



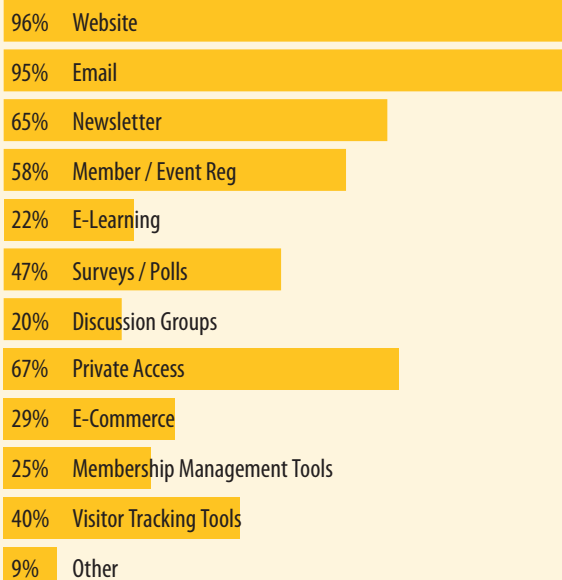
Internet Trends of Canadian Associations

A marketing survey directed at executives of over one thousand Canadian associations, has uncovered several interesting findings on current trends and future directions in the use of Internet technology. The Association Technology Survey, which was conducted in May 2005 with the assistance of the *Canadian Society of Association Executives* (CSAE) and Exware Solutions, was designed to help understand the adoption rate of Internet technology by associations across Canada.

Technologies and Adoption

Most associations already have websites, including private member sections, and use email and E-Newsletters to communicate.

“What type of Internet services do you currently use for your association?”



There is clear interest in expanding Internet services, since over 60% of associations consider such things as E-Commerce, E-Learning, Member Management, and

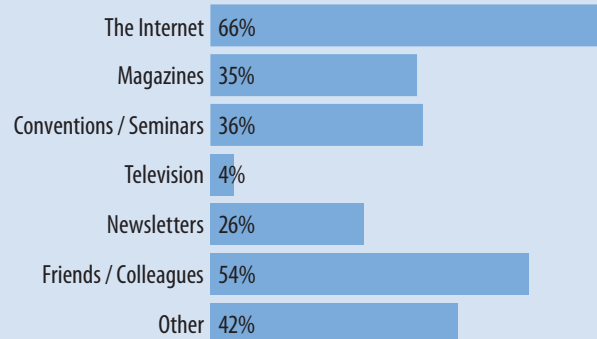
Online Registration tools to be important, but only between 20% and 30% currently employ such technologies. It's no surprise that 73% of respondents say they are actively exploring new technologies and online tools.

Almost all associations use a website and email, and rate both as important technologies, yet only 16% list email among their Internet needs for the next 6-12 months, compared with 50% for websites, which was the leading response. This demonstrates that associations see the importance of regularly upgrading their website. It also suggests that email is a technology that is already well utilized, and isn't seen as offering as much room for improvement or innovation.

Learning About Technologies

While 66% say they find out about new technology through the Internet, only 14% say the trust the Internet as source of information on these technologies.

“Who do you trust for advice about new technology?”

