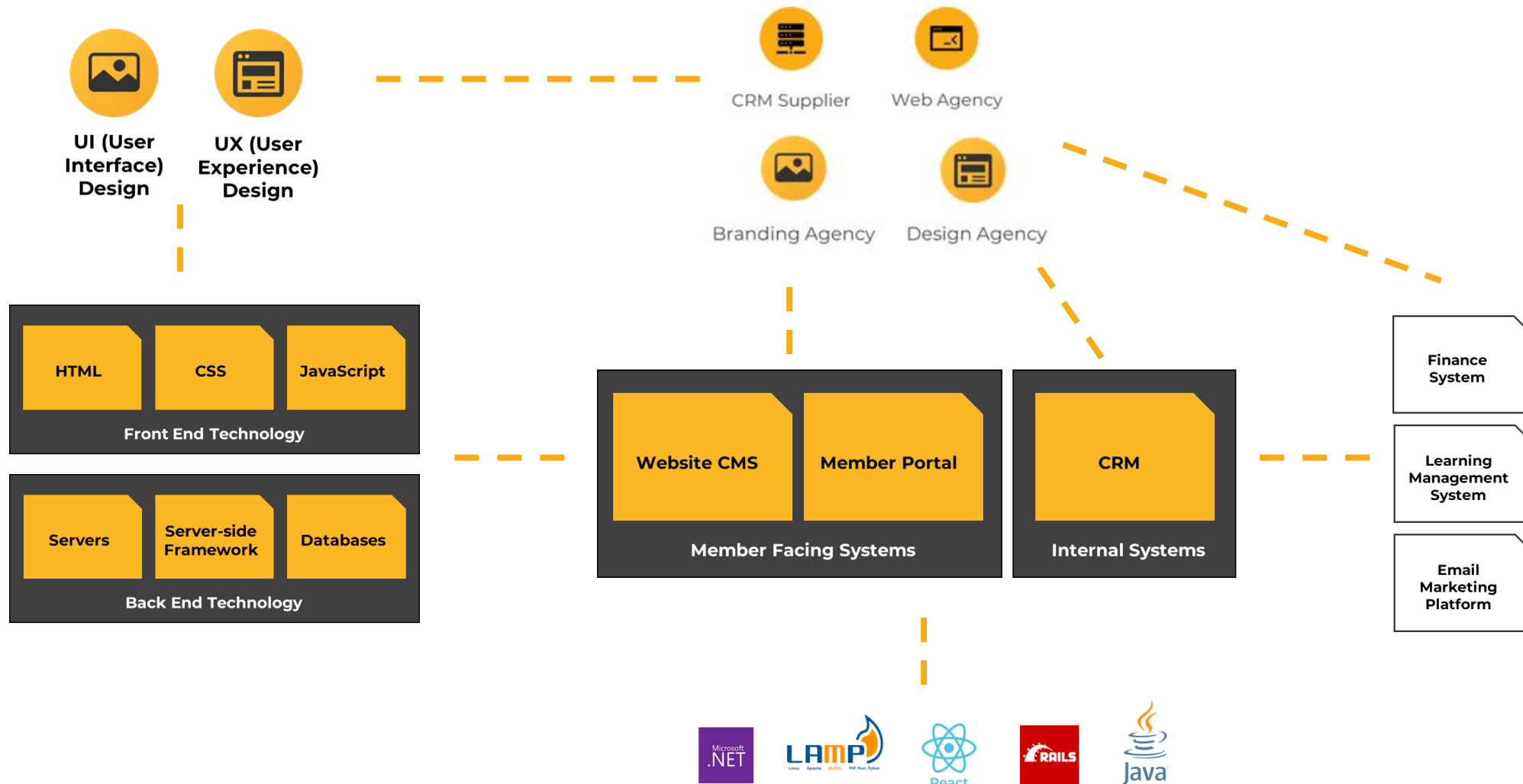
Website Example



A website will have the above front-end technology.



If content control and editing are required, the website will need a CMS with associated back-end technology.





