

Customer Case Study: Smart Electric Power Alliance



SEPA Finds Flexibility and Scalability with membernation

AT A GLANCE



ORGANIZATION

- Trade Association
- Less than 50 Staff
- MemberNation™



CHALLENGES

- Low User Adoption
- Rigid AMS - No Configuration
- No Integration to Marketing Automation/Email
- Legacy Reporting Tools
- Manual Processes



SOLUTION

- Flexible, Scalable, Mobile Solution
- Integration to 3rd Parties
- Real-Time, User-Friendly Reports and Dashboards
- Well-Known Platform with Vast Ecosystem



BENEFITS

- Ability to Define and Measure Goals for Growth
- An Enterprise-Ready Solution Local to SEPA
- Increased User Adoption from 20% to 90%
- Automation of Routine Manual Processes

Smart Energy Needs Smart Technology

With publications, research, and advisory services, the Smart Electric Power Alliance (SEPA) helps its 1,100+ members - a number of which are major utilities companies - understand the trajectory of renewable energy. In addition, SEPA hosts a number of events for its members each year and SEPA's expert staff makes sure it all runs smoothly.

Once known as the Solar Electric Power Association, a changing industry lead SEPA to expand their focus on energy storage, demand response, electric vehicles, renewable technologies and more. SEPA evolved into the Smart Electric Power Alliance. And they needed a membership management solution that would evolve with them.

"We were always changing and evolving, and unfortunately the prior software that we had wasn't."

- Frank Grace, Senior Manager, Information Management, SEPA

SEPA Needed a Solution They Could Own

In addition to the inability to scale and customize, SEPA's legacy solution made it challenging to glean real-time insight from data. Most staff members were unable to run their own reports, which hindered marketing, goal tracking, and user adoption. Among the staff, only about 20% logged into the system, which left many licenses untouched. The solution quickly became not only unwieldy, but very expensive. It was important to SEPA that they select a solution that was easy for staff to use, and empowered them to achieve organizational goals.

"I would call the old system a graveyard. Data would go in, and only certain people would know how to actually dig it up and make sense out of it."

- Frank Grace, Senior Manager, Information Management, SEPA

Accelerating & Enabling an Innovative Organization

Fonteva's MemberNation has given SEPA the robust, cloud-based member management solution they were looking for – for marketing, eCommerce, mobile, and events. Along with powerful reporting dashboards and ease of use, SEPA is also seeing significant cost savings and a clear return on their investment with MemberNation. Five years ago, when SEPA restructured their membership offerings in their old system, they had to outsource the work to the tune of almost \$20,000. With MemberNation, SEPA accomplished the task in house in only four hours.

From a boxed-in solution to one that provides SEPA with the innovation, scalability and flexibility it needs to serve its members, SEPA has come a long way. And that low user adoption? A thing of the past. With MemberNation, SEPA is able to innovate and grow, and receive real-time insights into the effectiveness of their efforts, and it has made the world of difference.

"Innovation is important for us because we have a lot of young, bright minds that always want to try to improve. Salesforce and MemberNation give us the tools to do that."

- Frank Grace, Senior Manager, Information Management, SEPA



With time and cost savings firmly in their pockets, SEPA is focused on providing even more value to its members. To learn more about how MemberNation can help your organization focus on the bigger picture,

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