

# Nimble AMS vs. Custom-Built AMS

Associations are searching for an AMS solution they can count on for today and tomorrow. In your quest for the perfect association management system (AMS), the desire for a custom solution to align with every organizational need can be strong. However, before you dive into the world of customization, it's critical to pause and consider the lift for a custom solution. If you wish to future-proof your organization, look to Nimble AMS, built on Salesforce, to lead the way in innovative features, meet the needs of trailblazing associations, and enhance the member experience.

## Amplify the Power of the Salesforce Platform with Nimble AMS

Explore the ways Nimble AMS has leveraged the power of Salesforce to delight customers for over a decade:

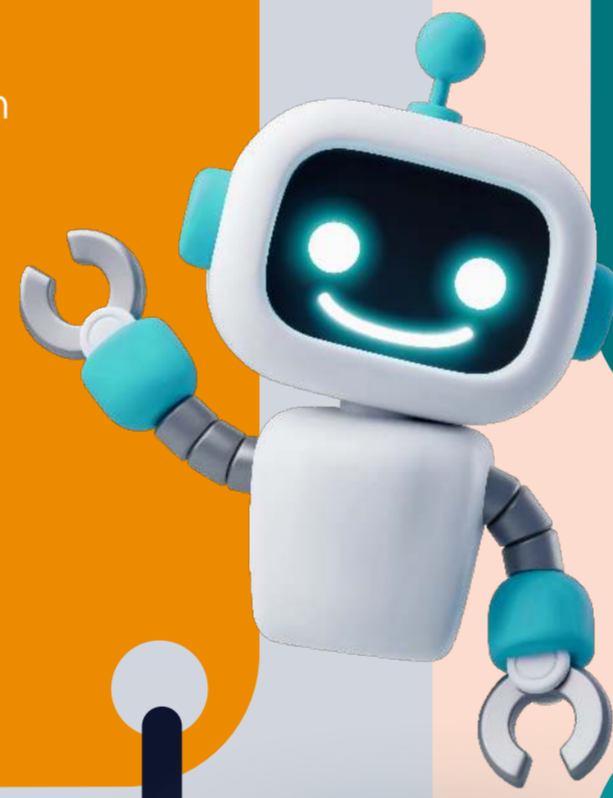
### 1 Nimble AMS: an AMS already built on top of the world's #1 CRM

- A full-featured AMS with comprehensive member management, a branded member portal offering a personal snapshot of account summary, event management to ensure your event runs smoothly, and hundreds of prebuilt lists, queries, and reports.
- Trustworthy and secure pain-free platform upgrades, three times a year, ensuring your system is always getting new and enhanced AMS functionality without having to do the heavy lifting yourself.
- To help your organization achieve your goals, lean on the Nimble AMS support team with a decade of experience working with member-based organizations.



### 2 Nimble Intelligence: an AI + BI powered association analytics solution

- Start making informed data-driven decisions immediately with pre-built dashboards using event and fundraising data, removing the hassle of building them yourself.
- Become a more proactive organization with Nimble Predictions, pre-built predictive analytics for associations, empowering your staff with insights you never had before.
- Utilize Nimble Intelligence to enhance member engagement by gaining insight into how your members interact with your organization.



### 3 Nimble AMS e-commerce: Expand your product range with a modern store experience

- Optimize the member's buyer journey with pre-built consumer experiences like Buy Now and flexible payment options for memberships, educational programming, and events with full revenue accounting.
- Lighten your team's administrative load by allowing a single payment that's applied to multiple orders and empowering your organizational members to easily do the same.
- Create branded member centric communications with Nimble Create templates for invoices, receipts, abandon cart notifications, and more.



### 4 Nimble Communities: a place for members to connect and collaborate

- Highlight your association's value and engage more members by leveraging member-generated touchpoints connected right to your AMS.
- Add additional value to your community quickly through point and click pre-built association focused templates.
- Automate community processes to place members in the right groups.



## Still considering building a custom AMS?

If your organization is still adamant about building a custom platform upon Salesforce, consider these factors:

### 1 Manage members, not building a member management system

- Let Nimble AMS take care of enhancements and new functionality for your staff and members.
- Focus your IT team on more strategic initiatives and not maintaining and enhancing a custom solution.



### 2 Reduce risk and increase compliance with a team

- Ensure you've got three additional tech teams (Nimble AMS, Community Brands, and Salesforce) backing you up on security and compliance. Don't just settle for one.
- Community Brands' in-house Security and Compliance team, staffed by a team of security experts, runs a strong information security and risk management program to meet security and data privacy regulations and expectations.



### 3 Support experts that understand what success looks like for member-based organizations

- Don't take on support, instead, lean on support that associations love with 98% customer support confidence.

Decades of experience working with associations and nonprofits combined means you are only talking to experts.



### 4 Leverage the experts ready to advance your organization's mission.

## Discover more ways to support staff and members with innovative technology

Start seeing the impact on your organization and members immediately versus waiting on your internal team to build your own.

Nimble AMS offers leverage-leading technology designed to empower staff and deliver a superior member experience. Built entirely on the Salesforce platform, Nimble AMS will help you easily manage every aspect of your enterprise association. Expect continuous upgrades, AI and predictive analytics, robust reporting and dashboards, and online communities to advance your association.

[Learn more](#)