

IAPP - International Accounts Payable Professionals

Usable, accessible content hits a homerun with association members

International Accounts Payable Professionals is a not-for-profit professional organization committed to the advancement of individuals in the accounts payable profession. IAPP provides Accounts Payable Training, Certification, Best Practices, and many other resources to support members in a rapidly changing business world.

Challenge: IAPP's goal was not simply to update its online presence, but to incorporate and integrate multiple resources, opportunities and industry knowledge into one complete, organized portal. Part of this challenge lay in providing a seamless interface that offered varied levels of access based on the status of the individual accessing the site. IAPP wanted to provide access to useful tools and information for the general Account Payable public, while providing additional valuable resources to members of the IAPP network. The task of increasing and retaining online traffic to such an industry-specific web site surfaced as an additional issue in developing this site.

Solution: Intellavia teamed with IAPP to construct a web site that serves IAPP's vast audience of the general public and IAPP members. Intellavia's content management system (CMS) provided the solution to the problem of providing varied levels of access to members and the public, ensuring that the site provided value not only to members of the organization, but also to the visitors to the site. Successfully enabling visitors to access valuable industry-specific content without membership encouraged many of the visitors to join the organization to gain access to even more valuable resources. Further, Intellavia's CMS allowed IAPP to enhance the availability of online professional training and education to its members.

Throughout the duration of the project, extensive testing and refinement of the site's content, design, and functionality proved essential. The partnership between IAPP and Intellavia has grown from a traditional pairing of organizations to a team consistently working towards one ultimate goal.

Result: iappnet.org was successfully launched in 2008 and has since become the leading, most trusted source for all things AP. Traffic (defined as unique visitors to the site) has increased from a monthly average of 300 hits to a monthly average of 11,000 hits and growing. In a short time, iappnet.org has distinguished IAPP as an invaluable resource both to its members and nonmembers in the Accounts Payable industry.