**UI (User
Interface)
Design**



**UX (User
Experience)
Design**



HTML

CSS

JavaScript

Front End Technology

To this

[illegible]

Callie arrived to us on December 2nd, on a transport via [PAWS](#) all the way from Georgia. We aren't exactly sure about her age but we guess she's about one year old. She's super loving, playful and enjoys cõm lap time, too. One of the more unique things about Callie is her waggly, bobbed tail but we'll go into more detail on that topic a little later!

UI / UX & Creative Design

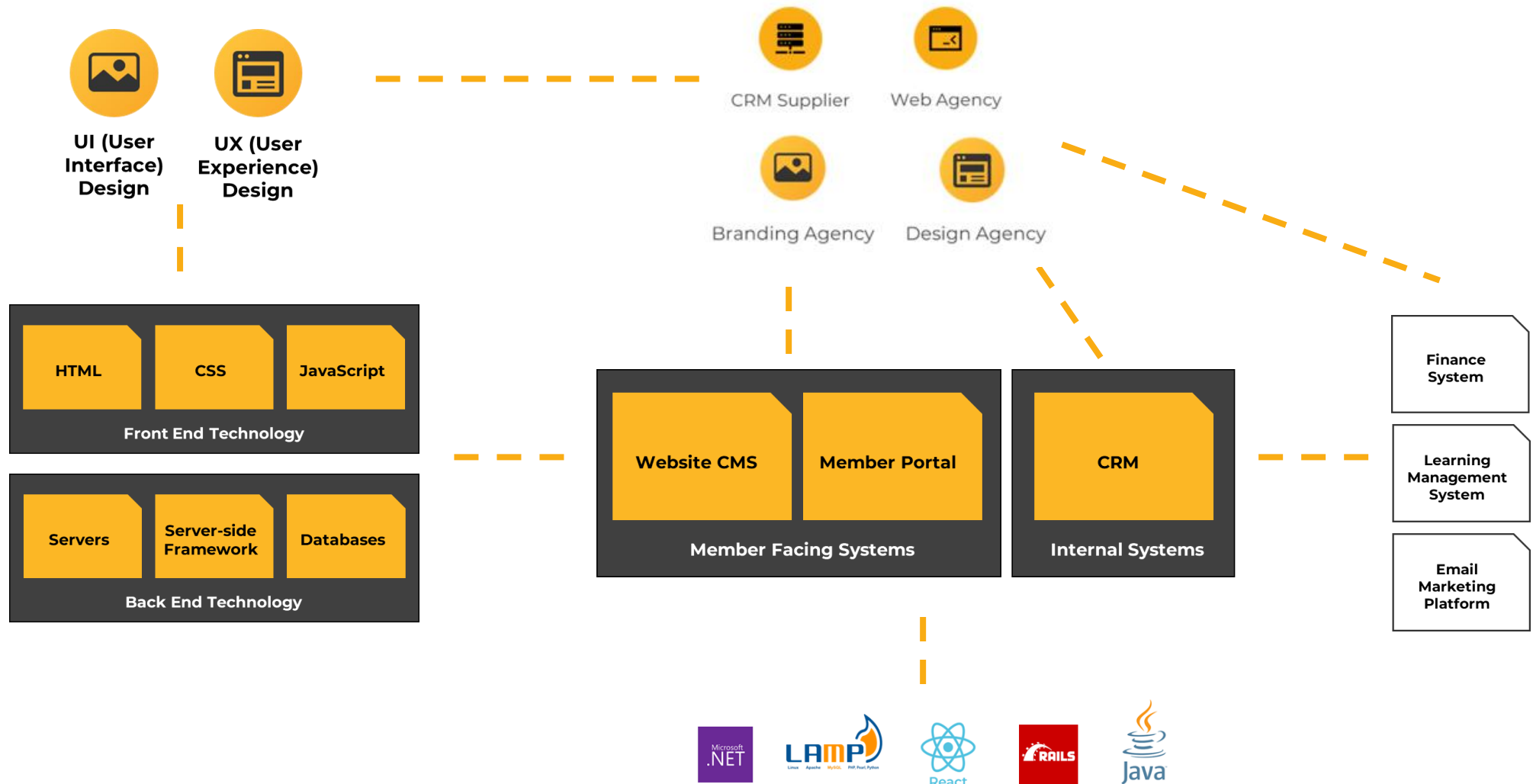
A multidisciplinary field that focuses on creating digital products (such as websites, mobile apps, software applications, etc.) that are both aesthetically pleasing and user-friendly.



