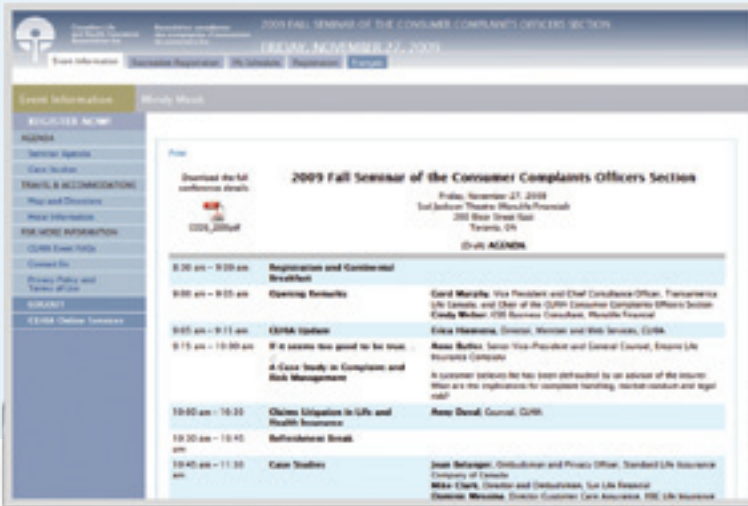




## Find out how you can save precious time and money by using a fully integrated event registration and management solution.

*"Having worked with Point Alliance for many years, we didn't hesitate to select them as our IT solutions provider of choice to implement an event management product. In doing so, Point Alliance helped us to achieve two goals: to create an efficient and standardized event registration process and to implement ecommerce functionality that would allow our members the flexibility to pay online. We only had to use the product for one event to immediately receive a return on our investment. And, for that, the Point Alliance team and their product exceeded our expectations."*

Erica Hiemstra  
Director, Member and Web Services Canadian Life and Health Insurance Association Inc.



### Opportunity

As host and coordinator of up to eight registration-based events per year, CLHIA recognized their need to evolve from a labour intensive manual system to an online and savvy event registration and payment system. Point Alliance was thrilled to work with CLHIA on this important initiative and to have the opportunity to implement a user-friendly, online, event management solution. A key business objective of the solution was that it would efficiently support CLHIA in the areas of: event registration including a flexible ecommerce component allowing CLHIAs members the option of paying online by using a secure, ecommerce solution. CLHIA also wanted a fully integrated event management system that would enable its administrators to be able to communicate relevant event information to its members via a centralized system in a timely and efficient manner.

### Client Snapshot

The Canadian Life and Health Insurance Association (CLHIA), established in 1894, is a non-profit, voluntary trade association that represents the collective interests of its member life and health insurers. The Association's membership accounts for 99 per cent of the life and health insurance in force in Canada and administers about two-thirds of Canada's pension plans. The Association's overall mission is to serve its members in areas of common interest, need or concern.

To learn more about our valued client, please visit their web site at: [www.clhia.ca](http://www.clhia.ca).

### Our Solution

#### Event Manager for Domino

Having extensive knowledge and experience with event registration and management solutions, Point Alliance was able to quickly implement its user-friendly Event Manager for Domino product for CLHIA. The integration of the solution with the client's environment was fast and seamless.

#### Here are some of the key features of the Event Manager for Domino product:

- Customizable web interface
- Simple yet secure user authentication
- Bilingual
- Ability to identify different audiences e.g., attendees versus exhibitors or different types of meetings e.g., conference versus a workshop
- Flexible ecommerce component (ecommerce vendor is selected by the client)
- Smart reporting and analytics e.g., tracking of attendance, payment, and reconciliation
- Server-based license—one-time purchase of the product (unlimited number of events and registrations)

#### Core solutions and consulting services provided to CLHIA:

- Product customization, integration, and deployment
- Project management
- Product training

