



Guide

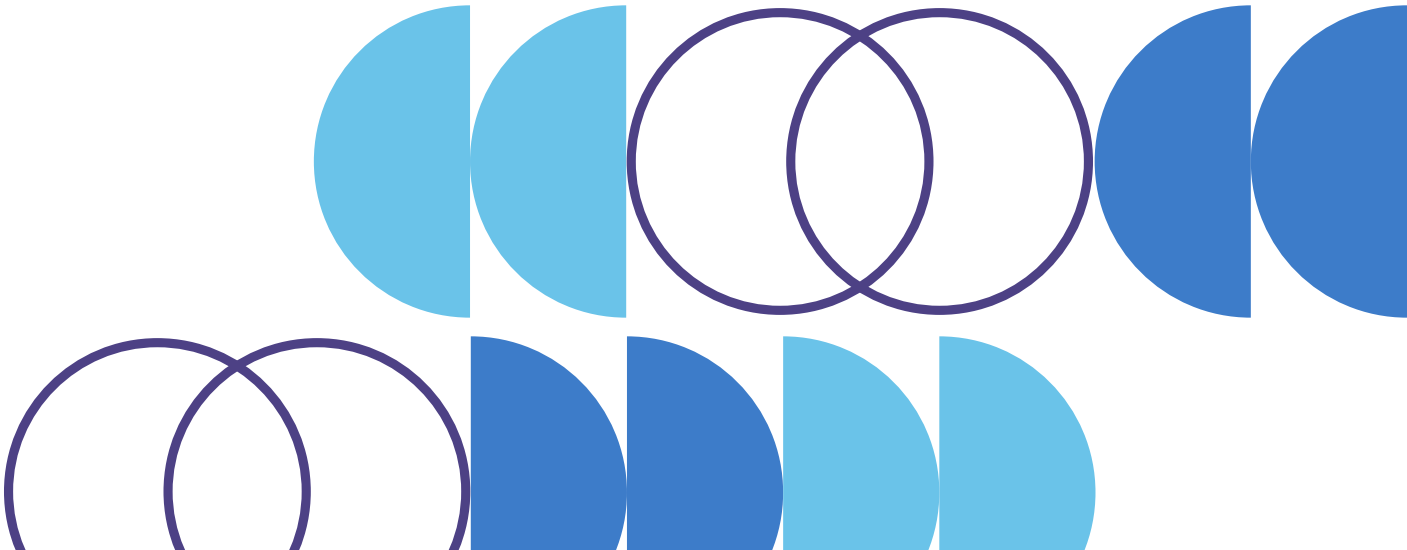
Board Management Software

Buyer's Guide


OnBoard

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Forward: Virtual Meetings

Life is unpredictable — as the pandemic reminded us all with an exclamation mark. Back in 2019, when we first published this guide arguing that board management software is vital for good governance, we couldn't foresee the rapid acceleration toward virtual meetings and digital governance necessitated by Covid-19.

As March rapidly became December, it became clear the remote conferencing tools that many businesses leveraged when our offices were still brimming with activity were now insufficient.

And it's easy to understand why. If effective decision making were as simple as getting everyone on the phone at the same time, then we'd have transitioned ages ago to a completely remote work-force.

But today's conference technologies like Zoom, GoToMeeting, and Facetime share the same failings, they are designed for conversation but do little to enhance decision making. They don't provide data, structure information, organize thinking. They were never made for end-to-end remote governance.

Board management software was made exactly for this moment. Technology that enables directors to act with force on new information and rapidly pivot their strategies, no matter where they are at.

We've learned a lot about how leaders across the world have leveraged board management technology to protect their businesses, help their workers, pivot strategies, and carefully plan their road to recovery. We've taken these lessons and included them throughout this second edition buyer's guide.

We sincerely hope you and your team find this guide useful as you consider upgrading your digital infrastructure and advancing your governance in 2021 and beyond.



Introduction: Happy To Have You Here

We're here to help you navigate the often-confusing world of board management software. The goal here is for you to walk away informed. Equipped with the knowledge of what board software does, who it's for, why it's essential, and how to fairly make the case that board management software would strengthen your work.

Throughout this guide, we'll take a holistic look at board management software and how it can benefit everyone involved with your governance. We aim to help you make sense of a market populated with providers who don't make it particularly clear what sets them apart.

Here's What to Expect

- We'll start with a big-picture idea of how board management software works and who it's for.
- At the start of every section, you'll find a summary of the most important topics and guidance on how to evaluate board software.
- We'll first turn to the specifics of the technology, the features, security, and accessibility you should demand.
- We'll then focus on the value of director usability and accessibility, exploring why board member adoption is vital and the importance of a well-designed interface in driving wide-spread use.
- We'll examine the business case for the software, equipping you to make the case during budget season by exploring the hidden costs of staying with the status quo.
- An open secret is that directors remain resistant to technology. We'll guide you through the most common mistakes providers make and what to look for to guarantee your board actually uses a solution.
- We'll look at how to choose a vendor, how to understand their differences, and even let you in on an industry secret.

We'll do our best here to be in-depth but pithy. If there's ever a section you'd like more information on – or there's just a question that pops into your head – please don't hesitate to pick up the phone can call us at 765.535.1882 or email us at more@onboardmeetings.com.

So let's jump right into it.



A Quick Note: This buyer's guide is intended to be accessible to everyone no matter their job title, written in plain English. Much to our irritation, the industry is rich with jargon, starting with just the product category name. If you talk to friends or explore sites like Capterra, you'll see and hear the terms "Board Management Software," "Board Portal," "Board Meeting Software," and "Board Governance Software." Each of these names means the same thing. It's one single product category of software that's designed to enrich the board meeting life-cycle.

Board Management Software, Explained

Board management software is a secure environment for administrators and board directors to access meeting materials, communicate with each other, and execute their governance responsibilities. By combining new mobile hardware with rapidly improving cloud technology, board management software replaces the old regime of paper, printing, and emails.

To do this, two distinct sets of tools exist, one for the administrative staff who run the entire process behind the scenes and another for the board members who make the critical decisions that lead organizations forward.

