AMS Functions: In or Out?

Core AMS Functional Areas

The following functional areas are either core areas managed by the AMS or they contribute to revenue or customer benefits. DelCor recommends that organizations focus on gathering requirements for these areas during the AMS selection.

Table 1. Core AMS Functional Areas

Functional Area	Revenue/Benefit ($-$$$$)	Partner?	Comments
CRM			
Membership			
Committees			
Certificate			This is **not** certification.
Chapter/Region			
E-Commerce/MyAccount			
Events (Basic)			
Finance			
Fundraising (Basic; Donations with Dues)			

Functional Area	Revenue/Benefit ($-$$$$)	Partner?	Comments
Products			
Sales			
Subscription (Basic)			
IT			
Data and Analytics			
API Access			

Potential AMS Functional Areas

The following functional areas may be included in the AMS. DelCor recommends that organizations limit the selection requirements gathered during the AMS selection and instead request that vendors provide an overview of the function in their proposal.

Table 2. Potential AMS Functional Areas

Functional Area	Revenue/Benefit ($-$$$$)	Partner?	Comments
Awards			
Abstracts			
Certification (Basic)			
Email Transactions/Receipts			Includes scheduled emails (e.g., dues reminder, confirmation)

Partner/Custom System

The following functional areas will likely need to be handled by a partner system. DelCor recommends that organizations limit the requirements gathered during the AMS selection and instead request that vendors provide an overview of the function in their proposal.

Table 3. AMS Functional Areas Requiring Partner Systems or Custom Solutions

Functional Area	Revenue/Benefit ($-$$$$)	Partner?	Comments
Advertising (Advanced)			
Certification Program			Note the integration between the AMS and CertMS fields and data flow.
E-Commerce (Advanced)			
Events (Advanced)			
Email Marketing (Advanced)			
Exhibit (Advanced)			
Fundraising			
Government Relations			
Grants/Scholarships			
Sponsorships (Advanced)			
Standards/Codes			