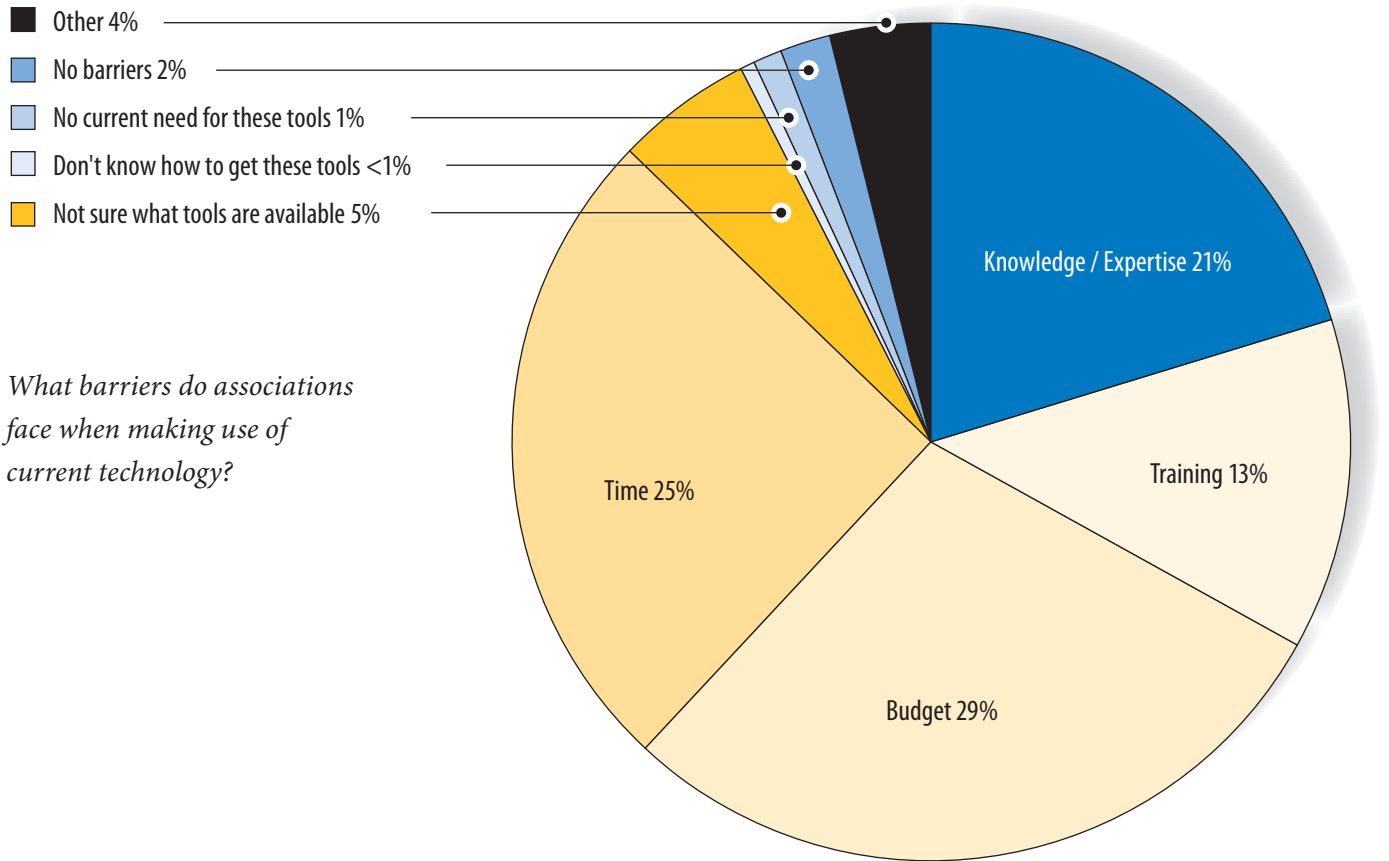


Word of mouth from friends and colleagues scores highest overall as a trusted source of information, more so than the advice of IT professionals, even in-house IT staff. This suggests a conservative outlook, with technologies needing to prove themselves first in the real world before they are deemed ready for adoption.



Obstacles to Adoption

Budget is listed as the top obstacle to adopting new technologies, yet the price of the technology is the least important of the considerations! One possible explanation for this discrepancy is that the Total Cost of Operation is important as one must factor in the cost of the time and training. This is supported by the fact that "Ease of Use" and "Ease of Integration" are the two top-ranking considerations.



What barriers do associations face when making use of current technology?

Size Doesn't Matter

Surprisingly, there were very few differentiating factors between large and small companies. The most significant is that small associations place great emphasis on the availability and level of technical support for a new technology, rating that as the #1 consideration. Larger associations rated technical support 4th most important, presumably as they have greater in-house IT resources to call upon.

The survey findings can be downloaded free of charge from http://www.exware.com/association_survey.html

About Exware

The Association Technology survey was powered by Exware Solutions, a company that specializes in online productivity systems. Exware provides turn-key web solutions for businesses and associations, offering plug-in modules for such things as Content Management, E-Commerce, Email Notification, Online Registration, as well as Surveys and Online Application Forms.



For more information visit www.exware.com or call (604) 684-9440