APT Solutions Limited
Stratum

IBM

Solution Description

Stratum is an advanced membership and CRM database for the Not for Profit sector. Not for Profit organizations often struggle with the challenge of effectively managing and communicating with members, contacts, or donors. It is difficult to manage these relationships without a single, customized view of all email, web, phone, letter, fax and face-to-face communications. The Stratum membership and contact management system tracks data regarding all members and contacts, then analyzes trends. Stratum provides access to all necessary data in one place, using a cost-effective, integrated system.

Features & Benefits

The Stratum solution has a number of key features that enable Not for Profit organizations to effectively and efficiently operate. They include:

- Contact management and rapid addressing
- Mailing functionality, promotions and merchandising
- Relationship management and history
- Statistics and reporting
- Full call center functionality
- Comprehensive event management
- Web-enabled
- Automation of processes and integration of events and merchandising reduce administrative workload
- Flexible solution can be extended to meet new business needs

Value Proposition

Stratum helps Not for Profit organizations take control of one of their most valuable assets – member and contact information. The single customized view of member and contact information helps non-profits save money by improving the efficiency and consistency of processes through information sharing, improved accessibility, and reduced data errors and duplication. These improved processes boost staff productivity with simplified access to information, resulting in increased member and contact retention and loyalty through improved marketing and service delivery.

Company Description

Founded in 1988, APT Solutions is a specialist supplier of software and services to the Not for Profit Sector. Privately owned by the Directors, they pride themselves on their independence and ability to focus on providing high quality service to their customers over the long term. APT also supplies a U2 based Web 2.0 Membership System, Stratum, to Not for Profit Membership Organizations in the UK and Australia. They are a UK distributor for the U2 product set and have developed http://www.u2uk.com specifically for this marketplace.

IBM Segment
- Data Management

Business Function
- Membership and Customer Relationship Management

Target Industry
- Government

For more information, contact:

+44 (0) 1952 2140

enquiries@aptsolutions.co.uk

Let's build a smarter planet.