

Understanding Membership Management Software Pricing

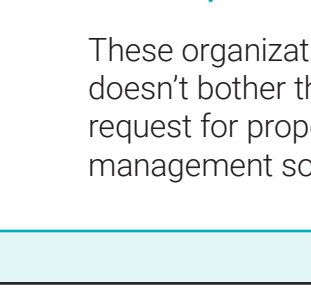


7 factors for determining the true cost of purchasing, owning, and maintaining Membership Management Software.

1

How you will select it

When it comes to the selection process, most associations fall into one of three categories:

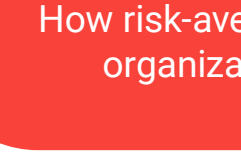
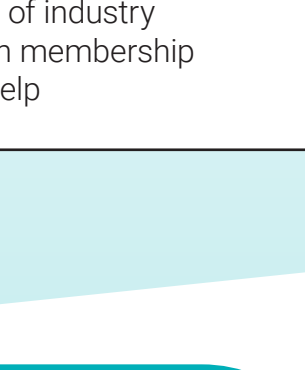


Confident

These organizations are confident they know what they need and the type of vendor they want. They're familiar with the process and aren't afraid to go it alone.

Unsure, but undaunted

These organizations don't know what they don't know, but it doesn't bother them, and they go full speed ahead and create a request for proposal (RFP) and send it out into the membership management software world.

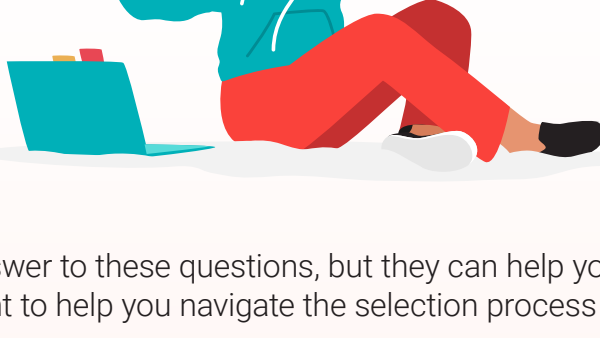


Help-seeking

Whether they're risk-averse or just prefer the help of industry experts, these organizations choose to bring in an membership management software selection consultant for help

How risk-averse is our organization?"

How informed is our organization about the Membership Software industry and offerings?"



There's no right or wrong answer to these questions, but they can help you determine if you want to bring in a selection consultant to help you navigate the selection process or if you want to move forward on your own.

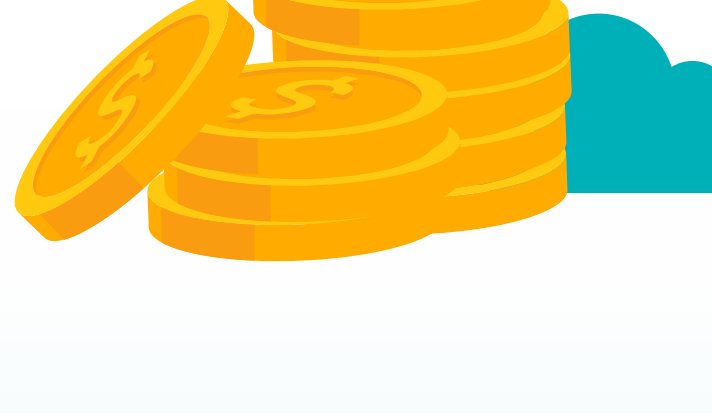
TIP

The Aptify team has worked for decades with all three types of organizations and understands how to help you evaluate if Aptify will meet your specific needs. Let us help you today.

2

How you will pay for it

There are two main options when it comes to how you'll pay for a Membership Management Software: per user or unlimited user.



Within both of those options, there are two models:

