

## Winter Special Pricing

10% off Groups Over 1000 Members  
or  
1 Month Free for Groups Less than 1000  
&  
No Setup Fees!

(Data conversion charges may apply)

# PrimeMRM

Membership Relationship Management System

■ Enterprise Class Database System  
■ Membership Relationship Management  
■ Console ■ Member and Representative  
■ Management ■ Prospect Management  
■ Contact Management ■ Custom  
■ Member Demographics Builder  
■ Custom Contact Demographics  
■ Multi-media Membership Search  
■ Engine ■ Advanced E-mail Marketing  
■ Module ■ Online Member Sign-up  
■ Renewals ■ Opt-in Membership  
■ Subscriptions Manager ■ Self-Service  
■ Online Member Maintenance ■  
■ Planning and Management System  
■ Online Events Calendar & Registration  
■ Notification and Alert Module  
■ Built-in Report Designer System  
■ Service Website Content Editor  
■ Site Visibility Report Suite ■ Direct  
■ Media & Commercials ■ Online  
■ Card Payment Processing ■ Technical  
■ Support ■ visitor tracking  
■ and statistical reports ■ Event  
■ Newsletter E-mail Integration ■  
■ Scheduled Homepage Function  
■ Webmaster/Developer Access to  
■ Code ■ Database Access through  
■ Services ■ Authorize.net Integration  
■ Enterprise Class Database System  
■ Membership Relationship Management  
■ Console ■ Member and Representative  
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■ Multi-media Membership Search  
■ Engine ■ Advanced E-mail Marketing  
■ Module ■ Online Member Sign-up  
■ Renewals ■ Opt-in Membership  
■ Subscriptions Manager ■ Self-Service  
■ Online Member Maintenance ■  
■ Planning and Management System

A true internet browser based membership management system that combines elements of your membership management software and your website components such as Event Calendar, Member Directory, Payment Processing, etc...

# Welcome to Prime MRM

Prime MRM is a true internet browser based membership management system that combines your membership management software and many of your website components such as informational content, member payments, event calendars, directories, E-mail marketing, etc. all in one easy to use package. Prime MRM is primarily sold as a subscription service, so there will be no need for you to purchase additional hardware.

With Prime MRM's revolutionary approach to membership software, you will not only be able to replace your current membership tracking databases, spreadsheets but you will also be able to utilize many additional features important to the efficient processing of data and all of the tools that are needed to successfully manage a membership-driven organization.

**PRIME** MRM understands that not only is it important to maintain your organization as a whole, it is equally as important to cultivate the relationships you have with each of the individuals you represent and their organization as well

So if your organization is in need of a fully interactive membership database and website, or you just need enhancements to your existing site, you will find that our feature-rich Prime MRM solution will not only meet that need, but will exceed your expectations in benefits and performance.

## Built by Prime Dynamics

Prime Dynamics Technology Group, LLC is a full service technology firm who epitomizes the meaning of accountability and has never rested on its laurels, always striding to educate ourselves on new technologies while standardizing on proven methodology.

Prime Dynamics owns and operates its own Datacenter in Hackensack, NJ. Your data will always be kept private, secure and confidential. Your service is never sub-contracted out or put in the hands of external entities – only Prime Dynamics certified full-time employees will service you and your data.

Prime Dynamics has earned the designation of Microsoft Gold Certified Partner. Our certified competencies in Information Worker Solutions, Business Process and Integration Solutions, Data Management Solutions, and Networking Infrastructure Solutions with specializations in Business Intelligence and Data Management as well as qualifying as a Small Business Specialist have elevated us to the top of all Microsoft's partners worldwide. Earned based on competencies, less than .05% of Microsoft's 219,000 plus partners qualify for this the Gold Partner designation.

Our clientele has ranged from small legal firms on Main Street to fortune 500 international corporations supporting hundreds to tens of thousands, even hundreds of thousands of end users. Our broad range of experience guarantees that the recommended solutions and their implementation will be seamless, so you can rest assured of an even alignment with existing products, services and personnel.

