

Welcome to the CIO Hour!

September 2025

Evaluating a Vendor's Integration Capability

Today's Panel



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Holly leads CRM and data strategy at IDSA, where she and her team connect people, process, data, and technology to support the organization's mission. With 18 years of experience in the association space, she focuses on scalable systems, smart integration, and cross-functional collaboration to drive insights, improve operations, and support ongoing innovation.



MOIRA EDWARDS, MS, CAE
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Moira Edwards focuses on the impact of technology on organizational strategy. Ellipsis Partners works exclusively with associations and non-profits on technology assessment, digital strategy, and system selection and implementation. She is a co-founder of AWTC, Association Women Technology Champions. She volunteers with ASAE and was the 2017 Chair of the Technology Council. Hailing from Dublin, Ireland, she holds a BA in Business & Economics, an MS in Psychology, and is a Certified Association Executive (CAE).



JAMES C. MARQUIS
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James C. Marquis is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting with for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.

The CIO Hour: Evaluating a Vendor's Integration Capability

- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month



Visit www.theCIOHour.com for upcoming topics and events.

Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- You may claim 1 CAE credit – details will be emailed tomorrow

Agenda

- In the News – A few highlights that might interest you
- Fast Facts – Introduction to the topic of the month
- Q & A – 40 min – Discussion with our experts and taking your questions
- The CIO after Hour – 30 minutes of open mic discussion

In the News...

1. Want to reduce your risk of dementia? Play a board game

<https://www.detroitnews.com/story/life/wellness/2025/08/30/want-to-reduce-your-risk-of-dementia-play-a-board-game/85897463007/>

2. 50 years ago, a single keystroke changed Apple and the world forever

<https://www.macworld.com/article/2823426/50-years-ago-a-single-keystroke-changed-apple-and-the-world-forever.html>

3. AI Is a Mass-Delusion Event

<https://www.theatlantic.com/technology/archive/2025/08/ai-mass-delusion-event/683909/>

4. The First Federal Cybersecurity Disaster of Trump 2.0 Has Arrived

<https://www.wired.com/story/the-first-federal-cybersecurity-disaster-of-trump-20-has-arrived/>



INTEGRATION TOWN HALLS

FOR ASSOCIATION SOFTWARE
JULY 15, AUGUST 20 AND SEPTEMBER 17
2025



 techleague.org/integration-town-halls

Join us for an important discussion on the proposed Integration Bill of Rights and how it can serve as a framework to positively impact system integrations that have become so pivotal to the success of association technology implementations.

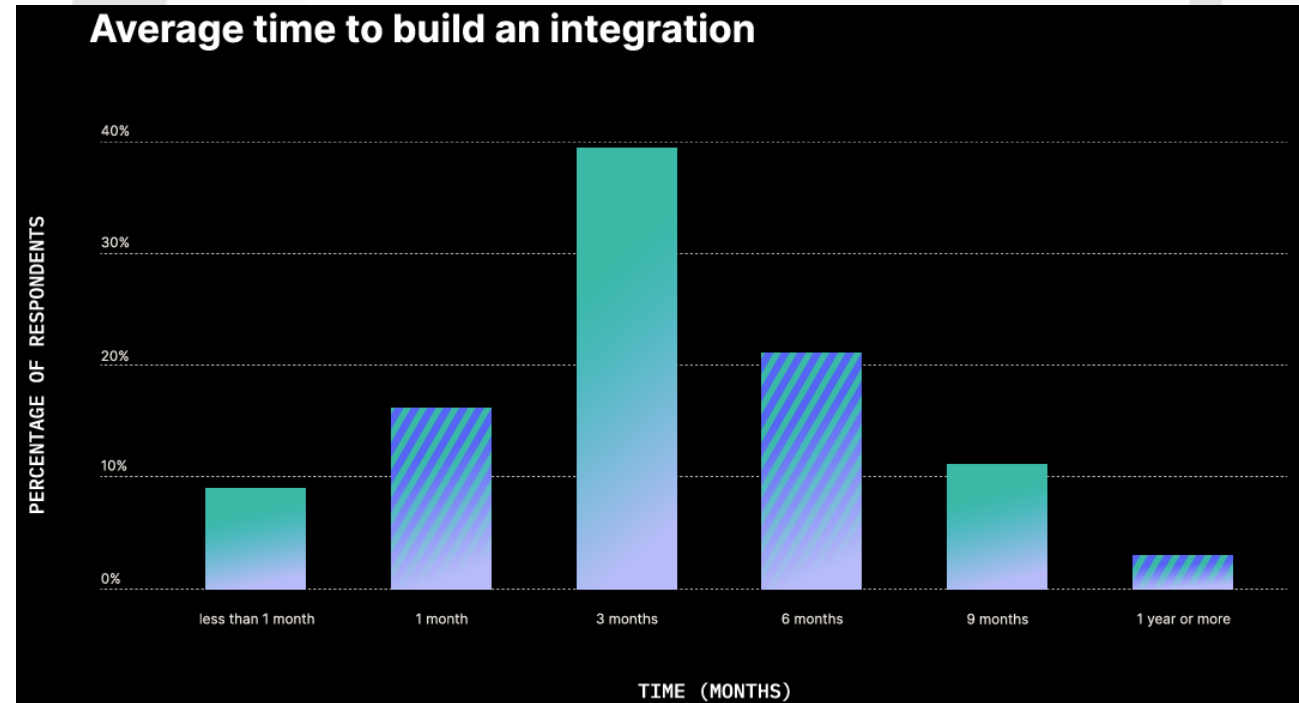


Today's Topic:

Evaluating a Vendor's Integration Capability

Integration Facts...

- Only **1%** of SaaS businesses surveyed said integrations ARE NOT important for their customers.
- **63%** of companies invest in integrations to improve retention.
- **75%** of respondents said it takes three months or longer to build an integration.
- **90%** of B2B buyers either agree or strongly agree that a vendor's ability to integrate with their existing technology significantly influences their decision to add them to the shortlist.



SOURCE: <https://www.partnerfleet.io/blog/valuable-integration-statistics-to-know>

A Quick *(Fun and Slightly Inaccurate)* Demonstration...

On to Your Questions...

What do we mean by APIs and integrations?

Do you need to do the integration?

My vendor says they have an api. How do you interpret that?

When you think about gathering requirements for an integration, where do you start?

In your view, who builds (or should build)
an integration?

How do you go about fixing these when things are not acting as expected?

When do you need middleware or iPaaS?

What information should we gather from a vendor during the sales process to avoid being trapped?

Any last parting advice,
especially for smaller organizations...

Other Questions?



Thank you to our panel of experts!



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Final Thoughts

- Join us **October 2nd** for the next CIO Hour.
- An archive of this presentation and today's Webinar will be posted on theCIOHour.com in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: theCIOHour@501works.com
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.