Board management software simplifies every step of the Board Meeting Life-Cycle. They're end-to-end governance platforms that consolidate all reports and actions into a single, secure platform.

Before the Meeting

- Before everything gets hectic, administrators can organize information, upload minutes, check director availability, and dynamically update information.
- As the board or committee date inches closer, reports are distributed to the board. The administrator then compiles that information into an agenda, invites directors, and publishes the board book.
- Directors receive the board book and begin their review. They can annotate and share their notes, review past materials, reference documents, and chat with their colleagues.

During the Meeting

- Directors arrive and find there are no last-minute changes or surprises. The meeting starts, and one-tap navigation between sections keeps the meeting on track.
- As decisions are made, directors can vote within the app, sign paperwork, set deadlines, assign tasks, and follow up on outstanding questions.
- Administrators can take minutes within the platform, assign tasks, and track follow-ups as the meeting progresses.

After the Meeting

- Reminders and notifications provide directors with an alert when there are outstanding tasks like a document that needs an eSignature, pending cast votes on open approvals, and respond to surveys.
- Every vote, signature, survey, minutes, and report is uploaded and tracked for compliance and follow ups.

This workflow, coupled with stringent security measures, is the bare minimum for any solution to be considered board management software. With that in mind, there's a lot more board management software can and should do. So let's look specifically at the technology you should expect from any provider.

Features & Capabilities

Summary

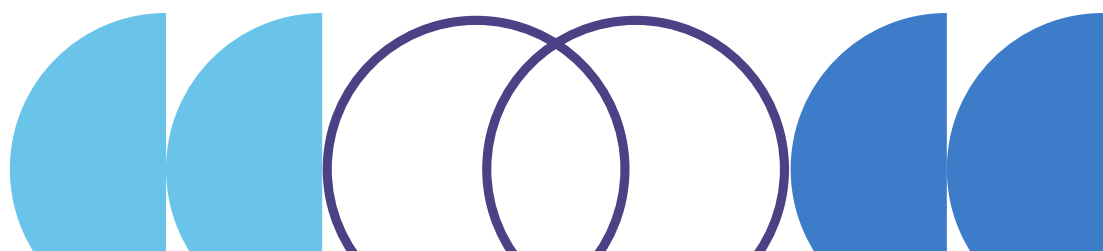
1. Board software must contain the tools to improve the director review processes. That means looking for **shareable annotations, always up-to-date and synced materials, and calendars.**
2. Virtual meetings are more important than ever — that's why your board software ought to **directly integrate with video conferencing software like Zoom.**
3. Your directors must be able to work from **anywhere and on any mobile device: ensure iPhone, iPad, and Android compatibility.**
4. Board software needs a complete set of governance capabilities between meetings like **eSignatures, Voting, and Surveys.**
5. It'd be a tragic mistake if administrators find that board software takes more time than paper: demand a **drag-and-drop agenda and board book builder, complete file support, and a resource library.**
6. Administrators need to manage a lot, and that includes compliance. It's why your board software needs **Granular User Access Controls.**

Features & Capabilities

We're going to move fast here and try our best not to be repetitive. But there's a lot you should expect from board management software. Your investment is obviously about more than features, but demanding functionality that touches on every moment in the board meeting life-cycle is critical to justify your investment.

- **Director, CEOs, & Leadership Team Features** Video Conference Integration. With virtual meetings more prevalent and essential than ever, your board software must include integrations with video conferencing providers like Zoom. It creates a unified meeting experience that enables directors and CEOs to meet face-to-face directly within the platform. No need to switch between apps. Just your meetings without distraction.
- **Any Device Access.** Directors should be able to read, review, annotate, and chat on any device they already know how to use. Technology is already a hurdle for this demographic, so placing the additional barrier of learning an entirely new operating system is one step too far.
- **Notes & Annotations.** To effectively review for the meeting, directors need tools to mark-up their board books with notes, questions, and highlight important information. Those notes should sync across every device, being available wherever you need them.

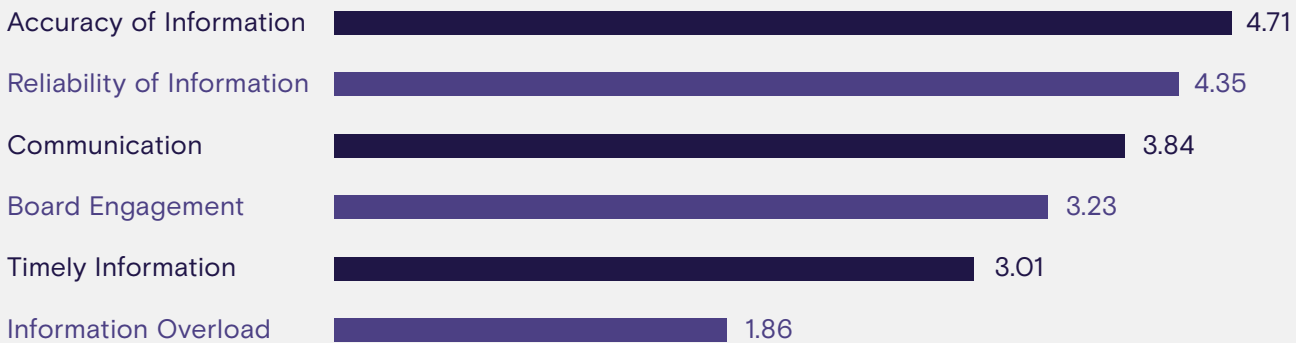
- **Dashboard Homepage.** Your board software should include a centralized space for directors to quickly see all upcoming meetings, company announcements, news, and important information the board needs to know.
- **Always Up-To-Date Meeting Materials.** Directors should never wonder whether they have the latest version of the materials. They should expect that the moment they open the board book, it's the most current information and ready for their review.
- **D&O Questionnaires.** A robust and integrated D&O Questionnaire is essential for any board management software. D&O questionnaires are a critical and necessary component of a board's annual calendar, and having an integrated solution streamlines reporting, compliance, and good governance.
- **Meeting Calendar.** To stay organized, directors must have an easy way to see what meetings are coming up and when. They should also have the ability to access previous meetings to review prior decisions, notes, and materials.
- **Document Archive.** Not only should old board books be available for ongoing review, but vital documents like the bylaws, annual financial reports, and committee assignments should be housed within the board software for quick and easy retrieval.
- **Secure Chat.** Directors should be able to start a conversation about anything right in the same app that houses the board book – so that when the finance committee begins their review, the CFO is just a tap away to answer any questions.
- **eSignatures.** Board management software should allow directors to govern outside the boardroom. If a document demands a signature, it should provide them all the context they need to make a decision and tap to sign.
- **Approvals.** Voting from anywhere empowers organizations to safeguard their compliance by keeping digital records of each action the board takes. This provides value when an authorization is on a short deadline and when an action must be taken on a time-sensitive matter.
- **Multi-Board Support.** Directors rarely serve on just a single board, so board management software should allow them to do board work across organizations with a single login.
- **Offline Access.** Whether in the air or a thousand miles from land, directors must be able to continue their work and expect their actions and annotations to sync when they re-establish an internet connection.
- **Biometric Security.** Only the appropriate members and support staff of the board should have access to the meeting materials. Board software should explicitly require a thumbprint or facial recognition to gain access to materials.