Our staff has the skills and experience required by you including: network engineers, technicians, graphic artists, programmers, database engineers, and project managers. Maintaining a successful datacenter is statement in proficiency as it is as volatile as live television. Management and implementation of proven industry standards, scrutinized workflow and best practices have allowed Prime Dynamics to be a champion this arena.

**Microsoft**  
**GOLD CERTIFIED**  
*Partner*

**Data Management Solutions**  
**Business Process and Integration**  
**Information Worker Solutions**  
**Networking Infrastructure Solutions**



## Benefits of Prime MRM - At A Glance

### Executives & Board of Directors

- By subscribing to Prime MRM you will have many of the tools you need to make faster accurate decisions propelling you to the next profitable initiative.
- Get up and running now, not in months. You can start entering your organization defaults and your member's information in a matter of minutes once subscribed to Prime MRM.
- Pay as you go... No upfront investment. Cut website development and hosting costs.
- Prime MRM is available in both a hosted subscription to save on upfront hardware expenses and an in-house turn-key solution to give you complete control of your system.
- Prime MRM is a true Internet browser based product allowing your staff to work from virtually anywhere securely. Your staff can work from the office, from home, hotel rooms, etc..
- All revenue and expenses funnel through to the proper GL accounts making an easy read of a complicated event such as a golf outing or gala.
- The scheduling of events, E-mail communications, and home page content ensure that your marketing efforts are fully realized.
- The dynamic website content module allows your staff to completely control the site look and feel, structure and content with no programming experience.
- Generate significant non-dues revenue streams you can count on, forecast and budget against every month and every year.
- Many ways to increase member buy-in and retention including the enterprise class search engine. This engine gets your members message out to the public and other members.
- Comprehensive reports that will make sense of your initiative effectiveness.
- Why remain hostage to your vendor waiting for updates to present functionality. Prime MRM gives you complete control to accelerate past your competition by developing your own functionality enhancements. You have the tools to run not just within the pack but move ahead of the pack.

### Staff Benefits

- Prime MRM is a true Internet browser based product allowing you to work from anywhere securely. You can work from the office, from home, hotel rooms, etc...
- The E-mail marketing module interfaces with the events calendar allowing you to schedule and/or send daily, weekly, monthly or periodic event schedules or sponsorship opportunities to your prospect E-mail recipients as well as your membership. This makes communications so much easier.
- No more manually processing credit card payments that can take hours out of your day. The enterprise class payment processing system allows members to pay online at time of order, after they have been invoiced and on recurring schedules you perform.
- Members as well as non-members can sign up, register for an event as well as pay online for that event, request reminders and reminder updates automated so you can basically set-it and forget-it giving you piece of mind.
- Visitors can get most all the information they need without having to take up your time enabling you to focus on more pressing or profitable tasks .
- The Prime Directory Search Engine is an enterprise class search engine & directory which performs more useful tasks than any other typical "membership directory" on the chamber or business development group market.
- The E-mail Marketing module not only allows you to communicate with your membership more effectively, it also allows members to communicate with their customers and prospects while benefiting the organization.
- Self sponsorship sign-ups get your message out quickly and accurately. You can send a mass communication to your member base and from that E-mail members can directly signup for the creative sponsorship opportunities available.
- All credit card information is validated at time of booking to help eliminate embarrassing phone calls to inform members that their credit card was not valid or chargeable.



## Member Benefits

### Members can be Seen as well as Heard

Members will greatly appreciate the full-featured membership search engine. Prime MRM is the first known implementation of a true scavenging search engine embedded as part of a comprehensive management solution. This revolutionary new approach to member interaction will soon be the defacto standard in which many other software vendors will stride to keep up.

This search engine searches the member's entire internet website or a single webpage, at your direction and stores all the pertinent subject matter in an efficient Microsoft SQL database.

When a user searches for a term, name phrase the engine quickly finds the most relevant matches from both the member internet websites and the membership database, rates the findings and presents the end user with the formatted results.

Members and can upload an array of personalized advertisement items to help get their message out.

