



Integrated Solutions. Integrated Minds.

Members: 314,000 | **Branches:** 8

AXIS Products Installed:

- Membership, Travel + Point-of-Sale
- Member Request/ Complaint Tracking
- Navigator, WebForms + Portal Engine
- Inventory + Purchasing
- Enterprise Information System (EIS)
- Database Marketing (DBM)
- Accounting

Implementation Schedule:

- 07.01.05 – Accounting Modules
- 10.01.05 – Membership, Point-of-Sale, Inventory, Purchasing, D/2000 Interface
- 12.01.05 – Travel
- 01.01.06 – DBM, EIS

March 2006

Case Study: AAA of Tidewater, Virginia
(AAA-TV)

"With Campana it's a one-stop shop. The AXIS system we could plug in, use today and we would know how to use all the components. And we have the ability to add onto the system as we need it."

CAROL ORMOND | CEO, AAA OF TIDEWATER VIRGINIA



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– Carol Ormond | CEO

Business Issues:

- AAA-TV realized they had outgrown their old membership system and needed more information than what their current system could provide. In part, this decision was driven by National strategy and the need to incorporate MRM and LTV concepts into their business.
- Their previous business model saw each business line operating in its own silo on separate information systems. As they attempted various forms of integration, the worse things got. Duplicated entries and systems meant customer and financial data was difficult to track across each channel, report generation was slower and less accurate and many processes were manual.
- Initially they were looking for a new Membership system but they also needed Point-of-Sale and Travel to be integrated.

The Decision Process:

- Club CEO Carol Ormond, empowered her executive staff to source a new information systems technology. Led by their IT Director, the research team consisted of members from Accounting, Member Services, as well as Public Affairs and Marketing.
- The team first identified the features that would be “nice to have”; features that were mission critical and they prioritized each before conducting any further research looking for a software solution.
- Armed with their list, the team spent 8 months meticulously researching solutions that would meet their needs. Over the course of this time, the team talked with a number of other AAA clubs and conducted some on site club visits. They compared and contrasted features and benefits from differing systems and talked to executives and end-users.

Solution:

- In the end, AAA-TV chose Campana because of the scope of the AXIS product suite, its ability to integrate and the reliability of the name. As CEO Carol Ormond said, “It is a big decision. I had a comfort level that over 20 different clubs had tested the AXIS system and worked out all the kinks and it works. Why would I want to go and get a Membership database system and then have to go find separate accounting and travel modules? All of



a sudden we would be dealing with 3–4 different vendors, with Campana it's a one-stop shop. This system we could plug in, use today and we would know how to use all the components. And we have the ability to add onto Campana as we need it.

I've only heard great things about Campana which gave me a great sense of comfort in making the decision to go with them. It would have been very difficult for me to make a decision to go with someone who had only been out a few years in business."

- With MRM being a big push around the industry, Carol also understood the need to have "The ability to understand all the different services that our members use. It's not just contained to member and road service, which is all our prior system did for us. Even then, our integration was sketchy at best. But now, with AXIS, the collection of data from all of our business lines will tell us what members actually do use and will be very helpful."
- AAA-TV was secure enough in their decision and expanded their initial modules of Travel, Point-of-Sale, Inventory, Purchasing, and Accounting to also include Database Marketing (DBM) and Enterprise Information System (EIS) modules.

The Implementation:

- Once Campana was onboard, they performed an extensive fit analysis and assigned a dedicated Project Team consisting of 8 Project leaders with collective business knowledge of Point-of-Sale, Inventory, Purchasing, Travel, Accounting modules, D/2000 interface, Hardware, Database, Swipe/Apollo Interface, DBM and EIS.
- The Accounting modules needed to be in place quickly to correspond with AAA-TV's July 1, 2005 year end date. With the implementation modules accelerated, the Campana team had to act quickly. Starting in June someone from Campana was at AAA-TV every week.
- Susan Weaver, AAA-TV's IT Director, was really pleased with the team from Campana, "They really led us. They would tell us what other clubs are doing and give us suggestions. They would tell us what our options were and tell us of the implication of those decisions. We really worked together as a team to implement.

The support staff was just incredible. After they left, we all kind of went through withdrawal."

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- AAA-TV made a brave decision to “go-live” with the new system at all 8 of their branches simultaneously. For Carol Ormond Campana performed like “a well-oiled wheel. They knew exactly what to deliver and when. There were no surprises. I like to know that everything’s going to go as close to plan as possible and they delivered on every bit of it.”
- David Dennis, Campana’s Team Project Manager for AAA-TV, is quick to credit the AAA-TV team for such a smooth implementation. “The Club was very committed to doing this conversion. They provided a project manager (Susan Weaver) with skill, who was supremely organized, and could get people to do things. We all enjoyed going there, the atmosphere was excellent and we accomplished a lot in a short span of time.”

