

Higher Logic and Advanced Solutions International Join Forces to Launch New iMIS Integration

Exclusive Agreement for Turnkey Integration Optimizes Insight into Associations' Member Engagement

Washington, D.C. — April 4, 2018 — [Higher Logic](#) has announced a partnership with Advanced Solutions International (ASI). Under terms of the agreement, ASI will provide customers with *Higher Logic for iMIS*, a version of its flagship online community platform fully integrated with the iMIS 20 Engagement Management System (EMS)™. Going beyond basic integration, the [agreement](#) includes seamless, two-way data connectivity, delivering actionable business intelligence to inform overall membership engagement strategy and providing association members with a more streamlined user experience. *Higher Logic for iMIS* includes dashboards and interaction data for member scoring, segmentation, and journey mapping.

“ASI and Higher Logic are committed to driving up membership and accelerating engagement for associations and nonprofits, and today’s agreement furthers that mission,” said [Higher Logic CEO Rob Wenger](#). “Communities have become the central engagement point of member-to-member and member-to-association interaction. Capturing and leveraging that data in an easy and pre-configured way makes this a simple decision for any successful association.”

“The unique integration of Higher Logic and iMIS is a powerful step forward in our continuing journey to provide our clients with easier and faster access to the information they need to make better business decisions,” said ASI Chairman and CEO Bob Alves. “We look forward to continuing to work with Higher Logic to ensure our clients and their members achieve great things through this ‘best of breed’ partnership. We are certain this combination is the most powerful solution for member engagement and management available.”

About ASI

Advanced Solutions International (ASI) is a recognized global, industry thought leader that focuses on helping associations and non-profits increase operational and financial performance through the use of best practices, proven solutions, and ongoing client advisement. Since 1991, ASI has served nearly 4,000 clients and millions of users worldwide, both directly and indirectly through a network of over 100 partners, and currently maintains corporate offices in the USA, UK, Canada, and Australia.

About Higher Logic

Higher Logic is an industry leader in cloud-based engagement platforms. Our data-driven approach gives organizations an expanded suite of engagement capabilities, including online communities and marketing automation. From the initial web visit to renewal and ongoing engagement, we help you track and manage interactions along each stage of the digital customer experience.

Media Contacts

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