#### **Member organization gets one each of the following:**

- Company Profile page
- Upload their brochure/coupon book/flyer
- Upload their company logo
- Upload a company audio commercial
- Upload a company video commercial

#### **Each member contact gets one of the following:**

- Personal Profile page
- Upload their personal brochure/coupon book/flyer
- Upload their personal photograph/headshot
- Upload a personal audio commercial
- Upload a personal video commercial

### Visitor Tracking Reports

Members can pull down statistical information regarding how, when and why they are being viewed within the website. These reports include extremely valuable information in an on demand format. Members can quickly adjust their listing and website to help create the best alignment between their strategic intent, measurable goals and deliverables.

### Members Only Features

Members are given access to privately held pages once logged into the website. These pages are created by you with any topic and content you wish. Among these pages are the website homepages that, not only can be marked as for members only but be scheduled to appear and not appear based on the date or date range.

### Members Can Quickly Purchase Sponsorship Opportunities

When a member is viewing upcoming events they are able to easily purchase attendance and sponsorship offerings as easily as registering for the event itself.

## Key Features and Benefits

### Outlook Style Management Console

The web browser based management console provides a single point of control for managing your enterprise. By utilizing a single administrative interface, the system requires less training time, reduces the number of steps involved in administration, and provides an opportunity to uphold standard operating procedures, eliminating double data entry by enabling repeatable processes.

### All inclusive Management System

No more redundant data entry, eliminate multiple databases by managing all of your membership-related data in one location including members, prospects, contacts, committees, event planning information and much more.

### Comprehensive Event Planning & Tracking

A friendly component that allows you to manage your organization's event schedule including the invitation, sponsorships, registration process and accept payments, track member participation, and automatically send e-mail reminders including updates and cancellations. This module interfaces with the E-mail Marketing Module.

### E-mail Marketing & Communications

This module not only allows you to better communicate with your member base but also allows your members to capitalize on the E-mail broadcasting/marketing functionality in a shared revenue program. This module interfaces with the Event Planning Module allowing you to send your daily, weekly, monthly or periodic event schedule to your E-mail recipient and member lists.

### Built-in Ad-hoc Report Designer System

Prime MRM includes many standard reports designed to help you effectively manage your organization on a daily basis. You create data rich reports with the built in ad hoc report designer and viewing system. Our staff expert report designers are also standing by to help.

*Reports export to these familiar formats:*



### Data Mining Custom External Reports

If you are already familiar with specific report design software you can custom build your own reports in addition to the built in system. We allow you to connect to your private database through either web-service or Virtual Private Network connection to perform this operation.

### Custom Member & Contact Demographics

Prime MRM offers you a choice of which information you would like to collect specifically from Member organizations and their contacts independently allowing you to make better decisions. These definitions can be modified at any time by you at any time.

### Integrated Membership Search Engine

Like no other, this engine scours your member's profile information, website and any informational URL you define. The online search engine and business directory includes informational web pages, video and audio commercials, and sales line card/sell sheet posting for each member and each of its representative/contacts. This is much, much more than a standard membership directory search. We have transformed the typical member directory into a full featured modern search engine.

### Member E-mail Marketing Subscriptions

This allows you to sell E-mail broadcasting/marketing functionality to your members for a huge increase in non-dues related revenue. This system is not a third party add-on but an integral part of the Prime MRM system.

### Self Service Member Maintenance

Members can maintain their own profile and contact information. Members can add as many contacts as desired and control which contacts have a secure logon to the website. Each contact in turn can have their own profile, video commercial, audio commercial, brochures and personal home page.

### Membership Dues & Non-Dues Billing

The accounts receivable processing allows you to automatically charge member credit cards on file as well as E-mail or print and snail mail invoices and statements. Invoice reminders that are E-mailed can be securely and conveniently directly to the member primary contact for quick payment.

### Enterprise Class E-commerce

The Marketplace module for both you and your members to create a large non-dues based revenue stream. This value driven module is scheduled for release 9/2007.

