

# Client Overview

Benchmarking benefits organizations of all sizes and in all industries. Dynamic Benchmarking's platform and consulting services can be scaled to deliver a customized, easy to use and highly effective solution that will deliver great value to you and your members.



## Outpatient Ophthalmic Surgery Society

*SURVEY TYPE: FINANCE AND OPERATIONS*

- ▶ First of its kind study to deliver critical data specific to Ophthalmic Surgery Centers
- ▶ Increased accuracy and speed of data collection
- ▶ OOSS is using information gathered to develop industry-wide standards and best practices

*"We are very pleased with not only the ease of use, but the ease of development of this new benchmarking platform. Dynamic Benchmarking delivered a clear development plan for a well-designed, complete platform and has provided outstanding technical support throughout the entire process."*

—Dr. Kent Jackson, OOSS Executive Director



## Naylor Association Solutions

*SURVEY TYPE: BEST PRACTICES AND LEAD GENERATION*

- ▶ Provides a tangible means for participants to conduct peer-to-peer comparisons
- ▶ Immediate 24/7 access to over 250 different, dynamically generated reports
- ▶ Mini-assessment offering an immediate comparison against a subset of data from the full study is a valuable marketing tool

*"This new tool takes our study to the next level, helping associations see how they're performing across 50 different metrics against their peer set in a very immediate way. We are really excited to unlock the power of our study and think this new solution will bring the data to life."*

—Dave Bornmann, Naylor Association Solutions, Vice President of Marketing



## American Public Gardens Association

*SURVEY TYPE: FINANCE AND OPERATIONS*

- ▶ Consolidated multiple surveys into one
- ▶ Survey participation more than doubled
- ▶ Established itself as the primary study for its industry

*"We've literally been told that the new survey is 'better than sliced bread. Members have found it easy to use and easy to navigate. The number of help requests from our members has been minimal."*

—Casey Sclar, American Public Gardens Association, Executive Director



## Association of Chamber of Commerce Executives

*SURVEY TYPE: SALARY AND OPERATIONS*

- ▶ Significantly streamlined data collection and analysis
- ▶ Single sign-on integration for easy access
- ▶ Sensitive dashboards enabled secure access to different survey modules based on user credentials

*"Previously, we could compare salary and benefits of executives from chamber to chamber, certainly valuable data which we're still collecting. Now, our members can look at how salary and staffing correlate to membership growth and program participation. They're able to discover new relationships and use them to develop best practices going forward."*

—Tamara Philbin, ACCE Chief Operating Officer

# Dynamic Benchmarking

PERFORMANCE MATTERS

## It's Time for Your Survey to Evolve...

Web-based platform | interactive user experience | personalized and real-time results

### Data Collection and Reporting Made Simple

Dynamic Benchmarking simplifies data collection and automates data analysis and reporting. Our intuitive and flexible, web-based platform provides a clean user interface for data collection, interactive peer comparisons and personalized reporting.

### Customized, Flexible and Hassle-Free

Customized for your association, our dynamic platform lets your members benchmark their performance against their peers on topics such as finances, operations, compensation and benefits, procedures and best practices. Dynamic Benchmarking gives you a state-of-the-art solution that requires minimal IT support from your organization while providing opportunities for new revenue streams and collecting invaluable data about your industry.

Dynamic Benchmarking collaborates with your organization to offer your members a fully branded and customized benchmarking tool. We work with your association's industry experts to define the questions and determine key performance indicators and ratios that deliver meaningful results. Once developed, we provide marketing, training and ongoing technical support to ensure your study is a success. From start to finish, Dynamic Benchmarking is here to help you achieve your goals.



# How Does It Work?

Dynamic Benchmarking works collaboratively with your organization to offer your members custom-branded, industry-specific and real-time benchmarking tool. We confer with your association's industry experts to define the questions and determine key performance indicators and ratios to develop an easy to use survey that delivers meaningful results.

Furthermore, we provide marketing, training and ongoing technical support to ensure your study is a success.

## Dynamic Benchmarking Makes Benchmarking Easier and More Efficient Than Ever Before:

- ▶ Multiple question types and formats
- ▶ Peer-to-peer comparison available on every question
- ▶ Interactive filtering of results
- ▶ Reports delivered via PowerPoint, Excel and Word
- ▶ Year over year and trend analysis reports
- ▶ Single Sign-on and AMS integration
- ▶ Monthly, quarterly and annual data collection intervals
- ▶ Uploading of previously collected data
- ▶ Copy prior year data available
- ▶ Progress tracking of data entry
- ▶ Central repository for multiple years of data
- ▶ Protected, aggregated and anonymous data

## Dynamic Benchmarking Delivers Superior Value and Performance

Collect invaluable industry-wide trends and aggregate data for publication, advocacy and assessing member needs.

- ▶ Drive membership renewal and retention by offering a unique tool only available through your association.
- ▶ Generate non-dues revenue.
- ▶ Utilize the latest in web-based technology with minimal IT overhead and support.
- ▶ Foster community engagement and peer relationships.
- ▶ Replace the heavy lifting of traditional surveys and studies with an interactive business benchmarking tool that your members will love.

## What our clients are saying...

*"Strong, effective associations are good for society, and we are committed to offering them the data and tools they need to succeed. The services provided by Dynamic Benchmarking are designed to help us deliver meaningful, actionable information that our members can use to grow and maximize the performance of their organizations."*

—Dr. Sharon Moss, Ph.D., CRA, CAE,  
Chief Research Officer

*"Compensation in municipalities can be quite complicated because of the variety of job functions each entity encompasses. Add the numerous differences found in the operations of a small town versus a large city, and everything in between, and you have a wide range in the data being reported and the needs of each individual member. We were so pleased at how quickly Dynamic Benchmarking grasped these complexities and provided solutions that were ideal for our members."*

—Eric Conrad, Maine Municipal Association, Director  
of Communication and Education Service

 **Dynamic Benchmarking**  
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