Information Reliability, A Pressing Challenge

In a recent survey we asked board directors to assess the most common challenges they face. Information Reliability and Accuracy was the most common problem – one that the right board management software is uniquely suited to help them overcome.

Directors were asked to rate the following challenges their board has faced in the past year. (7 as the most challenging)



Administrator Features

- **Meeting Minutes.** Board management software enables administrators to take minutes directly within the software. It enables a unified board workflow that makes it easy to take notes, create tasks, track attendance, and mark motions as the meeting progresses. An integrated meeting minutes tool is essential for a complete board management platform.
- **Agenda Clone.** Most board meeting agendas look strikingly similar. That's why administrators should be able to copy an old agenda, and then begin to fill it with new reports and documents.
- **Task Management.** Managing tasks and meeting follow-ups with email is messy and complicated. It can lead to missed deadlines and a lack of action. Your board management software ought to include a dedicated place to create, assign, and track tasks – so all of your outstanding and completed work is organized on the same platform.
- **Intuitive Drag-and-Drop Control.** Creating a board book and agenda should only take a few minutes – a half-hour tops. That means board management software must make it super easy to drag a file from the desktop and place it in the agenda.
- **Intuitive Board Book Builder.** The heart of board management software involves taking all of the disparate reports, PDFs, PowerPoints, and Excel sheets and quickly compiling them into one final document that's shared with the entire board.
- **Collaboration Tools.** Get information to your directors faster by distributing board book responsibilities. Anyone within your org should be capable of uploading, creating, and managing your meeting materials.

- **Announcements and Reminders.** If an important policy is changed or meeting is rescheduled, communicate with the whole board or individual committees with targeted announcements.
- **Instant Update.** When the CFO sends a revised financial statement the night before the meeting, updating the board book and agenda should be as easy as replacing the file and sending out a brief notification.
- **Resource Center.** Administrators should craft a robust file structure to organize information for themselves and the board – a place to archive and reference mission-critical documents, old meeting minutes, and process notes.
- **Complete File Compatibility.** Board management software should never make you stop and ask whether this file will work. Everything – Word documents, PDFs, Excel spreadsheets, PowerPoint decks, Google Docs, YouTube videos, and more should all be able to be dropped right into the agenda and then exported into the master board book.
- **AutoSave.** The devastation of losing all your progress is such a heart-wrenching experience. No one should ever worry about that with board management software. It should save as you go, so there's never a risk.
- **Surveys & Questionnaires.** Whether you need to conduct a board evaluation survey or determine the next board meeting's location, administrators should expect board management software to let them quickly gather information to fulfill their responsibilities.
- **Granular User Access Controls.** Keeping compliant means administrators need a straightforward way to exclude directors who have a conflict of interest from seeing meeting materials. Board management software should provide a complete tool kit for administrators to provision access.



Security Requirements

Summary

1. The most secure board management software technology protects your data with **RSA 4096-bit** and **AES-256 encryption**.
2. You want board management software built on **Microsoft Azure, the gold-standard in cloud-security**. A serious warning is a vendor who builds and manages their own servers – there's no way to verify the security.
3. Demand proof of external audits and compliance with standards like **SOC-2** and **HIPAA**.
4. Your vendor needs to ensure your data is backed up in multiple locations to ensure that if the worst happens, your information is safe.

Security

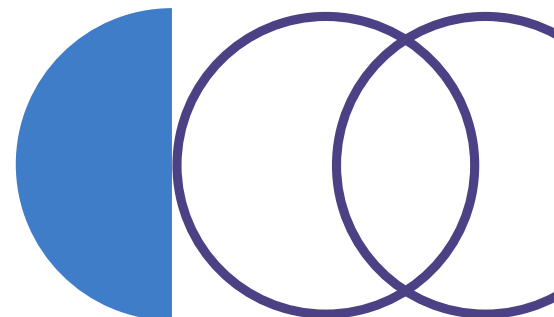
There may be no more significant asset than the trust of your customers. Reputation matters. That's why it's surprising that people frequently underestimate the value of security. Because the unauthorized release of confidential board information can instantly impact an organization's financial position and brand.

For example, a survey by Javelin Strategy & Research reported that 25% of consumers would seek to sever business ties if an organization's data was breached. Add in the opportunity cost of lost acquisitions and legal actions, and not only is your reputation in shatters but so is your business.

The security of board materials is often a blind spot for organizations before looking at board management software. They know security is essential but not how or why. Many teams under-appreciated just how risky email and file sharing remain, especially for reports containing sensitive information.

Whether it's an email breach or a hacker tricking a hapless person into giving them their password, there are significant information security vulnerabilities across thousands of organizations that aren't taken seriously until it's too late.

That's why when you're evaluating providers, several questions need to be answered about their infrastructure, data integrity, external audits, and their security teams.



