

HighRoad Solution's



# Overview



Endorsed by



## Integrated tools that simplify business communications

Choose one tool, or choose every option, from HighRoad's suite of **e-marketing, conferencing** and **virtual meeting** solutions. It all integrates with your AMS for seamless member outreach and tracking.

### What clients are saying about HighRoad:

*"HighRoad has really made our process more efficient and beneficial. With the reporting tools, we can see which messages are more effective. And, it automates groups and tasks like membership renewals, saving us staff time, so we can focus on other worthwhile efforts."*

Tim Brown, Regulatory Affairs Professionals Society

### WHY 'TAKE THE HIGHROAD?'

Not only does HighRoad provide the best business communications tools in the association marketplace, we back it up – with free, unlimited tech support and training. In addition, our expert account managers, trainers and developers can educate your staff about emerging technologies and how to use integrated outreach to increase member loyalty. Rely on our best practices guidance!



#### ▶ Campaign e-Mail for AMS/CRM

Rely on easy-to-use features for high-end e-marketing that leverages demographics powered by your AMS/CRM member records. Integrates with top providers (Aptify, (netFORUM, Personify) for campaign data management.

#### ▶ Campaign e-Mail for SharePoint

Experience a truly SharePoint-centric, integrated content management and e-distribution solution—for effective, automated e-marketing campaigns using the content you create in SharePoint.

#### ▶ e-Surveys

Develop custom, branded online surveys with e-Surveys. It's fully integrated with Campaign e-Mail for distribution and tracking, and can be integrated with your database.

#### ▶ Virtual Meeting Express Conferencing

Create, host and record cutting-edge Web events—anytime, from any computer. With VMX, it's easy to build a completely branded user experience: from registration to e-vites, to the live online event.

#### ▶ Mobile & Voice Messaging

Work smarter, not harder. Experience the simplicity of automated marketing with interactive mobile device and voicemail messages outreach integrated with your AMS.

#### ▶ Broadcast Fax & Fax to e-Mail

Eliminate fax machines, toner, paper, busy signals *and your wasted time*. Enjoy the ease of sending/receiving 1000s of faxes simultaneously via Web and e-mail.