Perpetual license

You buy the software outright and then own it in perpetuity

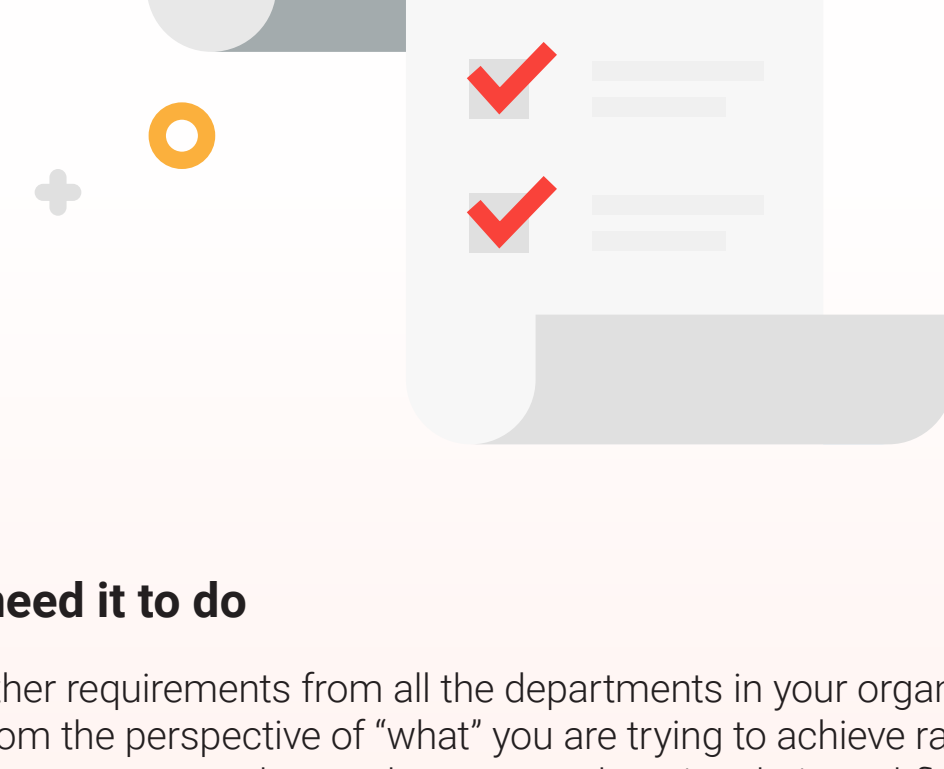
SaaS (software as a service) pricing

you pay X amount of dollars per user, per month to access the software online

TIP

Aptify offers both perpetual licensing as well as SaaS licensing giving you options to choose from based off what model works best for your organization.

The choice between perpetual purchase and SaaS depends largely on whether you would like to pay more up front and save in subsequent years or pay a premium to spread payments out over the lifecycle of the system (which can help with budgeting).



3

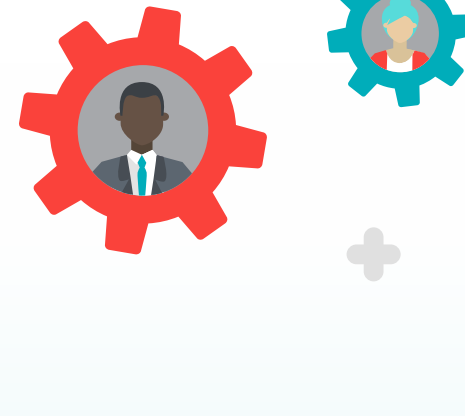
What you need it to do

When you gather requirements from all the departments in your organization, approach it from the perspective of "what" you are trying to achieve rather than, "how." Encourage team members to be open to changing their workflow to reduce unnecessary development work that can delay or complicate your implementation.

4

Who will be managing the process

Selecting and implementing new membership management software might seem like a membership department project, but it's really an organizational project that requires executive-level sponsorship, dedicated staff to focus on the selection and implementation, as well as adequate staffing to continue to concentrate on daily operations.



A new software implementation impacts the entire organization. So, for the project to be a success, staff across all departments must be involved with the move to new technology and should understand the strategic importance and benefits. Regular communication on project status is key to keeping everyone on board.

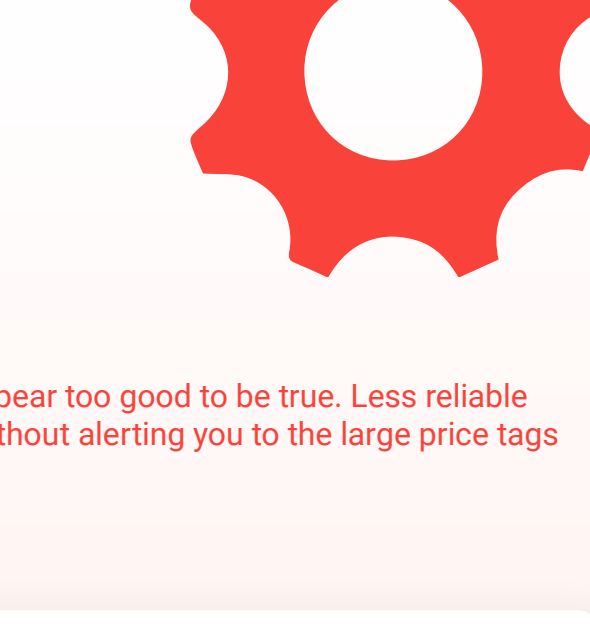
WARNING: If your staff have a negative experience with the software implementation it can impact how efficiently they'll use it (or if they stay with your organization) – which in turn impacts how much money you'll spend. This is why change management is a critical piece in how much your membership management software will cost over time.

