

## CASE STUDY: APPLiA

APPLiA is a trade association that provides a united voice for the European home appliance industry. Based in Brussels, they bring together 50+ national associations and corporate members including Samsung, Panasonic and Dyson.

APPLiA's requirements meant that they needed a very specific solution to meet all of their members' needs. VeryConnect worked closely alongside APPLiA to build a solution that has helped streamline processes and has resulted in a rewarding platform that meets the needs of APPLiA's team and members.



*"APPLiA's database and the hundreds of documents stored in past meetings are crucial for the daily work of the Association. With the help of VeryConnect, we are now enjoying all this information."*

Paolo Falcioni, Director General, APPLiA

### Challenges

APPLiA required a system that could facilitate and overcome:

**Current System Unfit for Purpose** - The existing system was slow and unable to cope with APPLiA's interconnected data streams, often taking minutes to load some pages.

**Billing and Invoicing** - Their existing invoicing process was inefficient and time consuming.

**Extensive Security Requirements** - In order to store confidential discussions with high profile corporate members, APPLiA required a solution that could meet a rigorous security framework.

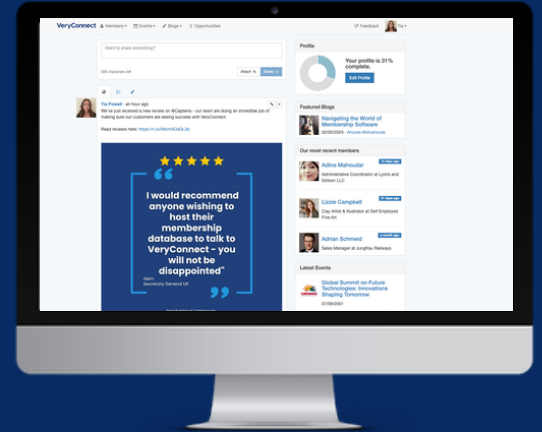
**Membership Management** - The system needed to differentiate between individual and organisational members in a way that optimised the experience for both.

## Solution

VeryConnect and APPLiA worked closely together during the customisation and implementation of the system.

APPLiA's member engagement, policy discussion and alignment happens through the VeryConnect forums or via events organised through the platform.

Our teams speak monthly to ensure the continued success of the system. As APPLiA grow, we are there to grow with them and facilitate any additional needs.



*"VeryConnect were given access to our previous system, developed a means to extract all events and implemented a cost-effective solution to our asks quickly and efficiently"*

Paolo Falcioni, Director General, APPLiA

## Results

VeryConnect's software has addressed all challenges APPLiA faced.

**System Fully Fit For Purpose:** Our database and system design efficiently loads all of the large amounts of data very quickly, handles the sending of 250k+ emails per year and with high performance security that's automatically kept up to date.

**Bespoke Data Import** - Alongside the standard data import service, VeryConnect imported an extensive historical database including thousands of past events, corresponding files, agendas and attendee lists.

**Organisation/Individual Membership** - APPLiA now have multiple directories, including a CRM for external contacts where they can store key information and track their activities with relevant stakeholders.

**Working Groups** - VeryConnect imported hundreds of Working Groups, enabling them to collaborate, discuss policies, legislation and plan online meetings through our community features.

**Automated Invoicing and Billing System** - To help streamline financial administration we integrated with APPLiA's existing accounting system to allow both member invoicing and to manage APPLiA's specific needs for project funding.

APPLiA's membership software helps their team save time and better engage their members. Get in touch to see how we can help you do the same.

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