

2017 Association Technology Study

In just a few short years, there have been dramatic changes in the technology market for associations. It is more competitive than ever, further fueled by merger, acquisition and venture fund investment in this sector.

There continues to be strong interest expressed by the investment community in the association and nonprofit space. All the major AMS providers have received investment or have been acquired in the past several years, and our predicted market consolidation took a dramatic step forward with the formation of Community Brands. This is not limited to AMS companies. In just the last 18 months, several application providers have been acquired, merged with other companies, or received major marketing and business investment. The result is an even more competitive marketplace.

We know from conversations with company executives that the Lehman Reports market analyses have been critical information sources in nearly all of these equity transactions. Over the past 12 months alone, we have been contacted by several investment firms interested in this market, and have provided reports, information, and consulting services related to market trends and insight, market share and competing products, and market opportunities.

You should have access to this information as well. To maintain a competitive position in this dynamic market requires insight and information. You need high quality market data on which to base marketing and product decisions, and to remain attractive to potential partners and investors.

The Lehman Reports™ industry studies are designed to provide that information and insight. Since 2006, these studies have helped technology companies refine marketing and sales programs, and align product road maps with market needs. They have become the benchmark for the industry and the most trusted source of independent market and competitive information.

The Lehman Reports series now includes three major annual industry studies – Association Technology, Association Management Software, and in the broader nonprofit market, Donor Management Systems – as well as special topic and contracted market research.

The Association Technology study details the technology landscape in associations including current use and planned purchases of an array of technology applications and services, satisfaction with those products and services, and purchase cycles and decision criteria. It looks across the market offering a unique view of the use of and satisfaction with technology by associations, and the competitive landscape.

Boost your marketing and sales success by citing findings from the study. As an independent and unbiased source, Lehman Reports findings carry more weight with prospects. We know. They've told us.

Beyond market and competitive insight, we encourage subscriber companies to use favorable outcomes to directly support their marketing and sales. Subscribers have cited Lehman Reports findings in press releases, marketing collateral, exhibit signage, sales materials, and sales presentations. Subscribers tell us this is a major benefit of subscription and is very effective as

they engage new prospects and work to close sales. As an independent voice, our findings are viewed as objective and unbiased.

Your products and services are included whether or not you subscribe to the study. Your competitors will have access to these ratings. You should too.

The Association Technology Study is based on a survey of US-based associations with budgets of \$1M or greater. For distribution, we use our own proprietary database of association contacts, refreshed and augmented by lists from Columbia Books, a major directory provider. The result is a completed sample that is representative of the association market. Subscriber companies are not asked to supply customer information.

Some of the areas covered in the study include:

- Current use and satisfaction with technology products and services.
- Projected 2018 product adoption and services use rates for technology products and services, plus those with future purchase plans and those currently evaluating options.
- Market and purchasing trends – products and services that are likely to experience growth, are reaching growth plateaus, or are expected to experience lower adoption rates.
- Patterns of adoption – correlation of adoption rates across product and services areas.
- Purchasing dynamics and key decision factors.
- Market share and comparative satisfaction ratings provide insight into individual categories and competitive intelligence.
- Findings broken down by association size, type and other criteria.
- Market sizing for selected services.

The survey of associations will go in the field in the fall of 2017, with customized reports delivered to subscriber companies in early 2018.

The subscription includes a customized findings report and options for additional custom analyses to generate additional detail for specific market segments or study questions. Subscribers may request a customized briefing and strategy session at your offices for \$500 (plus travel expenses if outside the Washington, DC area). The session fee is waived for renewing subscribers.

The annual subscription fee for the 2017 Lehman Reports Technology Study is \$3,895, far less than you would pay for even a simple customer survey. Returning subscribers are eligible for a discounted rate of \$3,750.

For more information on the Lehman Reports: www.LehmanReports.com

Lehman Reports™ are published by:

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