**UX (User
Experience)
Design**



**UI (User
Interface)
Design**



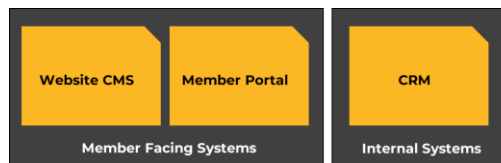


Finance
System

Learning
Management
System

Email
Marketing
Platform

CRM



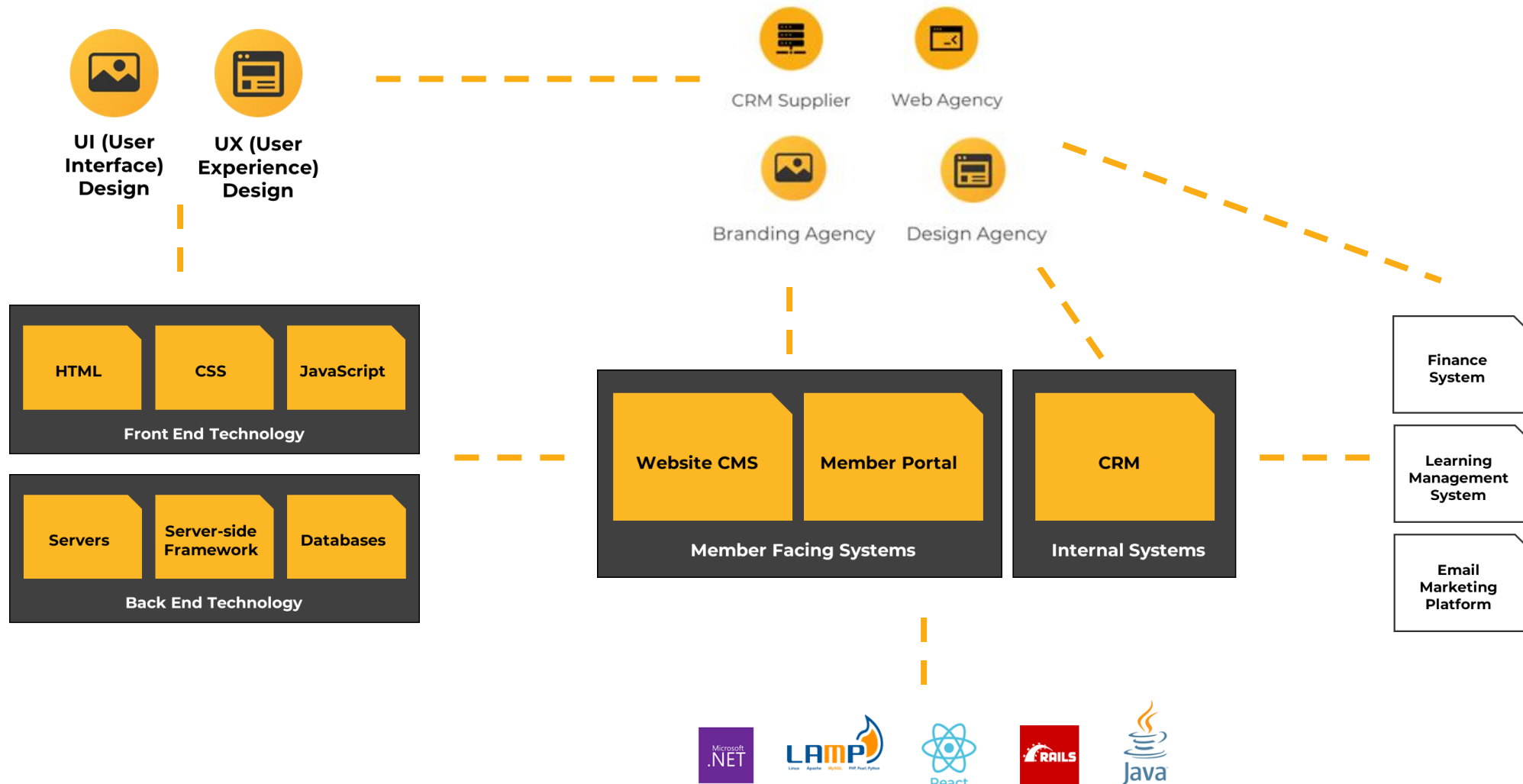
Your CRM system is another key piece of the puzzle.