### Committees, Projects and Task groups

Manage your committees and task groups such as Board of Directors, Technology Committee, Annual Event coordination teams, etc... all from your Prime MRM system. Committee chairs are also given rights to send E-mail messages to their committee directly from their online account.

# Integrated Website Management

## Membership Search Engine

Like no other, the Prime Directory Online Business Directory and Search Engine module with informational web pages, video and audio commercials, and sales line card/brochure posting for each member and each of its contacts. This is much, much more than a standard membership directory search.

## Member E-mail Marketing Subscriptions

This allows you to sell E-mail broadcasting/marketing functionality to your members for a huge increase in non-dues related revenue. This system is not a third party add-on but an integral part of the Prime MRM system.

## Online member sign-up and renewal

New members can sign-up conveniently online or renew their membership. This streamlined process eliminates forgotten about paper applications, double data entry, etc... Prospective members fill out the easy to use online form, submit payment and once you review the application simply approve the prospect from pending to approved status. Its that simple with Prime MRM.

## Scheduled Home Pages

Why wait for the week before an event to start advertising. At that point you have many other time sensitive items to worry about. With Prime MRM you can create modified homepages with time sensitive information and schedule to show during certain dates.

## Members Only Web Pages

Easily make any webpage, menu or submenu item available for authorized member eyes only. In fact a version of the main homepage itself can be marked for members only to highlight new and exiting events and goals achieved or targeted or maybe just a special thanks. Website pages can also be associated with membership levels as well.

## Feedback Pages

We include dynamic feedback pages for topics such as Membership, Investor, Sponsorship and other inquiries. Each of these functional pages can easily send the request/feedback to a specific E-mail address for each or a central e-mail account.

## Dedicated Website

Your own private website, no shared source code for the greatest level of security and customizing flexibility. You get a your own FTP account and Microsoft FrontPage Extensions account that gives you full access to the website presentation code and object access.

## Full Source Code Developer Access

Full Source code access for the presentation layer and complete object (API) access for custom coding and page creation.

## Website Site Content Management

You have complete control regarding website content, menus and navigation. With the built-in content management system you can create virtually an unlimited number of web pages, each with virtually no size limit..

## Self Service Member Maintenance

Members can maintain their own profile and contact information. Members can add as many contacts as desired and control which contacts have a secure logon to the website. Each contact in turn can have their own profile, video commercial, audio commercial, brochures and personal home page.

## Event Sponsorships and Registration

Members as well as site visitors can quickly and easily lookup and register for events in the friendly outlook style website module.

## Online Bill Payment System

The online bill payment system is an integrated part of Prime MRM. Members can view, print and pay invoices online, through the intuitive member profile management console.

## Full Featured Photo Gallery

The Prime MRM Photo Gallery offers an easy to use, intuitive way to view, manage, and refine your photos. A streamlined process simplifies acquiring and importing images.

## Media Upload & Display Features

With Prime MRM you have the option of incorporating one of a kind features such as listed below into your standard membership dues or offer them as ala cart services.

When offering them as additional subscription items you will take advantage of the automated recurring billing module.

- Member & Representative Profile Pages
- Member & Representative Video Commercials
- Member & Representative Audio Commercials
- Member & Representative Literature
- Member Company Logos
- Representative Photos (Headshots)



## Technical Specification

Built upon the Microsoft .Net server foundation and framework Prime MRM is truly a cutting edge product. Our scrutiny and diligence of the latest development tools versions, service packs and software hot fixes assures that the environment in which we work produces a cutting edge product rather than a bleeding edge product.

Prime MRM utilizes such current technology as; Microsoft .Net, AJAX, ATLAS, Microsoft SQL Server and so on all in a Web Browser Based format securely behind Cisco Routing and Firewall systems. This ensures you are not paying for any legacy or outdated or non-secure application or service.

Our staff has the skills and experience required by most organizations including: network engineers, technicians, graphic artists, programmers, database engineers, and project managers.

