

## CORPORATE PROFILE

### Company Overview

Advanced Solutions International (ASI) is the leading global provider of software for non-profits. The company's premier product, *iMIS*, is the only complete, upgradeable, web-based not-for-profit business software system. The company employs more than 200 people, with offices in the U.S., U.K., Canada and Australia. ASI was founded in 1991, based on CEO Bob Alves' vision to create a packaged, upgradeable software solution an organization could keep forever and never outgrow.

### *iMIS* Technology

*iMIS* is the only complete, upgradeable, web-based, not-for-profit business software system. *iMIS* provides organizations with a broad range of relationship management, marketing communication, commerce, and business intelligence functionality.

*iMIS* is designed to be an upgradeable software system of fully integrated modules. The modules are organized into software suites including relationship management, billing, orders and inventory, financials, events and education, business intelligence, marketing and communications, fundraising, website management, and administration tools.

*iMIS* 15, the next evolution of *iMIS*, is designed to transition the product infrastructure from client-server to the freedom of the Web. By leveraging today's technology, *iMIS* 15 provides flexibility and openness combined with the reliability of off-the-shelf, packaged software. *iMIS* 15 is built on the .NET platform and runs on Microsoft SQL server.

### Market Penetration

More than 2,500 organizations worldwide use the *iMIS* solution, with 30,000-plus staff users and millions more web users. The Association of Association Executives (ASAE) reported that 28 percent of its members use *iMIS*.

*iMIS* is used in a wide-variety of non-profit organizations including trade associations, professional societies, charitable organizations, social-services organizations, faith-based organizations, cultural organizations, foundations, unions, educational institutions, and more.

### Customer Loyalty

In 2000, ASI was awarded their first of three consecutive STAR awards for Customer Service Excellence from the Service and Support Professionals Association (SSPA). In 2002 the company achieved the first of four consecutive Support Performance Certifications (SCP). SCP Certification, the internationally recognized standard created by a consortium of leading technology companies and Service Strategies Corp., defines best practices for delivering world-class customer support.

This commitment to customers has resulted in a retention rate of more than 90 percent. ASI's first customer, the Texas Land Title Association, remains a dedicated *iMIS* user more than 15 years after their first installation. ASI's avid customer base came together in the mid-1990's to form the National *iMIS* Users Group (NiUG), an independent body to advocate, educate, and connect iMIS users. NiUG has since grown into an international organization with international chapters in Canada, Australia, and the U.K.

### Executive Leadership

- Bob Alves, Chairman and Chief Executive Officer
- Don Robertson, President and Chief Technology Officer
- Don Sayegh, Vice President of Operations
- John Benda, Vice President of Sales and Marketing
- Fred Lawrence, Chief Financial Officer
- Paul Ramsbottom, CEO and Managing Director, ASI Asia-Pacific
- Niroo Rad, CEO and Managing Director, ASI Europe