Security Features

- **Infrastructure & Cloud Security.** The infrastructure that delivers data over the cloud is vital to keeping you secure. Broadly, board management software is built upon either a major cloud provider or the vendor creates and hosts their own data-centers. Major cloud providers include Microsoft Azure, the gold-standard in cloud-security, and Amazon Web Services (AWS). A vendor created cloud should raise warning flags – there's no way to tell who or what has access to your data, no way to verify the security. Worst of all, if the vendor built their own data centers, it will be more expensive by design – there's no scale. Be wary; you don't want to pay more for less security.
- **Encryption.** There are two central types of encryption buyers need to be aware of: how data is stored when no one is accessing it (at-rest encryption) and how information is encrypted when sent from the server to a device (in-transit encryption). What you're looking for from a board software provider is data that's encrypted with RSA 4096-bit standard in transit and AES-256 encryption for data at rest.
- **Data Replicability and Integrity.** A significant problem faced by on-premises installations is the threat of lost data. Whether a flood takes out a server or a power-surge wipes a hard drive, data backups are central to maintaining a permanent record of board activity. That's why buyers should look for providers who regularly replicate data in a secondary region. That could mean having a server in New York and Chicago or L.A. and Berlin. The overarching goal is to keep the data geographically dispersed so that an isolated disaster doesn't become a crisis for your compliance.
- **Penetration Testing.** Vendors hire outside firms to do something called ethical hacking. They ask the firms to see if they can get into their systems and breach dummy data. Any vendor worth their salt will have at least an annual penetration test performed to guarantee their systems are secure.
- **External Audits.** Any vendor you select must undergo extensive external audits. Those audits are conducted by third-party providers and look at the board management software firm's procedures, controls, and security practices. They focus on availability, security, privacy, confidentiality, and system integrity. The gold-standard is a SOC 2 certification that assures buyers the product will meet their compliance or IT governance requirements. However, you should ask any vendor about a range of compliance standards including, GLBA, FERPA, HIPAA, FISMA, ISO 27001/27002, SOC 2, SOC 3, SSAE 16/ISAE 3402. All those letters and numbers mean the vendor has opened their processes up for external review and has therefore proven that its system is designed to keep its clients' sensitive data secure over time.
- **People.** The effectiveness of any security system cannot rise above the integrity and ethical values of the people who create, administer, and monitor them. Integrity and ethical values are essential elements of any security environment, affecting the design, administration, and monitoring of other components. It means that management has considered and removed incentives and temptations that might prompt personnel to engage in dishonest, illegal, or unethical acts.

The security of a vendor is a critical part of your evaluation cycle. Research, ask pointed questions about their encryption, their audit history, and how well their employees understand their responsibility to be effective stewards of information security.

Going Virtual With Board Software

Summary

1. Video conferencing tools are an insufficient replacement for making smart, deliberate, group decisions.
2. When you're evaluating board management software, it's important to consider the platform's suitability for remote meetings
3. When looking for board management software, find a product designed for virtual meetings that integrates with conferencing software like Zoom.
4. Board software that **centralizes information, facilitates real-time collaboration, and enables remote decision-making will stand the test of time.**

As we hastily moved to virtual work, directors and executive management attempted to bridge the isolation with conferencing technology. What they found was an insufficient replacement for making smart, deliberate, group decisions.

Board management software ought to integrate with those conferencing technologies and create a true end-to-end governance solution. By bringing together every tool necessary to govern on-the-go, it centralizes your board resources, bridges communication gaps, and enables decisions to be reached after sound deliberation.

And while this pandemic won't last forever and we will one day safely meet with our colleagues again, a hybrid approach between in-person and virtual meetings will likely persist perhaps indefinitely. Especially considering the new tools, skills, and approaches that executives and directors gathered over 2020.

So when you're evaluating board management software, it's important to consider the platform's suitability for remote meetings. Here's what you should look for to ensure board management software will be ready to support your immediate and future virtual meeting needs:

- 1. Board Management Software Integrates with Video Conferencing Technology Like Zoom.** There's one thing video conferencing technology does exceptionally well – it provides reliable audio and video streaming. When placed side-by-side with your meeting information, they are perfect complements. Together they provide everything you need to know about your meeting immediately alongside a live video of your colleagues. When looking for board management software built for virtual meetings today and in the future, looking for these types of integrations is key for success.

2. The Board Software Should Facilitate Real-Time Communication. Without the fluid communication of an office environment, directors and executive teams need a secure channel for communication that's context-rich and specifically about business. You need to find a solution that places a secure real-time communication channel next to your vital business documents. When your CFO shoots off a stern message on spending, you can't afford to waste time flipping between emails, text messages, and Microsoft Teams looking for context. You need a board and leadership platform that facilitates end-to-end communication and governance in real-time.

3. A Platform That Centralized Documents, Reports, and Resources For Anywhere Access. A fast-moving crisis calls for using history as a guide. When your board or leadership team had to make tough calls during the financial crisis, what did that do? How did they act? Who did they consult? Meeting management platforms bring together every document and decision and make them immediately searchable. Action and decisive choices don't come to those that dither – executives and board members should be equipped to learn from the past. With an unlimited, secure, online file system they can do just that. It's a critical component for organizing information and ensuring decisions leverage everything we've learned over the intervening decade.

4. A Product That Empowers You To Make Decisions And Take Actions Remotely. Reaching consensus and quickly capturing the views of your directors and leadership is essential when fast-moving problems are tackled remotely. Board management software should help your team reach consensus and make decisions between and during meetings with tools like: voting, approvals, eSignatures, surveys, and secure messaging.

Figuring out Zoom was just the first step in navigating virtual board and committee meetings. Remote governance demands more. Board management software that will stand the test of time will offer teams a comprehensive and secure suite of meeting tools, including conferencing integration—everything you need to govern confidently and stay connected from anywhere.



