

AMC Implements Cutting-Edge Technology

AMC Adopts Personify System

Management Software Adds a Personal Touch

It's true that TIMSS/Personify, AMC's new management database system, offers clients a flexible program that maintains members' demographic data and tracks internal and external interactions such as subscriptions, donations, exhibits, and certifications.

But it does far more than that. As its name implies, the system helps personalize client-member relationships and helps clients meet their members' changing expectations. It does that by taking care of the basics; this secure management software expertly tracks and manages invoices and subscriptions, marketing and advertising efforts, and fundraising and meeting information. It also includes visual reporting and query features.

It's another example of AMC's dedication to provide its clients with relevant and innovative technology and, in doing so, help position them as leaders in their respective industries. "We're excited that AMC is investing in this software for our clients," says Karen M. Angel, AMC's senior database manager. "Personify's flexible, streamlined, and user-friendly interface allows us in information technology to better serve our customers well into the future."

InCopy Enhances Collaboration in Publishing

AMC's Publishing Services department recently adopted Adobe InCopy, a word-processing program that allows for fluidity among AMC's writers, copywriters, and designers. Editors now can shape a publication's written content while designers simultaneously craft the aesthetics and format, therefore reducing the potential for errors and increasing workflow efficiency. With InCopy, AMC staff is better situated to collaborate on a wide range of publications.

AMC was among the first in the publishing industry to use this software. Ron Powell, AMC's director of design, was eager to bring it to AMC to ensure that its publications remain first-rate. "InCopy is cutting-edge technology," he says. "AMC is on the forefront of state-of-the-art technology."