



## **CONTACT INFORMATION**

Katie Kowalsky  
Marketing Communications Manager  
Tel: (312) 474-6112  
Email: [katie.kowalsky@aptify.com](mailto:katie.kowalsky@aptify.com)  
[www.aptify.com](http://www.aptify.com)

## **FOR IMMEDIATE RELEASE**

### **GLOBAL HEALTH COUNCIL SELECTS APTIFY'S ASSOCIATION MANAGEMENT SOFTWARE**

**Washington, D.C. (April 8, 2008)** – Global Health Council, the world's largest membership alliance dedicated to saving lives by improving health throughout the world, will implement Aptify's Association Management System in their Washington, D.C. and Vermont locations.

Organizational challenges prompted the Global Health Council's decision to implement a new software system to manage their core business operations. The challenges included varying internal business practices, poor work flow and a lack of accurate business information. As a result, the organization decided to review all solutions in the marketplace and after an extensive due diligence process, selected Aptify as the best solution for its needs.

"The existing system was not user-friendly", says Global Health Council Vice President of Operations Don Beddie. "Many of the users had to develop manual Excel spreadsheets so that they could complete their work, which resulted in 'islands of information' and was very unproductive." Additionally, the previous system had not followed a good implementation process and did not meet their evolving needs.

The Council went with a 'best-of-class' approach and narrowed a list of seven vendors down to two and then to one. Aptify offered a completely new look and feel and ensured that the long-term goals of the organization would be met through the flexibility of its industry-leading technology. Beddie says this was essential for user buy-in, as the users disliked the old system. He says, "Anything that resembled the previous solution was just not going to work."

Global Health Council was especially impressed with Aptify's work flow and business process automation architecture. Aptify's system provides users the ability to easily configure the software, including modifying the business process logic, user interface and web pages without any programming. Beddie says, "Aptify's flexible technology fit how we wanted to implement our system, and the company's education, service and support offerings were exactly what we're looking for in a vendor."

The Council will use Aptify's Association Management software to continue to grow their membership. Beddie commented, "The Aptify system will allow us to focus 100 percent on our members. By having a flexible central repository we know where the data is, control the quality and can pull information together from multiple locations."



The organization will also take advantage of improved productivity, as users will no longer have to crunch numbers manually due to Aptify's built in Business Intelligence and Reporting capability. Aptify's e-Business and Fundraising applications will be implemented at the same time as the rest of the system. Beddie says, "Our Fundraising Department has been dying for this type of functionality."

Aptify's Chairman and Chief Executive Officer Amith Nagarajan says, "We are pleased to partner with the Global Health Council. Providing the Council with our industry-leading technology will enable rapid change which is critical to their long-term success. We envision the Global Health Council growing rapidly and improving productivity simultaneously by implementing best practices and adapting to the changing needs of their constituents."

Global Health Council is committed to a successful implementation and has put in place a team of staff members to monitor usage and productivity. Additionally, the organization has an IT manager with extensive knowledge in implementations and (success) measurement. The Council has already started the implementation process and is looking forward to 'going-live' in August, 2008.

### **About Global Health Council**

Global Health Council is the world's largest membership alliance dedicated to saving lives by improving health throughout the world. The Council works to ensure that all who strive for improvement and equity in global health have the information and resources they need to succeed. The Council's diverse membership, 5,000 strong, is comprised of health-care professionals and organizations that include NGOs, foundations, corporations, government agencies and academic institutions that work to ensure global health for all.

### **About Aptify**

Since its inception in 1993, Aptify has grown to be a leader in enterprise application software. Aptify provides many business solutions including membership management, subscription and publication fulfillment, exposition and meeting management, and e-Business. Aptify software offers greater flexibility, rapid implementation, high scalability and lower cost of ownership.

Aptify Membership, one of Aptify's business solutions, is the most technologically advanced membership and customer management system available today. Aptify Membership meets the needs of associations, non-profits and other member-based organizations of all sizes with a comprehensive suite of business applications and integrated e-Commerce and Web-enabled applications. Aptify is headquartered in Washington, D.C. and maintains offices in Chicago, California and Pennsylvania. Aptify has an active international partner presence in Australia, the United Kingdom, Canada, Denmark, Hungary and Finland. Aptify was recognized twice by the Inc. 500 as one of the fastest growing privately held companies headquartered in the United States.

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