Director Adoption & User Experience

Summary

1. Too many meetings today are essentially lectures. But when everyone is using board software, when materials **are distributed far in advance and directors are invested in reviewing materials on their own terms, meetings become strategic and forward-looking.**
2. Too often board software is difficult to use – **challenging enough that many return to printing. This is a damning consequence of a poor user experience.**
3. You need a board management vendor who has spent time with real directors **who has made their product for an older demographic.**
4. Demand that your board software be **easy for every person, no matter their age. Demand In-App Guides and complete device compatibility.**

Director Adoption & User Experience

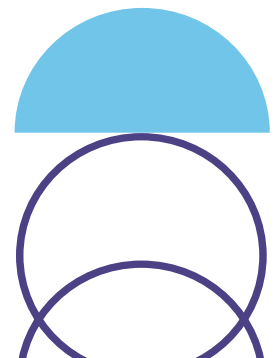
Board members aren't technology savants; they often look at software with intense skepticism. Yet it's only by overcoming this barrier that the full force of board management software can be unleashed. That's why the user experience is so important, because if everyone just goes back to printing, you're left with nothing. And what's even the point of purchasing board management software if it's not going to be used?

So why is adoption essential and how can you identify board management software that's well-designed for everyday directors? Here's how.

Why You Need Complete Adoption of Board Software

Director adoption of board management software can fundamentally improve your meeting outcomes. When board members are together, well prepared, and ready to deliberate the organization's strategy, an entirely new kind of meeting takes shape.

The problem is that paper and email has left us all complacent – we accept that most meetings will be tedious affairs. A place where presentations are given, people are talked at, and everyone leaves tired, with a sense that little was accomplished.



Board management software can flip this whole process on its head. But only when everyone is happily leveraging the software. When materials are distributed far in advance and directors are invested in reviewing materials on their own terms, meetings become actual collaborative efforts — a place to make crucial decisions and think about the organization’s long-term health.

With full adoption, the whole board is prepared to discuss, brainstorm, and problem-solve. Having digested the facts of the meetings in advance, attendees arrive ready to make smarter, more strategic, and timelier decisions.

But too often, board software vendors make their products difficult to use. They aren’t made with an older demographic in mind. Everything is too complicated. Nothing is where it should be. It doesn’t work on a favorite laptop. And as a result, maybe half the board uses it and the other half continues to demand a printed version be mailed to their homes. And if you find yourself in this precarious position, you’d have to wonder what the point of board software even is?

This is a damning consequence of a poor user experience.

User Experience

It’s an open secret that directors remain hesitant about technology. And it’s no wonder why — they are an older demographic that didn’t spend their careers behind a computer screen. But it can be overcome. An intuitive board management experience demands vendors spend substantial time with real board directors. It means designing a solution that puts essential information like upcoming meetings front and center, creating in-app guides, and making the software work on every device directors already know how to use.

Here are the most important considerations when evaluating a user experience that’s most likely to drive adoption and make directors happy.

What Directors Look For In Board Software

In a recent survey we asked board directors what they want in board software. The data also shows that directors want an easy solution, and they are eager to try the product. They are also talking to their peers and looking for outside validation.



Clear Layout, Designed For People with Limited Technology Experience

You should look for vendors who have spent time with real directors. Yes, that means an older demographic who can find technology challenging to use. Silicon Valley tech investors don't need hand-holding; they intuitively understand software. But for everyone else, the 99.95% of board members who are seasoned professionals – and not programmers – it means creating a product that just works.

When they pick it up everything is organized and it's easy to explain: 'here are your meetings, and when you click on the meeting, the agenda opens, and then the big download board book button is right there. Use your finger to make notes or type by pressing the keyboard button' That's how humans get software. Good design makes trepidation melt away.

What you want is a provider who thought deeply about how an older demographic uses software, what's important to them, why, and how to bring that information front-and-center.

Device Compatibility

This complements design accessibility; you want your directors to use any device they already own to securely access their materials. You can't ask them to learn a whole new operating system, it just won't stick and they'll find themselves frustrated. The result is a product that goes unused. So you should ask any provider: is your board software available on Windows, Mac, iPhones, iPads, Android phones, Android tablets, and Kindle Fires? It's difficult to overstate how important it is that board management software just works on whatever device your directors already use and love.

In-App Guides

When you log in to board management software for the first time, it should give you a brief tour. A quick little hello that's followed by arrows that point out where you're at, where you can go, what you can do, and where you can go to learn more. It provides directors a sense that this is something they can use, that they won't be overwhelmed and that they know where to find the answer if they have questions.

Optimism About Technology

During our recent survey of board leaders with Avannis, the results showed hope and eagerness about technologies place in the boardroom.

Looking forward, I think that board meeting technology will become...



88% More Important

Director Adoption & User Experience

Summary

1. Your business case will evaluate the **benefits, limitations, financial stakes, and risks of purchasing board software.**
2. We'll show you how to make that case and why **board software is naturally a compelling solution to your stakeholders.**
3. The benefits are clear, from **better meetings** and more **reliable information** to **improved compliance** and a **commitment to sustainability.**
4. **It's simple to measure the cost reductions from saved labor and paper,** making the Financial Analysis a simple yet powerful argument for board software.
5. **Most risks are vendor-specific.** With proper due diligence during procurement, you won't lose sleep over your decision to adopt board management software.


The Business Case

Before your search begins to identify the right vendor, you need to be confident in making the business case to stakeholders for why board management software is essential right now. That may be easier now than ever before, as teams continue to work and govern virtually. But if the business case isn't self-evident to decision-makers, we're here to help.

The ideal business case is a straightforward argument: What is this, why is it essential, what will it cost, what are the risks, and what are our choices?

It looks like this:

1. **The Executive Summary & Objectives** opens with what you're trying to accomplish and why.
2. **Benefits & Limitations** is a straightforward qualitative analysis of how and why board software will prove compelling.
3. **The Financial Analysis** examines the quantitative implications – the hard dollars and cents of your investment.
4. **The Risk Assessment** looks at possible pitfalls and shortcomings.
5. **The Option Identification** finally provides your stakeholders with an analysis of the statuesque and alternatives solutions.



This may seem a bit overwhelming, but you're actually in quite a bit of luck. Because Board Management Software has so many benefits and touches on nearly every aspect of an organization, it easily fits into any IT project portfolio.

Board Management Software Procurement

The Executive Summary & Objectives

Luckily, no matter what your main IT objective is, board management software easily fits into every kind of IT procurement strategy, so it's easy to make a compelling business case.