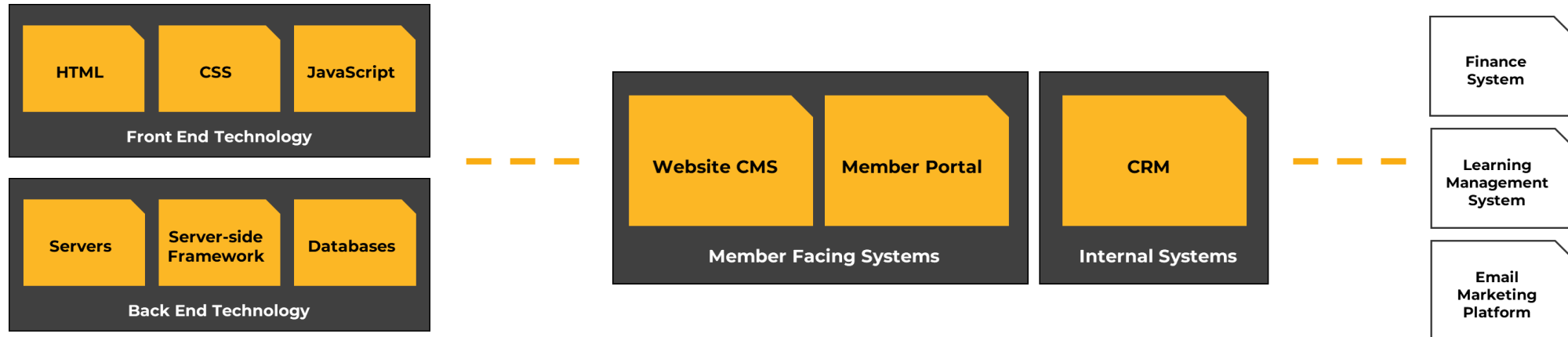
As a rule, we should be leveraging mainstream vendors over bespoke proprietary solutions.



are viable solutions

Platform	Sector Average	 Small	 Medium	 Large
Microsoft Dynamics	28%	17%	31%	38%
Salesforce	12%	10%	24%	18%





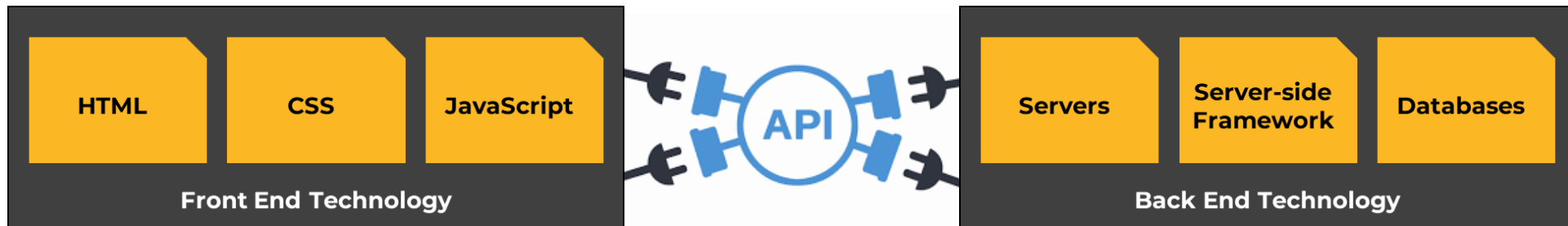
HOW DO ALL THESE SYSTEMS INTEGRATE?

