

CASE STUDY

International Health, Racquet & Sportsclub Association (IHRSA)



Ability to innovate quickly and efficiently



Access to software from home or the office



Always on the latest technology at no extra cost

Solutions

Nimble AMS®
Salesforce platform

From outdated software to digital transformation with Nimble AMS.

In 2018, IHRSA moved from outdated association management software (AMS) to Nimble AMS because they liked the innovative, customer-focused culture of the Nimble AMS team and the modern association software built on the Salesforce platform.

The organization can now make improvements for staff and members quickly and efficiently. For example, in response to the COVID-19 pandemic, one staff member was able to set up an online community within days to provide members with a forum to share ideas. A few weeks later, the forum already had 1,100 users.

“Nimble AMS has set us up for innovation and success. When we want to do something new or make an improvement, we can just do it, leveraging the investment in technology we’ve already made.”

Thomas Durkin,
Vice President, Technology and Digital Publishing
IHRSA



Summary

IHRSA moved from an outdated legacy system to Nimble AMS. The organization now has a solution that allows them to innovate and grow in countless ways without added cost and hassle.



Challenges

IHRSA did not want to upgrade their old AMS for the small improvements the new version offered. If they were going to make a move, they wanted a system that could do more.



Results

IHRSA can now put new online processes and member offerings in place quickly, use modern software from home and the office, and know they always have updated technology.

“We would not be functional at IHRSA today during the COVID-19 pandemic had we not replaced our legacy AMS with Nimble AMS two years ago. We are able to stay connected to our team and our members like never before.”

Anita Horne-Lawlor, Chief Operating Officer
IHRSA

About IHRSA

The mission of IHRSA is to grow, protect, and promote the health and fitness industry, and to provide its members with the benefits that will help them be more successful. IHRSA and its members are dedicated to making the world healthier through regular exercise.

9,200
MEMBER CLUBS

70
COUNTRIES

40
YEARS IN
BUSINESS



Learn more at
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