USMS 3.0 and Digital Transformation Technical Definitions and Examples

Many of the topics and much of the discussion around the USMS 3.0 initiative are technical in nature and may be new concepts for some. We hope that you find this overview of definitions a helpful resource for our conversation. ***Terms are listed in alphabetical order for easy reference.***

Authentication
aka email/password login, website login

Authentication is the act of securely signing in to a modern website. These sites require an email address and a secure password to log in—think Amazon. This term is important in the context of USMS 3.0 because the *legacy system* does not use a secure form of authentication; it uses a combination of last name, gender, and date of birth. All new systems within USMS make use of modern and secure authentication.

API (Application Programming Interface)

In the simplest terms, API, or application programming interface, is the ability for one software system to pass information to another system or a way for two software programs to communicate. An example is Club Assistant's event registration system checking back to the USMS registration system to ensure an event participant is a member.

Club 2.0

Club 2.0 is USMS's internal term for the next version of Club Finder. Club 2.0 will combine registration, club information, and location(s) with the Gold Club application and a new web design to easily connect prospective members with USMS member-clubs. On Oct. 1, all clubs and workout groups will be able to renew with the new Club 2.0 system. This includes the ability for clubs to manage their online USMS club profile. See the CEO Report for detailed description.

Cloud
aka the cloud, cloud computing

The cloud is a newer technology that enables organizations to rent remote server space (software runs on servers) instead of having to buy and maintain their own on-site servers.

Community
aka online member community, forums, community software

An online member community is just what the name implies: an online location (think website) where USMS members can enjoy the benefit of being a member. Right now, our online community is limited to our forums and the My USMS section (flogs, online workouts, digital magazine, etc.) of the *legacy system*.

When we think about **community** in the new USMS 3.0 environment, we think about the following:

- Modern forums
- Article comments
- Easy access to workouts and training plans that are presented in a better format
- Club reviews (think Yelp)

- Member-to-member messaging
- Exclusive member-only content
- Modern fitness tracking
- Achievement badges
- Updated public profiles

Everything will be easily accessible through your computer and through *mobile responsive* pages on your tablet and smartphone.

CRM (Customer Relationship Management)
aka member management

CRM stands for customer relationship management—think member management for USMS. A CRM system manages all the customer/member interactions, transactions, and relationships that are necessary to run an organization. A CRM can help streamline processes through automation and connect with members or potential members in a more meaningful way. In USMS 3.0, the *legacy system* will eventually be replaced by a commercial off-the-shelf CRM system.

Digital Transformation
aka USMS 3.0, IT modernization

Digital transformation is the act of modernizing an organization so it's ready for the digital age, which is already here. We've created **a 5-minute video overview** of USMS's digital transformation initiative.

Email Marketing Platform
aka email newsletter management, 'Compose Email Message' section of legacy system

Email marketing is the act of sending a commercial message, typically to a group of people, using email. An email marketing platform is the software that performs that function. Today, we use a combination of the email marketing service Constant Contact and a functionality that's built into the *legacy system*.

Legacy System
aka PHP, USMS membership system, registration software, ESTHER, the 'website'

This is the original software system that was built over time to manage all of the member, club, event, results, rankings, LMSC, etc., functions that are administered by the National Office and our volunteers. This also includes many sections of usms.org, such as My USMS, volunteer content, and more.
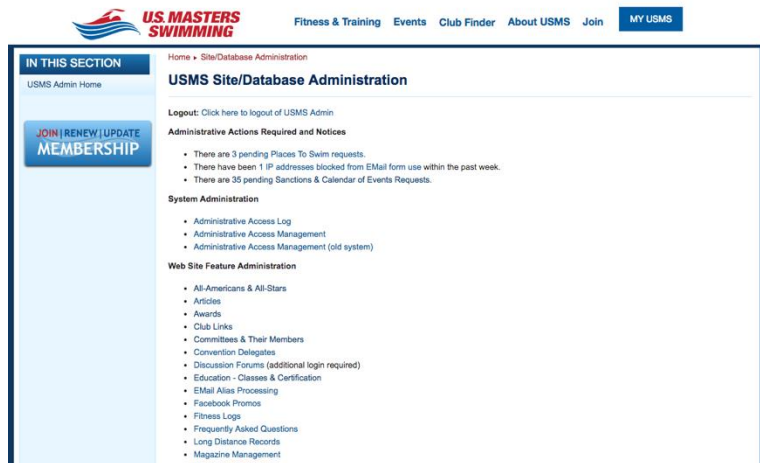
Mobile Responsive
aka mobile friendly, responsive design

