



## Expert Comment on NFP Sector Available

### Insight & Case Studies Into Australian NFPs and Technology

Advanced Solutions International (ASI) is a leading provider of software solutions to the not-for-profit industry, associations, charities and fundraisers in the Asia-Pacific region. With 40 staff and 440 customers, ASI has operated successfully in the Asia Pacific region for 11 years.

ASI customers include: CPA Australia, Royal Australasian College of Surgeons, Australian Medical Association, Victorian Employers Chamber of Commerce and Industry, Caritas Australia, Royal Australian College of General Practitioners, The Cancer Council Victoria and the Cerebral Palsy League of Queensland.

ASI's 36 year old Managing Director Paul Ramsbottom has worked with the NFP industry since the era of file cards and Liquid Paper. His introduction to the sector was designing a DOS-based membership system for his father's golf club. He's seen how the information revolution has impacted the NFP sector.

ASI's flagship product, *iMIS*, is the only complete membership, fundraising and website management solution available in one ready-to-use software package – that's why it has more than 30,000 users worldwide. *iMIS* allows organisations to manage every piece of information about their customers, the events they run, the products they sell and the appeals they manage.

For media, ASI is uniquely placed to comment on how Australia's \$2.8 billion NFP sector can gain efficiencies, allowing it to better focus on its core business. It can supply **case studies** with household name organisations, showcasing uses of technology and the challenges faced. ASI can also comment on:

- information management, customer relationship management and software for the NFP sector;
- products and solutions for NFPs including clubs, unions, charities, associations, foundations and other membership and fundraising-based organisations;
- software development;
- Australia's I.T industry.

**Media:** Paul Ramsbottom, Managing Director, Advanced Solutions International (Asia-Pacific) can provide case studies, background briefings and interviews. Contact ASI media advisor, Brett de Hoedt, Mayor of Hootville Communications on 03 9510 0848 / 0414 713 802 / [hootville@hootville.com](mailto:hootville@hootville.com)

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