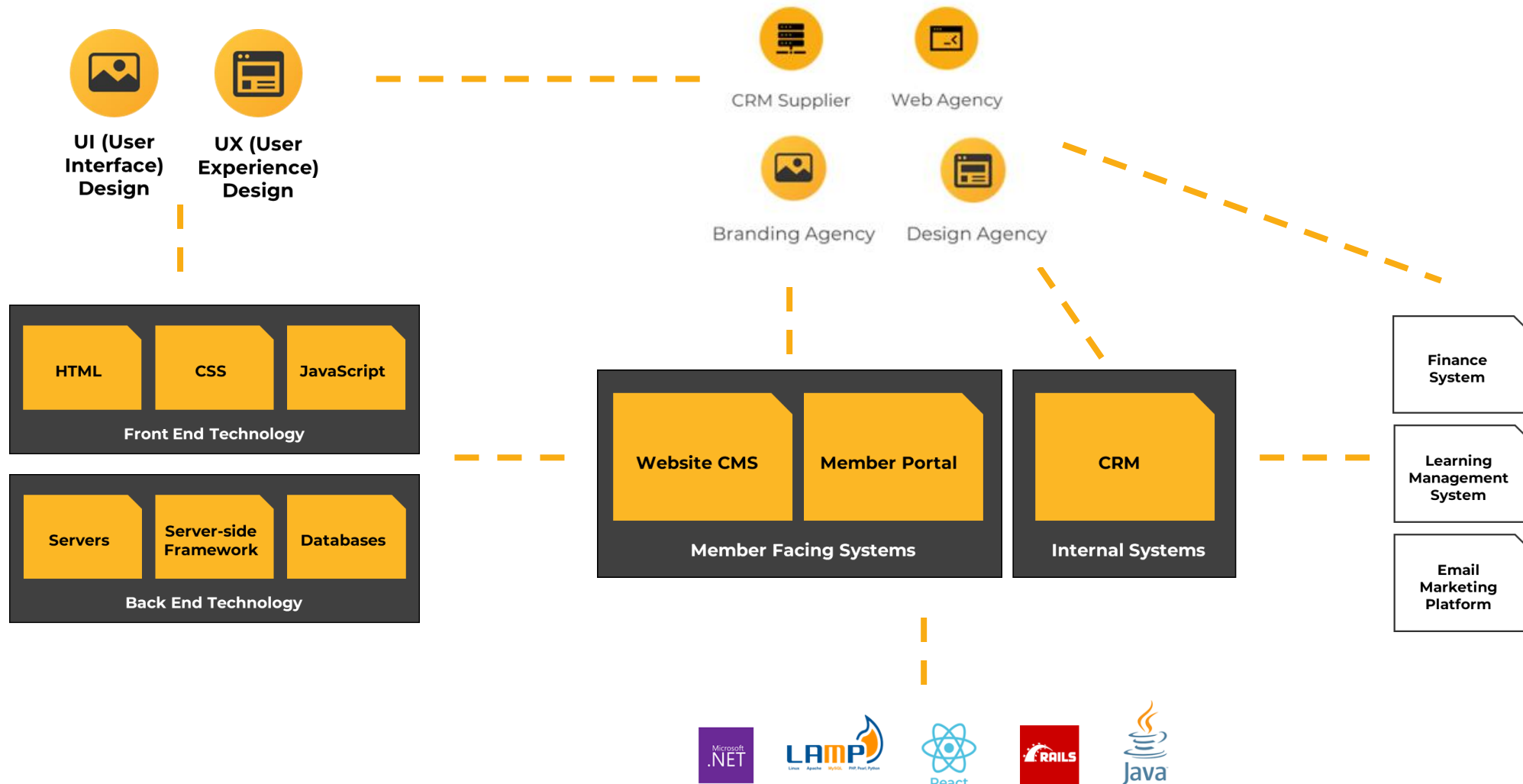
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API

Via an Application Programming Interface connecting the front and back end of a website.