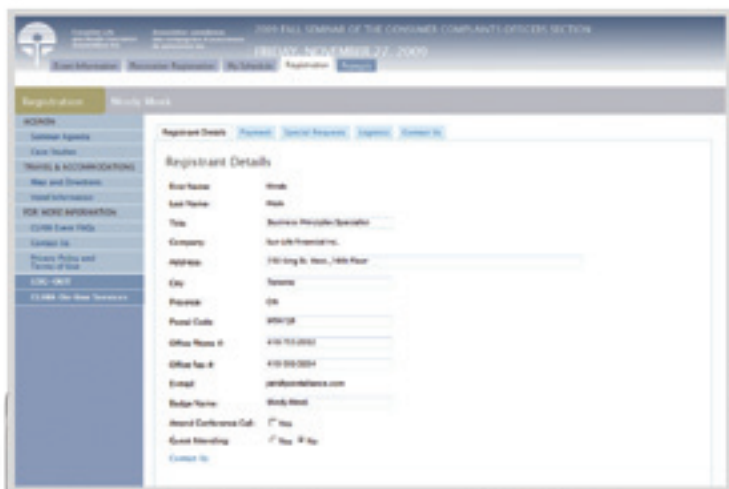


## Outcome

CLHIA and its valued membership happily evolved from a manual method of event registration to a new, time and money-saving Event Manager for Domino solution. The table below highlights side-by-side, some of CLHIA's measurable results and benefits after only one event.

Function	Manual System	Event Manager Product
<b>Overall</b>	<ul style="list-style-type: none"> <li>Paper-based: cumbersome and untimely</li> </ul>	<ul style="list-style-type: none"> <li>Online: centralized and information is posted online, real-time</li> </ul>
<b>Registration process</b>	<ul style="list-style-type: none"> <li>Using traditional postal mail, email, and fax, registrations took up to two weeks</li> </ul>	<ul style="list-style-type: none"> <li>Became instantaneous—within seconds</li> </ul>
<b>Event payment</b>	<ul style="list-style-type: none"> <li>Cheque</li> </ul>	<ul style="list-style-type: none"> <li>Optional: cheque or credit card</li> <li>66 per cent paid online using the ecommerce functionality</li> </ul>
<b>Payment collection</b>	<ul style="list-style-type: none"> <li>Experienced some delays between registration and receipt of payment</li> </ul>	<ul style="list-style-type: none"> <li>Reduced to 48 hours from time of registration to receipt of payment (credit card)</li> </ul>
<b>Reporting</b>	<ul style="list-style-type: none"> <li>Tracked in spreadsheet format and proved to be inefficient for registration and financial reporting</li> </ul>	<ul style="list-style-type: none"> <li>The centralized system is accurate and timely for registration and financial reporting</li> </ul>
<b>Feedback</b>	<ul style="list-style-type: none"> <li>Event registration was outdated, frustration expressed over inability to use credit cards for payment</li> </ul>	<ul style="list-style-type: none"> <li>On a scale of 1 to 5, (1: poor and 5: excellent), CLHIA received an overall score of 4.4 for its new, online event registration process. The most popular survey comment was "It was easy to use!"*</li> </ul>

\* 58% of event attendees responded to the survey question about the event registration process



## About Event Manager for Domino

Event Manager for Domino is a user-friendly, online solution that can easily and efficiently support numerous areas of event management. Some of the core areas include: registration, communication, and event payment via a secure and flexible ecommerce component. Event Manager for Domino is a fully integrated event management system which empowers administrators to have full control of the web interface and their push and pull event communication and analytics.

Based on the IBM® Lotus® Domino® platform, Event Manager for Domino can seamlessly integrate with any existing IBM® Lotus® Domino® databases, or LDAP directories. Below is a list of some of the benefits that companies and their event administrators can expect with the Event Manager for Domino solution:

## Benefits

- **Online:** centralized system that enables efficient and effective communication of information
- **Ecommerce:** flexible event payment engine that can be integrated with your ecommerce vendor of choice
- **Reporting:** centralized system allows for accurate and timely reporting for registration and financial purposes
- **Registration process:** instantaneous—participants can register with ease and within seconds
- **Security:** access to event information can be set up so that it's secure whereby only login credentials authenticate participants
- **Ease of use:** the product is extremely user-friendly for both registrants and administrators

## About Us

Point Alliance is a premiere Information Technology services and consulting provider, specializing in innovative collaborative, web and wireless solutions. Point Alliance delivers a competitive advantage by being able to tailor flexible solutions to meet specific customer needs. Our approach is to architect solutions that build on clients' existing investments in technology.

Point Alliance offers strategy, design, application development, systems integration, and support services to a wide variety of high profile clients. Our firm has a solid track record of successful engagements and offers an unparalleled level of service to a loyal client base.