



## CORPORATE PROFILE

**A**RMSTRONG is dedicated to helping businesses, charities and membership organizations leverage the power of today's emerging technologies to advance their mission, and extend their reach in the marketplace, while building stronger relationships with their customers and constituencies. Rapid advancements in technology have been the catalyst for dramatic change in how our society functions, and how business is done. With each new advancement setting into motion ripples of change that have washed over the business landscape. At Armstrong, we partner to help our clients leverage the power of today's technologies to ride these waves of change to a more prosperous, productive future.

Over the years, many organizations have fallen victim to the half-truth; "*if technology is the source of the challenges brought on by change, then technology must also be the answer.*" The business landscape is littered with technology initiatives that have failed to deliver the productivity gains and financial returns promised. At Armstrong, we know that realizing the promise of technology is hidden in one simple truth:

*Technology is not a solution unto itself. It is through the intelligent application of technology that you gain the power to strategically transform your organization, to most effectively face the demands of the future ... and reap the rewards technology promises.*

Armstrong delivers technology-based solutions to today's pressing business problems, in the most demanding and crucial areas of business — customer facing, and financial management applications. Since 1995, Armstrong has enjoyed a history of success designing, developing and deploying mission critical business systems for members of the commercial for profit and not-for-profit communities. Our expert teams of business and application consultants concentrate on three essential aspects of business:

*Association Resource Management (ARM)* – Delivering end-to-end business solutions that support the essential revenue generation, service delivery and financial management requirements of members of the non-profit community.

*Customer Relationship Management (CRM)* – Empowering the customer facing elements of your business with technology-based solutions that allow you to serve prospects and customers with a common voice.

*Enterprise Resource Planning (ERP)* – Delivering powerful business financial management systems that deliver sound financial controls, while providing financial forecasting tools that can help you navigate the road to your future.

Let Armstrong help you harness the power of technology to accelerate the realization of your vision.