CRM Supplier



Web Agency



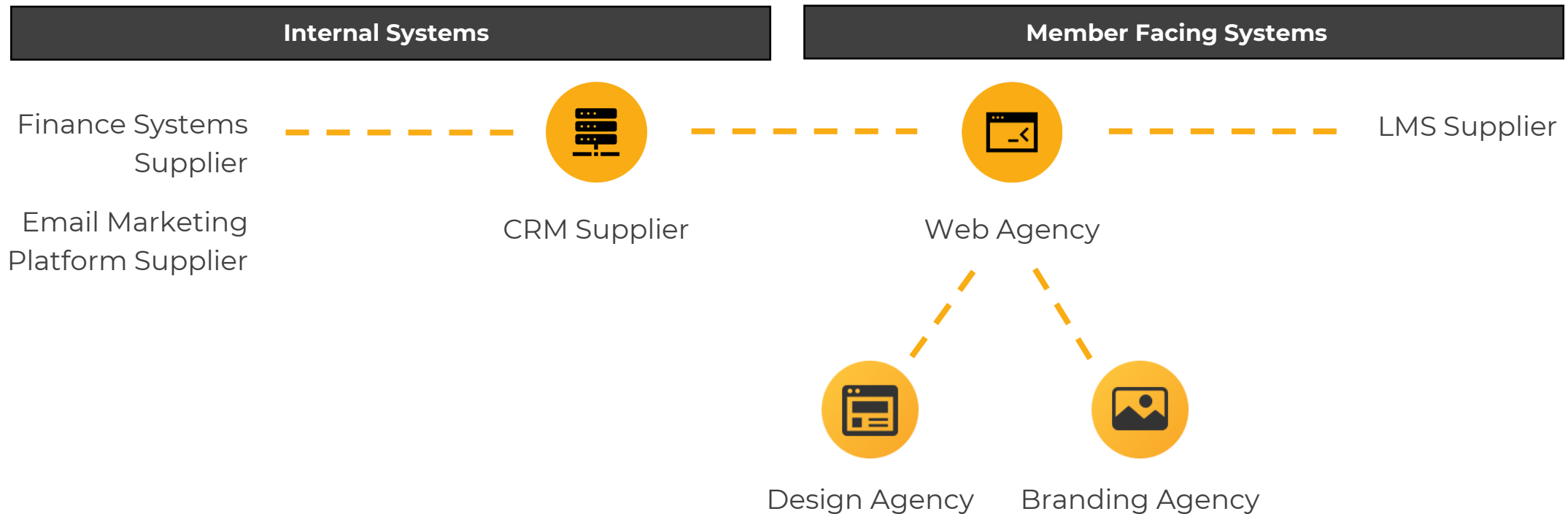
Branding Agency



Design Agency

Supplier Collaboration

A specialist and multidisciplined supplier team.



Your front-end and back-end technology, along with design, do not need to sit with the same supplier. In fact, on occasion, it is better they do not.



Remember! A bricklayer does not often make a great electrician.

WATTLE

CANTARUS

element⁷⁶

smartimpact
Intelligent solutions

arkom
creative technology

silverbear

NetXtra

blue_light
CRM

EY Pythagoras
Digital Integration

ReadyMembership

GRANITES

FlexRM

C2

PIXL8
Group

oomi

Fonteva

ClearCourse⁷⁶

Trillium
experience matters

FELINE SOFT
IMAGINE • THINK • BUILD

MILLERTECH

Supplier Challenge

- Your challenge is having to coordinate multiple suppliers with multiple differing disciplines.
- Keeping track of which supplier you're paying and for what.
- Figuring out who is responsible for what if your systems go down or stop working properly.



- This is why many membership organisations opt for one supplier who can offer all the required disciplines under one roof.
- Rather than being just a bricklayer, these suppliers are like general building contractors with all the skills to build an entire house.



Website Example

- When assessing and scoring potential suppliers you might prefer an individual supplier's superior feature / function capabilities but not be overly impressed with their creative design.
- What should you do?
- Give a weighting to each discipline.
- As a rule, the aesthetics of a website (the front-end) are more readily replaced than the underlying technology (the back-end).
- In this scenario you may opt to work with a supplier (Web Agency) to build the website and a second supplier (Design Agency) to design the front-end.