- **It's Transactional:** by providing administrators and directors the flexibility to work from anywhere, it enhances governance, centralizes communications, and bolsters security. A transactional project like board software asks that you improve efficiency and productivity while reducing risk.
- **It's Infrastructural:** meaning it reduces labor costs and cuts waste. Board software increases productivity by minimizing time spent on everyday tasks and eliminates paper waste. Who can argue with productivity gains, saved money, and a lower carbon footprint?
- **It's Informational:** through the timely distribution of information with fewer errors, these projects close information asymmetries. Indeed, as we saw in our board survey, information accuracy and reliability is top of mind for directors. It should be easy to make the case that this project bridges an information gap and improves the directors' ability to lead.
- **It's Strategic:** by contributing to your organization's competitive advantage. It's easy to make the case that board software equips your directors to better consider your long-term strategy. As the stewards of your organization's strategy, it helps them remain engaged with your organization, collaborate, and contribute with better information at their fingertips.

Board Management software that meets all four primary IT objectives is an obvious investment.

Benefits & Limitations

Benefits

We won't again dwell on meeting management software's value, but not all benefits are created equal when making a clear business case. Here's what should be top of mind when making your case.

- Board software ensures directors are better informed to make smart decisions.
- It connects leaders to information and virtual meeting tools that enable teams to govern effectively and securely while remote.
- Streamlined Governance tools that improve information reliability.
- When materials are distributed far in advance and directors are invested in reviewing materials on their own terms, meetings become actual collaborative efforts — a place to make important decisions and think about the organization's long-term health.

- It proves to stakeholders you take managing environmental, social, and corporate governance (ESG) responsibilities seriously.
- Because of the information improvements, it means directors can vibrantly debate strategy and make decisions focused on the long-term.

Limitations

- Lack of a development platform to personalize the software.
- Because of security concerns, integrations with other productivity software is often lacking.

Financial Analysis

- It's simple to measure the cost reductions. It's easy to overlook because it's the way it's always been done, but the costs of printing your board materials invariably run higher than most board software. Take into account everything involved: paper, binders, printers, toner, shipping, reprints. People typically find that just the basic materials end up costing more.
- We've found board software typically reduces the time required to create your board books in half. Take into account the time saved in making last-minute changes and addendums and you have clear quantitative labor-savings.

Risk Assessment

Your risk assessment will survey potential pitfalls, their consequences, and strategies for avoiding those threats. Yet, with the right vendor, these risks are significantly curtailed.

- **Cyber Security:** Consider whether paper and email put you at risk of unauthorized release of confidential board information that can instantly impact your organization's financial position and brand.
- **Board Adoption:** Note that there's a risk that the software you select will not be designed for your director's demographic, causing a lack of adoption that will result in a wasted investment.
- **Continued Innovation and Support:** Board Management Software consolidation poses a risk of selecting a provider who no longer actively supports their product.
- **Delivered as Promised:** Consider the risk of purchasing a product that can't deliver on its promises. Note this can be mitigated through a free trial in advance.

Option Identification

- When presenting to the stakeholders, you will be asked for a status quo analysis and a vendor analysis. our status quo analysis should include the waste and burden of paper, the security risks of email, and may consist of a cost analysis of creating your own in-house board software. Once you have a compelling story, it's time to identify appropriate Vendors.

Luckily for anyone considering a Board management software project, the case is easy to make. With clear benefits, few limitations, a clear financial upside, and limited risk, your stakeholders will find the case compelling. So compelling, you'll soon be tasked with selecting a vendor. This is actually the hard part.

So what should you look for in a board management vendor?

What To Look For In A Vendor

Summary

1. **The most important thing to know before selecting a vendor is that most board management software providers are Zombies.** Providers who were acquired, yet their websites and brand still walk the earth.
2. You'll need to safeguard yourself against this scourge. You must demand a **Free Trial**, investigate their **Market Credibility**, and question their **Underlying Technology**.
3. Pay special attention to **market credibility**; it's a window into the quality of the product. **Look for a provider that's won awards and recognition**; it's proof that their product delights users.
4. With your list narrowed, it's now time to **find a real, enduring partner**. Look for those who have invested in **Customer Success** and who **Share Your Values**.

Selecting a Board Management Vendor

There are seemingly dozens of board management software providers. Here's how to assess their credibility and capabilities. Here's what every potential customer should look for and ask of their vendors before any paperwork is signed.

Board Management Consolidation: The Industry's Dirty Little Secret

This may be the most important thing to know before selecting a vendor: most board management software providers are Zombies. Really. Many providers were bought up by cash-rich competitors who kept their brand and website alive but killed off service and product development. Between 2012-2019, dozens of providers were folded into larger parent companies. But they didn't stop marketing the products or take them offline. Instead, they've created the illusion of competition while quietly winding-down the software, ceasing updates, and ending support.

Beware, they will still sell you this old software only to return months later and introduce you to their more expensive flagship brand. By this time, you're likely tired, beaten down by bugs and no one to call. So you accept your fate and double – triple! – your spending to ensure security and functionality.

What Happens When Your Board Software is Acquired

Nothing is shocking about one company buying another. Happens every day. But unlike many other software acquisitions, the sale isn't for the technology or talent. There's no future synergy, improvements, or integrations. Board management software is acquired to eliminate competition – they are purchasing growth.

The consequence is that the software you've meticulously selected, methodically implemented, and strived to make work for the board of directors ceases to exist.

Here's how you can tell your board software has been acquired.

New Features Stop and Security Concern Rise

When board software is acquired, it means the end of product updates and the perilous prospect of widening security vulnerabilities. New features simply cease. Creating new governance capabilities requires a sustained investment in engineering. And groups with a Zombie provider find their left behind. They never gain access to capabilities like automatically syncing notes or in-app messaging – the development resources are simply not there.

Perhaps even worse, because security is ever-evolving, the longer they stay with a zombie provider, the higher the chance of a data breach. Releasing updates for device and browser updates demands an experienced team who is on the clock.

