



# AIM

Armstrong Implementation Methodology

**Y**ou are considering the implementation of a new Customer Management, Association Management, or Financial Management system; not because you have a burning desire to learn a new technology, but because your organization is seeking to gain and maintain a competitive edge in your markets, and fulfill the organization's vision for the future. As specialists in the successful implementation of mission critical business applications, we at Armstrong understand that the success of this technology initiative will be more dependent on the implementation methodology you follow, than on any specific piece of technology you may select.

As technologists, at Armstrong, we understand that technology itself *is not* a solution to essential business problems you face. Rather, it is the intelligent application of technology, ever focused on your specific business goals, that allows you to unleash the potential power of technology towards the realization of your vision for the future. This essential truth is the foundation upon which the *Armstrong Implementation Methodology* (AIM) is built. AIM is a proven — *solution-centric* — methodology for designing and delivering technology-based solutions, specifically targeted at focusing the power of technology on the realization of your business goals.

You have a great deal riding on the success of this new initiative. An initiative where success is defined as something much more than simply placing a new technology platform into operation. The successful implementation of this initiative will be measured by how effectively we work together to harness the power of technology to support the business strategies and practices that will empower you to realize the results you have envisioned.



This is the Armstrong difference. Whereas most software implementation methodologies are technology centric, Armstrong takes AIM at your vision for the future of your organization, and works with you to harness the power of today's leading and emerging technologies, and shape them to support your specific business needs.