



# Are You Ready For The Cloud?

## Higher Logic Launches New Informz-iMIS Integration Approach

In partnership with ATS and ASI, Higher Logic has developed a new integration bridge for iMIS EMS Enterprise.

This iMIS IQA-based integration supports both Higher Logic Community and Informz, and brings over key contact and personalization data, including:

- Standard contact fields
- Segmented marketing lists from IQAs
- iMIS panel fields as custom demographics/marketing personalization
- Group and committee memberships

These records sync daily, or hourly for the standard contact fields. Marketing lists also sync on demand.

Writebacks to iMIS are included for marketing activities including message sends, clicks, opens, and unsubscribes, as well as common Community activities. We are partnering with ATS to build activity specific dashboards to display important touchpoints on Contacts.

### What makes this different?

Our previous integration took advantage of iMIS in hosted or on the ground environments while this new integration approach is:

- Designed in support of iMIS version 20.3 / EMS and higher
- Supports cloud versions of iMIS
- Core features around preference management, custom personalization and activity writebacks are available for Informz

### Implementing the new integration bridge is easy!

If you're already on iMIS EMS, reach out to your account manager to schedule an implementation. If you're planning a migration to iMIS EMS with ASI or your iMIS partner, let us know so we can work with you on the integration changes.

We would like to thank our partner, Causeis, for their continued support as a beta customer during our rollout.