

Press Release  
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## Altai Systems Announces Its “Is Your AMS Really a CRM?” Webinar

**Washington, DC** – Altai Systems, Inc., the nation’s premier Association Management Software (AMS) company based on the Microsoft Dynamics® CRM platform is announcing its informative new webinar, [“Is Your AMS Really a CRM?”](#)

As associations and nonprofits examine their current, and explore possible new, AMS systems, they are inundated with new terminology such as “Vertical CRM” or “Member CRM” surrounding those systems. The problem is those terms are confusing as they may not accurately represent the components of a true CRM (Customer Relationship Management) system. To help clarify this issue, our expert presenters, Mike Frye, Altai Partner, and Gary Francart, Director of Sales Operations, will discuss legacy AMS systems and define how they are differentiated from CRM solutions. In addition, attendees will also learn the value of CRM and how it can help associations improve their work flows and processes.



The webinar will take place Wednesday, February 24<sup>th</sup> at 11am EST. Click [“Is Your AMS Really a CRM?”](#) to register.

### [About Altai Systems:](#)

Altai Systems is a fast growing Association Management Software (AMS) company based in the Washington, DC Metropolitan area. Altai is a company that has a long heritage in providing solutions for association and membership management. Founded by two seasoned Microsoft CRM professionals with over 20 years’ management experience, each in the field of association and nonprofit related technology solutions, Altai has sales development and technical consultants located across the United States. Altai Systems’ mission is to provide solutions to bring members closer -- closer to their clients, their organizations and closer to each other. [www.altaisystems.com](http://www.altaisystems.com)