Read this blog , Why Every New AMS Software Project Needs a Change Management Team, for tips that will help ensure your new membership management software selection and implementation project is a success.

5

How you will install and configure it

As you select your next membership management software, make sure you find out exactly what part of the software is offered out-of-the-box and what will need to be added. Each vendor has its own [core offerings](#) - so one vendor's base price might be significantly lower than another's, but only offer basic functionality. Keep in mind that choosing a product with limited functionality might keep your initial costs low, but as applications are added, the total cost will add up.



WARNING: As with any purchase, be wary of prices that appear too good to be true. Less reliable vendors are known to attract you with low relative costs without alerting you to the large price tags that come with expensive implementations and upgrades.

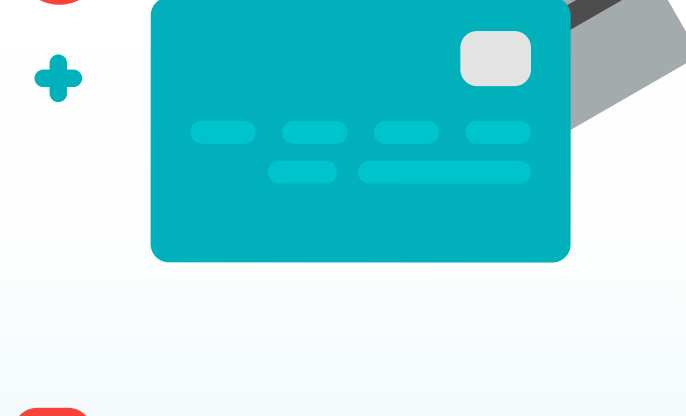
TIP

Vendors, like Aptify, with more experience can give you a more accurate estimate of your upfront and lifetime costs.

6

What it will cost to maintain it

Operating (also called on-going) costs are non-personnel costs associated with keeping the system running and well-maintained. These costs can include licensing fees, upgrade costs, support fees, or hardware and/or hosting costs. Some vendors charge an "annual fee" based on the initial purchase price (often 15 to 20 percent of initial software cost). Some membership management software vendors also charge a fee for any customizations made or upgrades performed. For some systems, upgrade costs can be substantial (with some customers paying as much as seven figures for an upgrade).



TIP

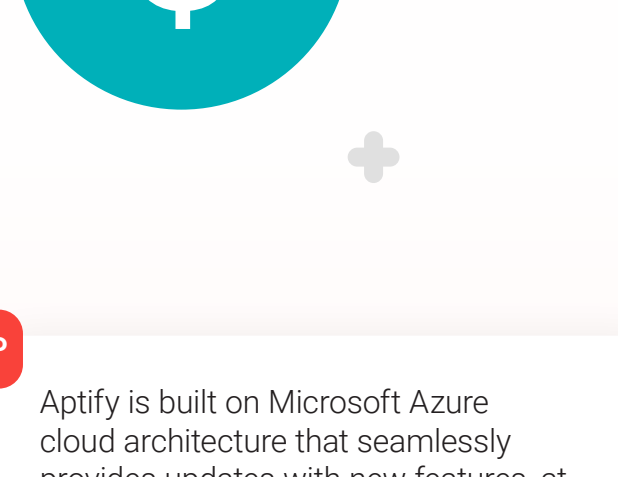
With Aptify, you get a fixed-cost structure, no charge for product updates and no charge for an external CRM since it is included with our core features. You also have the option to connect with any CRM, or any other software platform you are currently using, too. Read more about our features and integration capabilities here:

Further, if your membership management software is required to be connected to a specific third-party Customer Relationship Management (CRM) system, you will have to pay those fees too.

7

What the value will be over time

The investment you make now will have a direct impact on how much you must spend in years to come. The cost to maintain your membership management software at the level required to run your business can quickly increase over time if the software you choose today can't adapt to changing needs.



Will you need to re-implement your system in a few years because the software is too complex to upgrade?

Is your system built on a platform that allows for change or will your modifications have to be rebuilt in each release?

Is your software able to support the latest technology innovations as they evolve?

TIP

Aptify is built on Microsoft Azure cloud architecture that seamlessly provides updates with new features, at no additional cost. Aptify is a flexible, comprehensive Rapid Application Development (RAD) framework that easily integrates with your entire IT ecosystem via a modern REST API. Investment in Aptify, is an investment in your technology future.

The bottom line

The price is so much more than the software. It's also about implementation. It's about staff buy-in and training. It's about using selection consultants and upgrading and adapting to change. It's every decision that goes into the lifecycle of the product.

Request a quote and learn how the Aptify team can help your organization move forward.