Mobile responsive design is a way of designing websites to provide the best viewability on all devices—computer, tablet, and smartphone—by adjusting sizing, layout, and proportions. A picture's worth a thousand words.
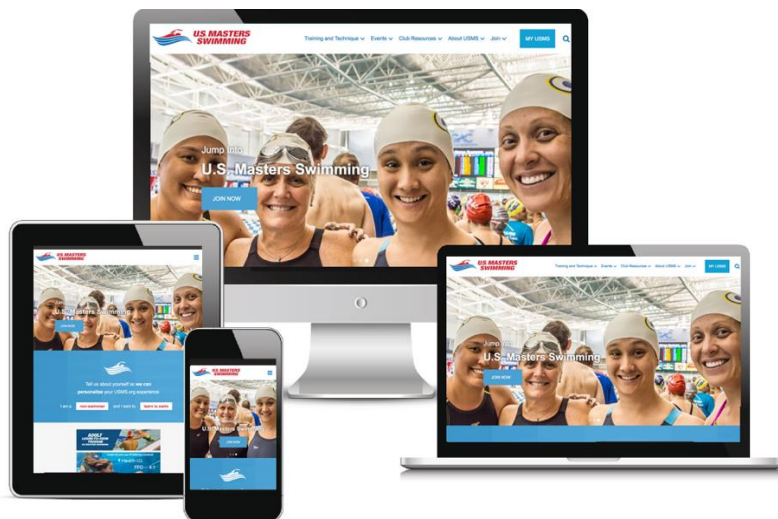
MVP (Minimum Viable Product)

An MVP is a product with enough features to satisfy early customers. In this context, a product doesn't have to be a physical good. Our first year of the SmartyPants Vitamins USMS Fitness Series is an MVP, as was our first release of Club Finder. The idea is to more quickly bring an idea (a product) to market and then build on it.

SaaS (Software as a Service)

SaaS is a software licensing model that allows customers such as USMS to rent software, rather than buying and managing it.

Security
aka PCI, SSL, PII, GDPR

The term **security** is bit of a catch-all for many different types of online security. USMS is required to adhere to a number of different online security standards. Many of these standards are difficult to meet with our *legacy systems*. Security standard examples include the following:

- SSL (Secure Socket Layer)—A computer protocol that ensures that all data that is transferred is done in a private manner through an encrypted link.
- PCI (Payment Card Industry (data security))—A security standard for accepting credit, debit, or cash card transactions.
- PII (Personally Identifiable Information)—Any data that could potentially identify a specific individual
- GDPR (General Data Protection Regulation)—A European Union regulation that creates a legal framework and sets guidelines as it pertains to collecting and processing PII. GDPR is something that we expect to make its way to the United States at some point. We're closely watching developments due to the handful of members we have with European addresses and potential impacts this law may have in the U.S.

Website

USMS nomenclature has until now referred to "the website" as everything that was accessed online. In reality, the website was a series of web pages, functions, and software that happened to be accessed via the internet (e.g., informational website, front-end member registration (what the member sees), back-end membership management (what our registrars, treasurers, and National Office staff utilize), sanctioning, event results database, forums, volunteer communication/minutes, etc.). The various functions were, for the most part, built in-house and custom to USMS.

Workflow
aka automation

A workflow is a sequence of steps that make up a work process. We have informal workflows for things such as member registration, LMSC transfers, and event sanctions. Workflows are important in a *digital transformation*, because we can automate a lot of steps that would ordinarily require a person to perform.