



## CASE STUDY

# American Bankers Association (ABA): Nimble AMS Success Story



Continuous software upgrades to offer the latest innovations



MyTrailhead maximizes technological ROI and empowers staff



Easy integration with Salesforce Clouds to exceed organizational goals

## Solutions

Nimble AMS  
Salesforce Clouds: Sales Cloud, Service Cloud, Marketing Cloud

## Nimble AMS is the clear winner for innovative associations

Since 1875, the American Bankers Association (ABA) has been a leader in innovation. ABA is a trade organization for banks of all sizes, serving over two million bank employees. ABA supports American banks with the latest industry news, mission-critical training opportunities, educational resources, advocacy offerings, and online discussion groups.

ABA is a trailblazing association, but it felt stuck with its old, over-customized association management software (AMS). It was clear that a change was necessary.

After researching two Salesforce-based AMS platforms, there was a clear winner—ABA chose Nimble AMS.

“The sky is the limit—who knows what ABA will achieve next. We’re thrilled with the Nimble AMS and Salesforce platforms and with the partnerships we’ve been able to form.”

– **Sandy Minners**  
Senior VP, IT Client,  
American Bankers Association

## Challenge

ABA's previous AMS was an outdated system, customized beyond recognition. ABA realized it was time to update AMS platforms, so it began searching for software, bringing in all its stakeholders across teams.

Within the organization, ABA staff successfully leveraged Salesforce. The organization wanted to continue using Salesforce, so it searched for AMS solutions that integrated with the platform, seeking software that helped staff prioritize members and customers, enhance communication, and increase innovation.

## Solution

ABA began the process of developing an RFP and collaborated with a selection consultant to discover the best AMS for its staff and members. With the consultant's help, ABA narrowed its search down to two Salesforce-based AMS solutions—but there was a clear winner. "Nimble AMS really made sense for us," said Sandy Minners Senior VP, IT Client of the American Bankers Association.

ABA chose Nimble AMS and Salesforce to reach its organizational goals and exceed member expectations. In July 2021, ABA went live with Nimble AMS.

## Results

With Nimble AMS, ABA is exceeding its organizational goals and transforming the member experience. ABA loves how all Nimble AMS customers are on the same version, leaving no one behind and offering the latest innovations.

With Nimble AMS myTrailhead, ABA has greatly invested in training and educational opportunities to best leverage Nimble AMS and Salesforce. To empower its organization and advance its mission, ABA has reconfigured its Salesforce offerings, Sales Cloud, Service Cloud, and Marketing Cloud, fully integrating with Nimble AMS.



"Some of our employees were initially hesitant to switch software. But now they sing the praises of Nimble AMS, talking about how much better our membership team can work because of the platform."

**Sandy Minners**, Senior VP, IT Client,  
American Bankers Association

**About the American Bankers Association (ABA)**  
Founded in 1875, the American Bankers Association has always been at the heart of the innovations that help bankers serve their customers. From delivering the latest industry news to developing mission-critical training offerings, ABA supports America's banks as they perform their vital role in energizing the economy and helping communities thrive.



**96%**

of member banks  
renew annually



**40** professional  
certifications, **400+**  
online courses,  
and **500+** studies  
and reports



**350**

ABA staff

Learn more about how Nimble AMS can help your organization challenge the status quo and exceed strategic growth goals

Let's chat



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