



1-888-EzWay4U / 530-283-5553

www.EcTownUSA.com

support@ectownusa.com

Key System Selection Criteria

Software vs. On Demand Solution

Does the solution require a technological infrastructure that I do not currently have in place?

Will additional resources and IT staff be required to implement and maintain the solution?

Will I need to invest in servers and other hardware?

Do I have the resources to maintain and update the constant barrage of security updates required to maintain a secure online management experience?

Features & Functionality

Does the solution provide the functionality that is essential to efficiently run my organization?

Does the solution offer additional features that would help me run and grow my organization?

Scalability

Am I currently experiencing rapid growth or do I expect to grow my organization?

Are my new member volumes seasonal or cyclical?

Do I currently run multiple member campaigns and/or sponsor programs? Do I expect to expand?

Can the solution manage multiple campaigns, sponsor programs on the same platform? Is it simple to add new campaigns and sponsor programs?

Ease of Use

Can multiple people use the solution from multiple locations?

Is the solution easy to use and manage even for people with little computer or IT experience?

How much training will be involved to learn how to use the solution?

Will additional staff be required?

Cost of Ownership

Is the solution based on a fixed or variable pricing model?

Are costly upfront implementation investments needed?

Are there hidden fees for maintenance, upgrades and enhancements?

Does the pricing include support services?

Why Select the EcTownUSA System Platform

Direct Solution. On Demand.

- Software as a Service (SaaS) application
- EcTownUSA is fully responsible for hosting and maintenance
- No strain on staff or need to hire additional staff
- Continuous, seamless upgrades of best-practice features and improved functionality at no additional cost

One Complete Solution

- Integrates and automates all back-office operations and website management on one centralized platform
- Includes new member online capture, member management, payment processing, customer service automation, database management, marketing, financials, and reporting
- Ability to run your organization on an exceptional basis

Scales With Your Needs

- Built to process and manage variable volumes of campaigns
- Manages multiple promotional programs for members and sponsor programs
- Scales up or down with no change in setup or infrastructure
- Scales as your organization grows and accommodates seasonal and cyclical events and project management

Intuitive & Easy

- Intuitive user interface follows the natural workflow of most organizations and Chambers of Commerce
- Unlimited users can work independently from many locations including access with internet enabled devices like cell phones and PDA's
- Easily adoptable for volunteer staff, temporary workers and suppliers like printers for member directories and more
- Constantly upgraded online help to easily guide users for a fast learning curve
- Eliminates time-consuming manual tasks by automating processes that will reduce (not increase) the need for staff as you grow

Affordable & All-Inclusive

- Minimal upfront implementation investment (guaranteed affordable) for organizations just starting out and looking for the absolute best infrastructure, or a mature organization like a Chamber of Commerce with 3000 members
- Variable pricing model and low monthly hosting fee
- Unlimited users – no per user licenses needed
- Constantly upgraded application means more functionality without ongoing development expense
- SaaS delivery model eliminates need for IT capital server investments

