



# FAQ's

## WHAT IS NEMRA-NETWORK?

NEMRA-Network is a CRM, or customer relationship management system, that helps firms manage their business relationships.

## WHY SHOULD I USE A CRM SYSTEM LIKE NEMRA-NETWORK?

NEMRA-Network can help you become more effective in all aspects of your selling process. It gives NEMRA members and manufacturer affiliates the ability to increase collaboration, sales productivity and rep performance, grow a healthier pipeline, and capture market intelligence. Most importantly, NEMRA-Network was developed specifically for use by independent manufacturer representative firms.

## HOW MUCH DOES IT COST?

The approximate cost to adopt the NEMRA-Network CRM system is \$2,400 annually (price includes Accounts/ Contacts Modules and Technical Support). The Opportunities/Quotations modules can be added for an additional \$2,000 annually. Unlike other CRM systems, the NEMRA-Network is not priced per user seat.

Getting started with the NEMRA-Network can cost as little as \$2,400 plus on-boarding.\*

## DOES IT REQUIRE ANY SPECIALIZED EQUIPMENT OR COMPUTER HARDWARE?

No. Any Internet-capable device can access NEMRA-Network, including tablets and smartphones. NEMRA-Network is hosted and built on a platform that is not dependent on any one operating system. If you use iOS (Apple), Android (Google) or Microsoft devices you will be able to access all the features of NEMRA-Network.

## HOW DO I ACCESS NEMRA-NETWORK?

Go to [nemra-network.org](http://nemra-network.org) and enter your user ID and Password.

## WHO HAS ACCESS TO MY INFORMATION?

The rep firm's management determines who has access to information and whether an individual can add, edit, change or delete information. Security levels are completely under the firm's control and managed by the NEMRA-Network support staff.

Initially, the software defaults to allow all licensed users to view account and contact information. Within the Opportunity module, the settings are different. An opportunity created by an outside salesperson can be viewed by that person, all inside salespeople and management. A representative has the ability to choose which manufacturers they want to share information with.

\*Cost can vary slightly depending on the size of the representative firm.





### WHAT IF I RESIGN A LINE?

If you are sharing information with a manufacturer that you resign, contact the NEMRA-Network support staff immediately and they will stop the sharing and block access. The responsibility to turn off information sharing between a rep firm and a manufacturer lies with the rep firm. Due to the varying terms of contracts in the industry, the representative must determine when the information flow is to be terminated. This is done by placing a phone call and sending a confirmation email to NEMRA-Network. When the rep firm signs up for NEMRA-Network, they will be asked who is an authorized decision maker(s), and only the parties listed by the rep firm will have the authority to advise NEMRA.

### WHAT IF I DECIDE TO LEAVE NEMRA?

NEMRA will continue to support the rep firm and the software, but under a non- NEMRA fee schedule. The goal of NEMRA-Network is to provide a simple platform to help association members become more effective in their selling efforts while increasing communication with their manufacturers. Our vision is to focus our efforts on NEMRA representatives and manufacturer affiliates.

### IS MY DATA SECURE?

Each rep firm's data is separately managed and maintained, accessible only to the members of that rep firm. Because of its sophisticated infrastructure and geo-redundancy, NEMRA-Network offers the highest standard of reliability and security. Our clients' data is stored simultaneously in two different high-performance data centers in separate locations. If one data center fails, the system switches to the second, ensuring that your data is always available. In order to avoid data transfer congestion, the data centers have multiple redundancies built in. We also offer automatic optimization for mobile browsers, advanced image compression and intelligent systems to further optimize load times.

### HOW MUCH DATA CAN I STORE?

There is no limit to the amount of data you can store on NEMRA-Network. However, NEMRA-Network should not become a dumping ground for data storage, as this will degrade your overall experience.

### WHO DO I CONTACT IF I NEED ADDITIONAL INFORMATION?

Contact the NEMRA Information Technologies Division at [info@nemra-network.org](mailto:info@nemra-network.org) or visit [nemra.org/nemra-network.aspx](http://nemra.org/nemra-network.aspx) for more information.

