



communitybrands

CASE STUDY

Nicsa



Fresh, modern,
always-updated AMS
technology



Easy-to-use system,
even for non-technical
staff



Excellent customer
experience with a
human approach

Solutions

Nimble AMS

Moving forward with Nimble AMS means a better Salesforce-based solution and technology partner.

In 2019, Nicsa, a trade association for the global asset management industry, had been using their Salesforce-based association management software (AMS) for six years. They eventually had to upgrade it as part of an initiative to integrate all of their technology platforms.

When they discovered they would have to pay the same price as a new customer just to upgrade to the latest version of the product, they recognized an opportunity to implement a solution that better met their needs. They chose Nimble AMS for a modern solution that includes:

- **Easy configuration** to address their specific processes
- **A modern member-facing portal** to deliver a great member experience
- **Regular upgrades** so they always have the latest technology at no additional cost
- **A positive vendor relationship** for help when they need it

“Our old AMS system was outdated. It was difficult to configure and use, and we didn’t feel like a priority to our vendor. With Nimble AMS, we now have a fresh, modern, updated system that’s much easier to use. And, the Nimble AMS team has been so transparent, patient, and human from the get-go. We have never felt like we’re a number or a sales goal.”

Allison Walsh,
Vice President of Marketing
Nicsa

“At first, I was skeptical about moving to a new system – as the saying goes, ‘The devil you know is better than the devil you don’t.’ But our relationship has been great with the Nimble AMS team, and it’s much more streamlined for us to do things in the new system, like configure reports and make updates without having to go through multiple screens. It’s been a great experience.”

Jordan DeBettencourt, Membership and Program Manager



Summary

Nicsa worked with the Nimble AMS team to migrate to the modern, easy-to-use Nimble AMS system, which is backed by excellent customer service.



Challenges

Nicsa was stuck on an outdated AMS system. They had no ability to configure the system without having to go to their AMS vendor for help and often being charged an added fee. The organization needed a system that would help them work more efficiently while always staying on the latest version of the product.



Results

By moving to Nimble AMS, Nicsa now has a modern system with regular upgrades included so they will always be using the latest technology. Nicsa also saw immediate improvements, including the ability to more easily configure the AMS to meet their needs, and the ability to save time through easier-to-use navigation. They also enjoy a friendly and approachable customer service experience.

“Our experience in moving to Nimble AMS was right in line with the references we received before our purchase: The Nimble AMS team treated us like family. Even though moving to a new AMS is a big endeavor, they made the whole process of migrating to Nimble AMS very approachable.”

Allison Walsh, Vice President of Marketing, Nicsa

About Nicsa

Nicsa is a not-for-profit trade association striving to connect all facets of the global asset management industry in order to develop, share, implement, and advance leading practices. For over fifty years, Nicsa has aligned industry participants through formal education programs, interactive forums, networking opportunities, and initiatives such as the Diversity Project North America and the Blackwell Scholarship.



Learn more at
nimbleams.com