

## **YMCA of Memphis and the Mid-South Launches Comprehensive Daxko Software Platform**

BIRMINGHAM, AL — Just months after announcing their decision to partner with Daxko on a comprehensive suite of software services for their Y, the YMCA of Memphis and the Mid-South is set wrap up their implementation and launch Daxko Operations, Daxko Engage, and Daxko Mobile software solutions as a part of their plan to serve Memphis, Tennessee and surrounding communities.

The launch of the YMCA of Memphis and the Mid-South marks the 163rd launch in 2015 by the Daxko launch team. “We love working with our health and wellness partners. These organizations work to create healthier, and more vibrant communities around them every day and it’s a privilege to provide industry-leading software to focus and increase those efforts,” says Tyler Tumlin, Daxko Project Manager.

The YMCA of Memphis and the Mid-South originally made the decision to work with Daxko in August. Leeann Buttram, Vice President of Member Services for the YMCA of Memphis & The Mid-South explained their decision to move forward with Daxko this way, “We appreciate the history and longevity Daxko has supporting the YMCA Movement through technology and we feel that Daxko has taken the time to get to know the Y, our mission and our culture. They speak our language and they know our brand.” Since Daxko has an extensive track record of working with YMCAs, the Daxko implementation team was able to move the YMCA of Memphis & the Mid-South quickly from signed agreement to launch day. “Because of our long partnership with health and wellness organizations like YMCAs, we understand many facets of their business model. This relationship allows us to get health and wellness organizations to their launch date more efficiently if that is their goal,” Tumlin explains.

### **About Daxko**

Headquartered in Birmingham, Alabama, Daxko is a leading provider of mission critical software to member-based health and wellness organizations. Daxko helps customers achieve high levels of operational efficiency, deliver strong fiscal management, and engage their members in meaningful ways. Data show that Daxko’s customers grow twice as fast as similar organizations using other solutions. Daxko employs 190 team members across the Southeast. For additional information, please visit [daxko.com](http://daxko.com).

### **About the YMCA of Memphis & the Mid-South**

This year marks 160 years since the opening of the Memphis YMCA and the YMCA of Memphis & the Mid-South holds a vital place in the area's rich history. President Howard Taft made a trip through Memphis to dedicate the Fogelman YMCA in 1909 and B.B. King wrote his song "3 O'clock in the Morning" while staying at a Memphis YMCA. The YMCA of Memphis & the Mid-South has grown to their current total of 9 facilities and 3 program branches operating in three

states, stretching from Oxford, MS north to Millington, TN and operating programs in Marion and West Memphis, Arkansas that serve all ages and segments of the community. For more information, please visit [ymcamemphis.org](http://ymcamemphis.org).