



silverbear

# GETTING YOU CLOSER TO YOUR MEMBERS

Silverbear is dedicated to liberating the value of **your** relationships with **your** members. We are the UK's foremost CRM membership management solutions provider for professional associations and the wider not-for-profit (NFP) sector.

Silverbear Membership solution meets the current and evolving needs of associations that are looking for an integrated system that will unify their data and deliver operational efficiencies through workflow and automation. We have dramatically and extensively enhanced Microsoft Dynamics 365 and DNN Platform web self-service portal to offer the functionality required of membership organisations and their communities.

## Award-winning CRM solution

Silverbear Membership has been developed with our customers' outcomes in mind. It is the only UK solution in its sector to be awarded the highest level of Microsoft accreditation – Certified for Microsoft Dynamics (CFMD).



## Proud to belong

We are proud to be partners with over 60 of the UK's leading membership associations. Silverbear Membership solution is 100% focused around the needs of the membership sector, addressing the specific needs of:

- Professional membership organisations
- Trade unions
- Regulatory bodies
- Trade associations
- Arts and heritage sectors.



## Ask us about a free trial

Try our process-led CRM membership solution for 30 days. During this free trial, our consultants will work with you to identify your specific needs and projected outcomes so that we can configure our system to your exact requirements.



## Positive customer outcomes

The Natural History Museum is a popular world-class visitor attraction and leading science research centre, which receives over five million visitors annually. Its challenge was to deliver improved visitor engagement and drive membership sales. One of the big narratives to the museum's transformation is 'The Digital Museum' where it is embracing the digital revolution to increase the visibility and accessibility of its collections and expertise.

Using Silverbear's Microsoft Dynamics CRM-based platform, the Natural History Museum now delivers its extensive membership opportunities to its burgeoning membership.

The Silverbear Membership solution has become a key component in the museum's public strategy, enhancing the visitor experience and strengthening the relationships with the visitors and communities it serves.



“

**CRM is at the top of the museum's digital strategy. Therefore we spent a long time finding the right supplier to work with us. We needed someone who understood our industry and some prebuilt configured product to do a job. However, we also needed genuine partnership: an organisation who could jointly share the rewards and pain of our ambitious Microsoft CRM plans. Silverbear has proven to be what we needed. It has been a genuine partner in our changes which are transforming the museum.**

Dave Thomas, Head of ICT,  
Natural History Museum