The Price Goes Up

You'd think that given divestment from both product and service, their new vendor would be in a position to lower their prices. But that doesn't happen. Instead, the price goes up, quality down, and service is eliminated. The price increases justify the acquisition and work as a stick, pushing you toward the more expensive flagship product.

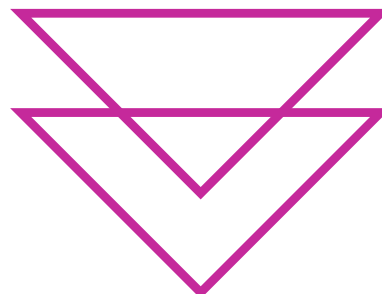
There's No One Who Can Help

The board software industry is built on customer success and accurate, timely customer support. Software as a Service means actually providing service. That's knowing your customers individually, always being on call to help explain a new governance feature, it's answering technical questions, being open and ready to incorporate customer feedback, and ensuring each customer is getting the most out of their investment.

Often these acquisitions occur with little fanfare or even an announcement. But if your prices are going up, your service quality is going down, and months go by without an update, your board software has likely been acquired.

If you've found yourself in this unfortunate position, it's time to look elsewhere. But you're in luck because you're reading this guide, this time you will be prepared – ready to find a partner for the long-term.

As you begin your search for a partner, you'll first need to weed out all the zombies in your midst. As you evaluate vendors, here's how you discover who the zombies are and avoid moving from one dying product to another.



How to Identify Zombie Board Management Providers

Unfortunately, discovering whether you're talking to a Zombie Board Software Provider isn't as easy as identifying a real zombie. Here's a handful of ways to investigate whether a vendor is genuine and worth your time. We'll end with a dozen or so questions that will equip you to get to the truth.

Demand a Free Trial

The proof is in the pudding. Demand a free trial. If the vendor you're interacting with has nothing to hide, if they are proud of their product and know it will be useful for you, they'll let you try it for free, in advance. In fact, we can't think of any other business software we'd consider making a long-term commitment to that we couldn't use before putting pen to paper.

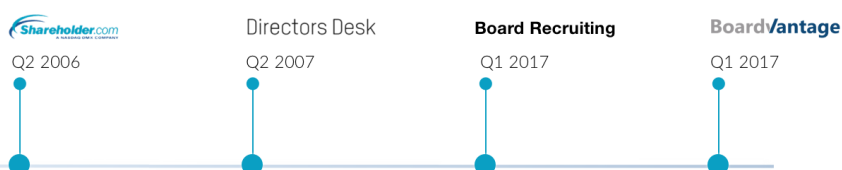
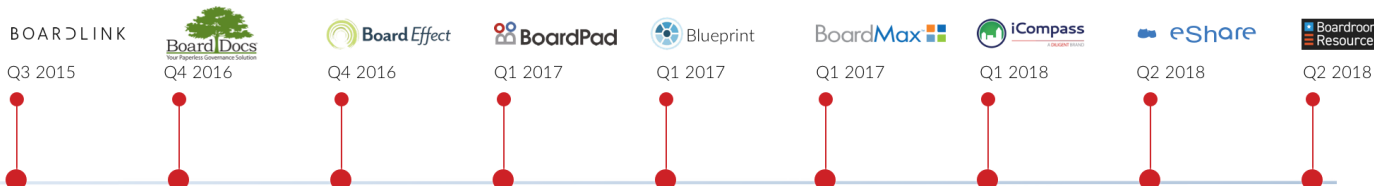
So get into a trial, if you can use it and your directors love it, you're already on your way to making a wise purchasing decision. If the vendor refuses, you have some serious questions to ask about their credibility and technology.

Market Credibility

Once upon a time, people would turn to companies like Gartner for advice on business software purchases. Today, it's actually more insightful to look at what real people have to say about business software. And board management software is no different. Look at business-software review sites like G2 Crowd and Capterra, and see what real people are saying is making them happy.

Credibility today is established by real people leaving real reviews and assessments. Look for a board software provider that's won awards and recognition. When a solution is easy to use and delights users, those people will flock to these sites and leave praise.

Acquisition Timelines



Demand Knowledge of Their Product Release History

Ask whether their board management software is available on all iOS and Android devices; there are dozens of providers who simply missed the boat on mobile. They never invested the resources and will sell you a solution that won't achieve adoption. Ask their representatives to share the release notes of their last 3-5 product updates. Pay close attention to the dates and the time span between updates: If all three updates aren't in the past six months, it's a good sign of divestment in innovation.

Question Their Underlying Technology

A central distinction between vendors is their underlying technology – the fruits of their research and development efforts. This is a crucial difference because the cloud offers significant improvements over

legacy technology. It's less costly to run, engineered for all browsers and devices, superior in its redundancy and availability, and more secure. That allows cloud-first providers to pass the cost-savings on to you while maintaining superior service and product improvements.

This is important because the cash-rich competitors that bought up all the little guys – their board software was made in the early 2000s and was designed for on-premise hosting. You install it on your own servers. They never invested in reengineering their products for the cloud. They couldn't make the business model work. That's why so many refuse free trials. It's not that they don't want to – it's that they can't deliver one without cloud technology.

Learn about whether a trial is available, discover what real customers are saying about a vendor, see their product release history, and gain an understanding of their technology – those four lines of inquiry are your best defense against the zombies. Because when a firm is merely looking for an exit plan – when they are eager to be bought and exit the market – resources are diverted from development, support, and technology.

Find a Partner – Selecting a Vendor Committed To Your Values

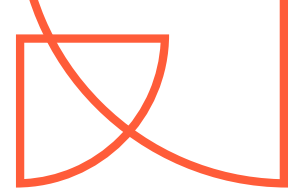
So now you know how to avoid the zombies. Which means you're already way ahead of the game. Now it's time to get down to brass tacks. It's time to winnow your list of possible vendors. It's time to evaluate which vendor will become a true partner in your success.

How should you look for a partner? Here are some key considerations.

Invests in Customer Success

Investment in Customer Success defines an organization's priorities. It demonstrates a company believes there is value in forging an enduring relationship, a partnership that at its core guarantees the clients experience a return on their investment. It's more than just differentiation against a vast sea of faceless software companies; it's about proving a product can really help people solve challenges and that together you're on a shared mission.