We also own and operate a successful datacenter in Hackensack, NJ. Maintaining a successful datacenter is statement in proficiency as it is as volatile and transparent as live television. Management and implementation of proven industry standards, scrutinized workflow and best practices have allowed Prime Dynamics to be a champion this arena.

As a Certified Microsoft Independent Software Vendor (ISV) Microsoft Gold Certified Partner, and being a Front Runner gives you the competitive edge by helping you to be among the first to get your Microsoft SQL Server application to market quickly and effectively.

## Hosting Options

### Multiple hosting Options Available

When subscribing to Prime MRM you may choose from the following hosting solutions. In all cases each of our clients are logically separated and securely configured to ensure the proper level of privacy. No two clients share the same website code or database. No matter what your choice, each is a feature-packed, secure solution.

**Shared Hosting:** Your application is hosted on our shared servers along with a number of other subscribers. This is the most popular choice among subscribers. Depending upon the number of members in an organization, we may upgrade you as needed to a semi-shared or dedicated solution in order to keep you operating at maximum performance.

**Dedicated Hosting:** Your application is the only application installed on a server or group of servers. This option would generally be chosen when your organization has specific privacy requirements to meet or you will need to perform a great deal of custom development and you require other applications of yours to also run on the same server.

**In-house (Turn-key):** You are provided with a complete solution installed on one or more servers that you would integrate into your existing network environment.

## Package Features & Hosting Options *(Partial list)*

	Shared	Dedicated	In-House
Enterprise Class Database System	✓	✓	✓
Membership Relationship Management Console	✓	✓	✓
Member and Contact Management	✓	✓	✓
Prospective Member Management	✓	✓	✓
Custom Member & Contact Demographics Builder	✓	✓	✓
Hourly Database & File System Backups	✓	✓	✓
Committee, Project & Task Group Module	✓	✓	✓
Multi-media Membership Search Engine	✓	✓	✓
Advanced E-mail Marketing Module	✓	✓	✓
Online Member Signup, Renewals & Bill Payments	✓	✓	✓
Opt-in Membership Subscriptions Manager	✓	✓	✓
Self Service Online Member Maintenance Console	✓	✓	✓
Event Planning and Management System	✓	✓	✓
Online Events Calendar & Registration	✓	✓	✓
Notification and Alert Module for Events & Billing	✓	✓	✓
Full Featured Photo Gallery and Approval System	✓	✓	✓
Self Service Website Content Editor	✓	✓	✓
Web Site Visibility & Visitor Tracking Report Suite	✓	✓	✓
Directory Media & Commercials	✓	✓	✓
Online & Offline Credit Card Payment Processing	✓	✓	✓
Training & 24 x 7 Technical Support	✓	✓	✓
Invoice Generation for Mailing via E-mail & Snail Mail	✓	✓	✓
Event Newsletter E-mail Integration	✓	✓	✓
Scheduled Public & Private Homepage Functionality	✓	✓	✓
Members Only Webpage Designer	✓	✓	✓
Webmaster/Developer Access to Site Code	✓	✓	✓
Database Access through Web Services or VPN	✓	✓	✓
Authorize.net Advanced Integration	✓	✓	✓

## Package Pricing *(Call for Monthly Specials)*

### Monthly Subscription Fees

**Winter Special**  
**10% off Groups Over 1000 Members!**  
**Or 1 Month Free for Groups Less than 1000**  
**& No Setup Fees!**

*(offer expires 4/1/2011, Data conversion charges may apply)*

Active Member Orgs	Base Subscription	Per Member Fee
0 - 100	\$49.00	\$0.00
101 - 500	\$99.00	\$0.20
501 - 1000	\$129.00	\$0.19
1001 - 2000	\$199.00	\$0.18
2001 - 3000	\$199.00	\$0.16
3001 - 4000	\$199.00	\$0.15
4001 - 5000	\$399.00	\$0.12
5001 - 7500	\$699.00	\$0.10
7501 - 10000	\$999.00	\$0.09
10001 - 20000	\$1,899.00	\$0.08
20001 - 30000	\$2,899.00	\$0.07
30001 - 40000	\$3,899.00	\$0.06
40001 - 50000	\$4,899.00	\$0.05
50001 +	Call	Call

