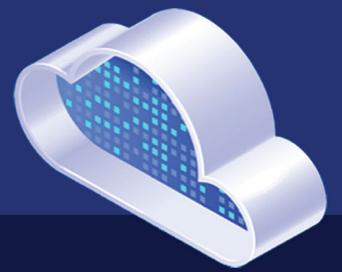# 13Prime gave a global association
A LAUNCHPAD FOR GROWTH

3 systems now function as 1
on a cohesive platform in the cloud

Reduced third-party services by 44%

2 — 2 | 3 — 2 | 4 — 2
1

AESC.org | BlueSteps database | BlueSteps .com

■ Third-party services before
■ Third-party services after

CLIENT

Association of Executive Search and Leadership Consultants (AESC)

AESC member firms at **aesc.org** – representing 16,000+ professionals in 70+ countries – find, place and develop more than 100,000 executives in board and C-level positions each year for organizations worldwide. A key member benefit is AESC's **BlueSteps database** of global candidate profiles. AESC also offers the top executive career management service – BlueSteps (**bluesteps.com**) – providing support, resources and opportunities to executives who engage and subscribe.

CHALLENGES

Custom-built in 2009, AESC's **separate but linked systems** (aesc.org, BlueSteps database and bluesteps.com) satisfied the needs of members and users. But then AESC set its sights on growth.

Internally, AESC was eager to streamline its workflows and add capabilities to be more efficient. **Externally**, AESC was on the brink of innovation, ready to test new products and services to attract more members and users.

But with its current systems, AESC knew **growth was a risk**. Already, **multiple third-party** services made subscriptions and maintenance **costly** for the organization. And adding new features and functions would only **hamper the systems' performance and speed**.

If AESC did not adopt a new platform, the growth it envisioned would not occur. Without growth, AESC would be unable to maintain its longtime reputation for setting the quality standard for the profession, its members and users.

SOLUTION

In 18 months, 13Prime:
- Wrote new **application code** and configured the platform's **infrastructure** for all three systems
- Transitioned from collocated hardware and servers to a **flexible, scalable, reliable** cloud-based platform
- Slashed the number of third-party services in half to **reduce complexity and cost**
- Ensured all future code is **tested, sound and deployed the same way** every time via a continuous integration and delivery system
- Created a more **robust AESC Member Directory** so clients can easily find and contact member firms
- Made **candidate profiles more visible** to BlueSteps database users
- Created a faster, smoother, **more uniform user experience** on desktop and mobile

RESULTS

AESC says the cohesive platform in the cloud:
- Is faster, modern and **responsive**
- **Reduces processing time** for back-end tasks
- Takes **less time** to update and maintain
- **Saves staff 15–20 hours a month** with automated reporting tools
- Compels users to **trust** their online transactions
- Makes it easy to **test** new pricing models and membership packages **on the fly**

What's possible now: AESC has the freedom to innovate and launch new products and services that will retain and attract members long into the future.

"Operations are more efficient – from the way we manage email campaigns, to the content management system, to the CRM, to the reporting. We're saving time on everyday tasks, so now we can focus on strategy and new product development."

Olena Gomozova, Director, Information Technology, AESC

"Flexibility is the huge win for us. Now we can make radical changes that we could not make before."

Arthur Gwynne, Director, BlueSteps Operations

Are you "making do" with disparate systems and bolted-on technologies?

Let us rebuild your systems on a cohesive platform in the cloud.

Schedule your assessment call now at 13prime.com

13PRIME