When assessing a vendor, you should ask about whether your account will be assigned a dedicated customer success manager, how that relationship will work, and whether they're always available to assist you when you encounter a challenge. You should ask about the Customer Success team's NPS score and whether they are specialized to know your industry. Without a Customer Success team, the vendor is only responsible for one thing: making sure your invoice clears.



They Share Your Values

If you've ever been to the DMV, you know what it's like to feel like a number and not a person. When selecting a vendor who you can rely on for work done by your board, choosing someone who shares your values is crucial for long-term success.

- If you value being treated like a person, look for a vendor who invests in customer success and has their support located in the United States. Vendors who put a high premium on corporate social responsibility – not just profit and bottom-line.
- If your team cares about community, look for a vendor who has programs in place to give back profit and time to its community.
- If you care about people and the culture of the people you work with, look at companies that people actually want to work at. Where they encourage a work-life balance and employees leave each night happy. An excellent place to find evidence of this is a website called Glassdoor.

A board management vendor who sees you as a person and appreciates their employees is a vendor who will care about you. And that ultimately leads to an enduring partnership built on trust.



Vendor Comparison

An interactive worksheet to find the right board software



Board Management Software Vendor Comparison Worksheet

Download our interactive vendor comparison PDF to have on-hand when considering board software vendors.

[DOWNLOAD](#)

Conclusion

This is an important decision. Make no mistake, board management software is a commitment that directly impacts the most important people at your organization: the bosses' bosses. And there's so many distractions, so much noise, that can leave any person feeling frustrated—deciding that the time just isn't right, that this decision should be left to someone else – the next person who holds this job.

But it doesn't have to be that way. Utilize this guide to make a wise decision about what board management software to purchase – but don't leave the decision for another day. It's time to take this knowledge, hold vendors' feet to the fire, and make a call.

Dig deep into their capabilities, security, director experience, and credibility. Every organization, big and small, deserves to have a happy board that's well-governed and makes wise decisions. Take it seriously but know that after the first meeting with board management software, the board of directors will be better served. Ready to tackle challenges, ask questions, and deliberate on the future.

Because a well run board of directors promises a bright future for everyone at your organization: more stability, better pay, and less stress. We hope this guide has shined a light on how this market works and what makes board management software important. Take this knowledge and go.



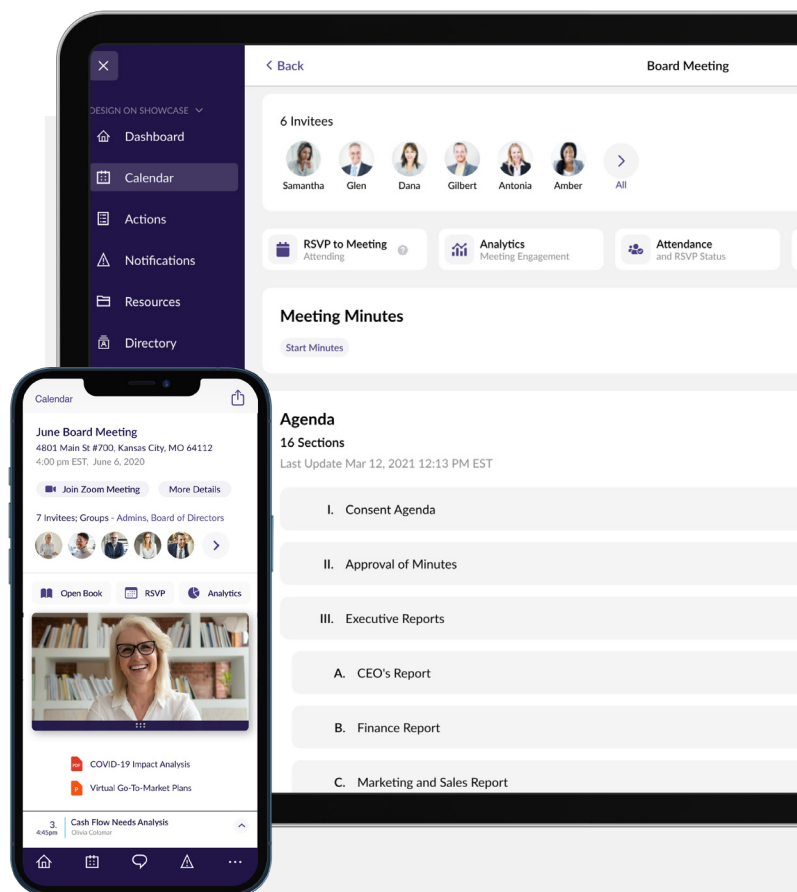
Appendix: Introducing OnBoard

OnBoard isn't going anywhere. We've been around for over 15 years, we have skin in the game, we're not looking for an exit plan, and we continue to innovate around board governance every day.

Best of all, because we took an entirely new approach to creating board management software, OnBoard makes boards happy. We practice what we preach. Every day for a decade, we've been on the phone, on the ground, and in boardrooms worldwide, talking to real directors about what they need out of meeting software. Listening to their needs and learning how they govern effectively. The result is board management software that directors want to use. It makes their lives easier.

OnBoard is a complete board management solution, with the most accessible user experience ever, with every feature you could ever want, with the complete security you need, that's available on every device. And when real people are given the opportunity to evaluate OnBoard, they enthusiastically rate it above the competition. The results speak for themselves. OnBoard has won Capterra's award for ease of use, received the American Business Award for governance technology, and is the top-rated board software across dozens of platforms, including G2 Crowd, the Apple App Store, and GetApp.

And because of our technology, service, and support, OnBoard is the only leading board management platform that offers a no strings attached free trial – so you know precisely what you're getting before you fill out any paperwork. There's no credit card, no commitments. Just an open offer to use OnBoard and make up your mind. We hope you accept our invitation to try OnBoard. Whether you're using another solution or still on paper, we'll turn your trust into a happy board of directors. Farewell, and we hope to hear from you very soon!



FREE TRIAL

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