



MUNICIPAL INFORMATION SYSTEMS ASSOCIATION  
ONTARIO CHAPTER

CLIENT SUCCESS STORY

# The Municipal Information Systems Association





## CASE STUDY

The Municipal Information Systems Association of Ontario (MISA) is an established Canadian association of municipal IT representatives, IT supplier professionals and affiliate associations for the effective use of information technology. Its primary purpose is to provide better, more cost-effective IT services to municipal taxpayers and clients.

### Business Objectives

MISA partnered with eSolutionsGroup for the implementation of:

- Association Suite for Membership Management and Communication
- Online Directory of Vendors' Products and Services
- Microsoft SharePoint Enterprise Member Information Portal
- Website Content Management System (i:Create)

Working with MISA, eSolutions delivered an association management system to achieve the following business objectives:

- Increase value to members
- Enhance service and communications
- Improve collaboration
- Gather relevant data
- Educate members and visitors
- Provide efficient e-Commerce, a single integrated database, and effective invoice processing
- Decrease overhead costs for event and membership management

### The Project Results

- Improved member service
- Increased operational efficiency
- Payments for conferences can be accepted 3 months sooner than before!
- Renewal fees can now be paid 6 months in advance!
- Invoicing only takes 2 hours, where it used to take 2 weeks!

**“eSolutions worked with us to effectively bring disparate services together online using one manageable database, which decreased our overhead costs.”**

**Ralph Blauel,**  
DIRECTOR OF INFORMATION TECHNOLOGY, MISA

**“Not many of the solutions available encompass everything for membership management, like eSolutions’ Association Suite does.”**

Ralph Blauel

## Approach – The Association Suite

Upon the recommendation of another association, eSolutions contacted MISA to discuss the organization’s needs and objectives. MISA wanted an online system that would grow with them. eSolutions was ultimately chosen to provide them with a new association management system. The collaboration began with a consultation to assess MISA’s needs, target audiences, and objectives for the project. eSolutions then worked closely with MISA on creative brand messaging and images. eSolutions’ i:Create replaced MISA’s former Content Management System, to provide greater usability and efficiency; with eSolutions’ expertise, they also integrated a customized SharePoint document repository for employees.

The Association Suite integrates into eSolutions’ online i:Survey tool, allowing MISA to create and deploy surveys to selected members and contacts in real time.

## The Website – [www.misa.on.ca](http://www.misa.on.ca)

MISA’s website was restructured with full graphic redesign, branded to MISA positioning and featuring expanded member services. eSolutions implemented Single Sign-On into the website for MISA, which includes role-based, password-restricted access to a secure members-only area, the Association Suite and supporting administration systems. The secure access allows members to self-manage their membership and contact information in real-time.

Since implementation, MISA has continued to conduct business with eSolutions, and is eager to continue leveraging the value of all the features included with the Association Suite and i:Survey software. Mr. Blauel continues to recommend eSolutions to his peers.

## Functionality

The final product met these objectives and in fact, exceeded expectations, says Ralph Blauel, Director of Information Technology. He went on to say that MISA is confident in the adaptability, flexibility, and speed of their new online solution, which was delivered in a timely manner.

For MISA, the Association Suite delivered the following features:

- **Membership Management** – A single, online database of data
- **Online Directory of Members** – Information is pulled from the member database, so no need for data re-entry
- **Members’ Self-Manage** – Members can revise their own profile
- **Event Management** – An online database of events, with online registration, payments and reminders
- **eNewsletters** – Professional, electronic newsletters
- **eCommerce** – Online payment for membership dues and events, and electronic invoicing through a secure facility
- **eSurveys** – Cost-effective, template-based online surveys
- **Reporting** – For the analysis of statistics and responses
- **Job Bank** – An interactive job bank to allow your members to post jobs and search resumes



## About eSolutionsGroup Limited

At eSolutionsGroup we unite innovative, web-based technologies with creative and consulting services to help businesses grow. Together, we build marketing and communication strategies for customers across North America. eSolutionsGroup turns those strategies into concrete results through custom applications, technology and data services, and award-winning website, interactive multimedia and print design.



651 Colby Drive Waterloo, Ontario Canada N2V 1C2  
Phone 519.884.3352 Toll Free 1.800.265.6102 [www.eSolutionsGroup.ca](http://www.eSolutionsGroup.ca)