Member Facing Systems



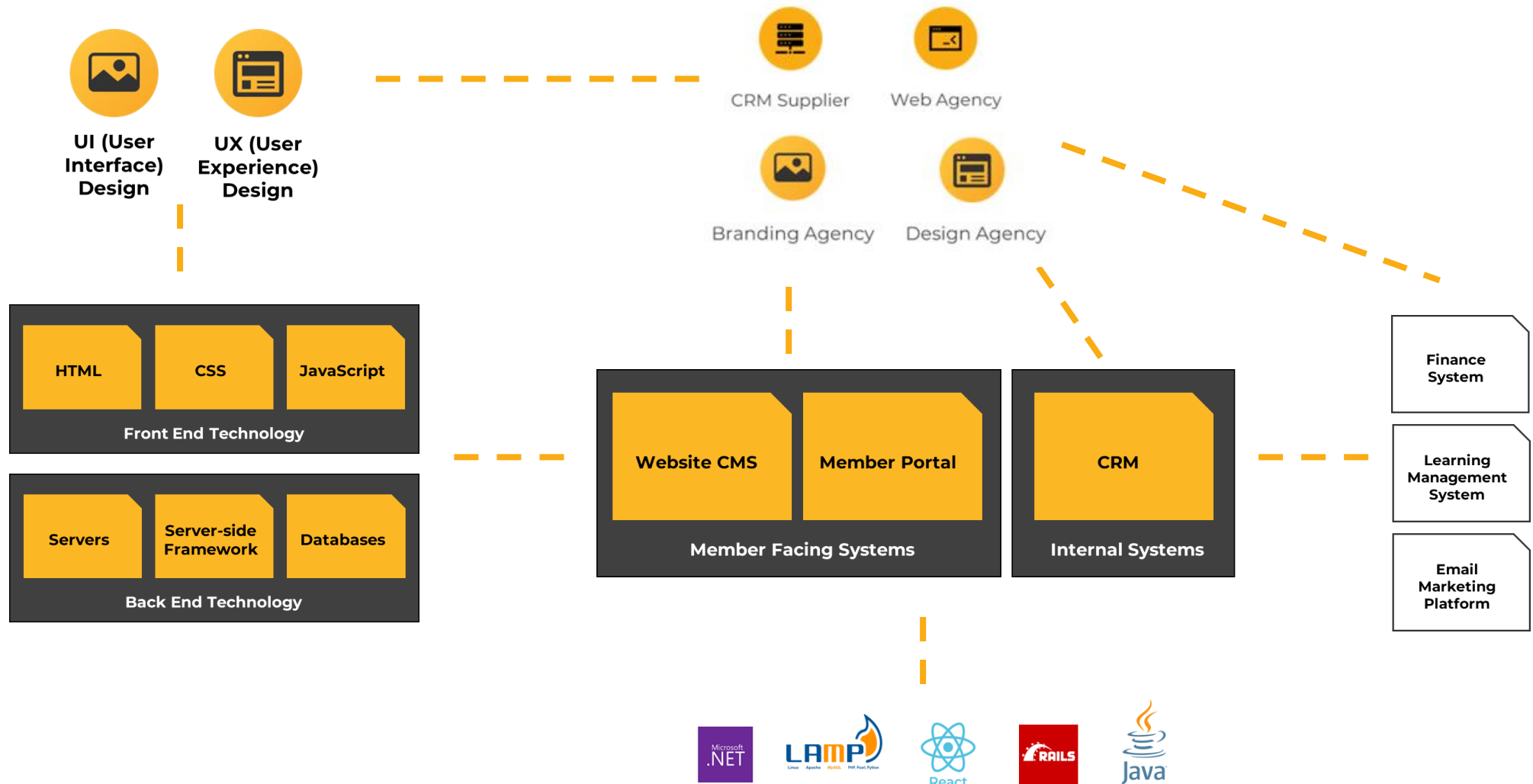
Web Agency



Design Agency

BRINGING **EVERYTHING** TOGETHER AGAIN

WATTLE



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- Only 26% of us are likely to stay on our current CRM system.
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- Personalising the member experience is a major challenge.
- We struggle to measure member engagement.
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- We're not automating enough of our manual tasks.





What is the optimal approach to decide upon new suppliers and systems?



Define your business requirements



Ensure prospective suppliers demonstrate their technology

1

Focus on feature / function first

2

Factor in systems integration second – are the systems compatible?

3

Then consider UI / UX capabilities as these define the member experience

4

Finally, review creative design capabilities