**One Time Setup, Data Conversion & Configuration Fees**

**Call 1-201-440-2900**

- Hosted solutions include website hosting and up to 50 E-mail mailboxes & unlimited aliases.
- Monthly Subscription Fees are flat monthly fees based on total active status membership records.
- Additional licensing fees and/or charges may apply to dedicated and in-house solutions .
- There are no pre-user fees for the administration console up to 200 staff users.
- Competitive product upgrade pricing available.
- Competitor upgrade contract buy-outs available.
- Contract pricing available upon request.
- Data conversion, setup, training and additional development costs can be incorporated into your monthly subscription to help eliminate up front investment.



## Expect Phenomenal Support

- **What is Phenomenal Support**

Phenomenal Support is us doing whatever it takes for every customer to have a pleasant experience with our products and services all day, every day; Support that will truly change the way you perform at work.

Phenomenal Support begins with our caring people and their commitment to excellence. We know that most clients dread the task of calling for customer or technical support. We at Prime are here to help and not point fingers. In the end it only matters that you are thoroughly satisfied with our support performance. From there it shows through everything we do as a company and as professionals.

- **24/7 Live Telephone Support**

The friendly voices of our trained support staff is available when you need us. From simple, straight forward "How do I" questions to more substantial challenges live telephone support is available.

- **Live Meeting/ Remote Desktop Assistance**

Yes its true... Instead of just explaining where you may need some assistance you can actually show us through the use of software such as Microsoft Live meeting. This type of software product allows us to securely view and interact with you and your computer desktop. Just tell us where it hurts and we will efficiently diagnose and repair your troubles.

### What is included...

- **Membership Management System**  
The entire currently offered system is at your service. All items listed under "package Features" on page 9.
- **Implementation Consulting**  
We will help you refine your business processes to fully utilize the Prime MRM system and save.
- **Data Conversion**  
We will convert your existing current data from many popular applications and formats including up to 4 hours labor.
- **Website Look and Feel Migration**  
4 Hours of labor to transfer your current website look and feel to your new hosting platform
- **Training**  
6 hours of onsite or remote training included. (travel expenses are additional) Web developer orientation is also administered remotely.
- **Phenomenal Support**  
Having successfully owned and operating our own data center for the last 8 years is a testament of our customer support proficiency.

### What is available...

- **Ad Hoc Consulting Services**  
We are at your service. Whether it be a little extra help implementing your new solution to augmenting your staff in a more significant role to designing specific functionality to help your organization.
- **Website Design Services**  
Give your website a completely fresh look and feel.
- **Membership Kickoff & Orientation**  
Have our trained staff unveil and present the launch of the new business generating application at your next membership meeting.
- **IT Managed Services**  
Managed Services allows you to take advantage of the latest and greatest software without the upfront expense of purchasing server hardware, software and worrying about tape backups. This is available through a low monthly subscription.
- **Advanced Programming Services**  
We are in the top 0.05% of Microsoft Certified Partners Worldwide. Who else is better suited to assist you or your current web designer with integrating advanced programming features into your system.



- Online member sign-up and renewal
- Self Service Member Maintenance
- Outlook Style Calendar of Events
- Online/Offline Payment System
- Software As A Service (SaaS)
- Enterprise Class E-commerce
- Committee and Task groups
- Membership Search Engine
- Self Service Content Editor
- Web Site Visibility Reports
- Built-in Reporting System
- E-mail Marketing Module
- Phenomenal Support
- Site Administration
- Committees/Groups
- Event Registration

#### CONTACT INFORMATION

**PRIME MSP, LLC.**

560 Hudson Street, 4th Floor, Hackensack, NJ 07601

Tel: 201-440-2900, Fax: 201-440-1904

E-mail: [info@primemrm.com](mailto:info@primemrm.com)

Company Website: [www.primemsp.com](http://www.primemsp.com)

**Product Website: [www.PrimeMRM.com](http://www.PrimeMRM.com)**

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