Results:

While it is still early since going live, business lines have already noted some key improvements:

| FEATURES | BENEFITS |
|---|--|
| MEMBERSHIP | |
| <ul style="list-style-type: none"> → More precision required in entering data. → Faster system. → Billings are now automatic. Auto promotions calculates member dues and prorates any amounts. → Credit Card Processing online. | <ul style="list-style-type: none"> → Cash drawers are balanced right away. More accurate data. → Staff less frustrated, better service to customers. → Easier for the branch, and improves service for the members. |



| FEATURES | BENEFITS |
|--|--|
| <ul style="list-style-type: none"> → Mailroom feature expedites payment processing. → Auto-renew capability and ease of entry of Donor members. → Easy list generation. | <p><i>“With the AXIS system, and everyone tied in, it is making everyone’s job easier. You enter information, it goes in once and it goes to the proper person”</i></p> <p>- Lena Hobbs Membership Department Manager</p> |

“Overall, I think the membership module is years ahead of where we were. Now I don't hear any complaints from the members who use it.”

- **Mike Bolac** | VP Member Services

| MARKETING | |
|---|--|
| <ul style="list-style-type: none"> → Generates accurate reports and lists for targeting efforts. → Ability to track promotional response. | <ul style="list-style-type: none"> → Aids with retention and acquisition programs. Tracking and MRM abilities are greatly enhanced. <p><i>“MRM is not just a marketing issue, it really is a culture change and a way of doing business I'm looking forward to.”</i></p> <p>- Georjeane Blumling VP Public Affairs and Marketing</p> |

| ACCOUNTING | |
|---|--|
| <ul style="list-style-type: none"> → Real time financial information available. → Inventory reports are accurate and immediate. | <ul style="list-style-type: none"> → Fast and accurate report generating. → Ability to access key financial information quickly for decision making. |



“The reports I get are much more real time. It used to take ten days and now at the end of the month I get reports immediately. Now everything matches to the penny. That makes me happy.”

– **Jeff Barr** | Chief Financial Officer

| FEATURES | BENEFITS |
|----------|----------|
|----------|----------|

ACCOUNTING

- Elimination of duplicate entries.
- Easy data import capability from spreadsheets and other non-AXIS systems.

“Differences in our sundries have pretty much ceased. That is just like a miracle. I’m used to looking at reports with losses of \$2–300. As far as I’m concerned, the whole program has paid for itself just in that.”

– **Jodi Girardin** | Financial Services Director

TRAVEL

- Implemented staff cash drawers and automated many manual processes.
- Ease of use of new system.
- Ability to look up stock available in any of the 8 branches.

- Improved Branch operations, making it easier on staff.
- Staff given the tools to do more equates to better service for members. Even the most computer challenged staff adopted new system quickly.

“The staff are more empowered to serve members more efficiently. We can look at any membership information and I’m looking forward to using the LTV feature in future.”

– **Lynette Burnham** | Branch Manager



Support:

Now that the business lines are up and running, Susan Weaver is pleased at the ongoing support she receives from Campana:

- “Any problems are resolved. They seem to be very quick to solve issues. Yesterday, I called Sue from Campana, telling her my problem. Campana was able to fix it and called me back in about 10 minutes saying, “you’re ready to go.”

Susan also attended one of the AXIS User Group meetings and had this to say about her experience:

- “At the Spring User Group it was really helpful. We got to meet everybody and we really learned... we liked the idea that we had social time to talk to other people about what they were doing and where they were headed. It’s a group where everyone works together.”

Future:

Georjeane Blumling is also looking forward to more use of the information that integrated MRM will provide.

- “I think when the MRM buzzword started circulating around AAA we knew it was a good idea for us to go in that direction. That’s when we realized we didn’t do a good job integrating and we didn’t have the capabilities technologically to integrate. Getting Campana was important because of MRM and we knew that it could integrate, and give our employees a tool.”

But the final word from comes from Carol Ormond:

- “I think the information we now have access to through the Campana system will allow us to make better decisions and increase our chances for success. The fact that our folks are happy with the system is an added benefit. The ROI will come from how well we learn to use the information we collect. Financial reports are important to any CEO. In the past, we have had to wait for our accounting department to close out the month and compile the information before we could see a report. Now, with Campana, I can view where we are daily.”

We’ll check back with AAA-TV in coming years to see how far they’ve come.

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— **Georjeane Blumling** | VP
Public Affairs & Marketing



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AXIS, a division of Campana Systems, applies its in-depth industry knowledge and experience to maintain leadership in providing an evolving suite of integrated software and service solutions for AAA/CAA auto clubs. AXIS is the only complete and integrated suite of auto club information management products developed by users for users. The AXIS suite of products now serves over 15 million members via 23 auto clubs in North America and provides intelligent functionality with unparalleled support.



Campana Systems Inc. is an international leader in information solutions for the auto club and health care industries. Since 1988, Campana has been enabling clients to achieve their ongoing business objectives using in-depth industry and trusted technology solutions.