



The IMG Advantage

IMG's **expertise in strategy and planning** has allowed the Quest Board of Directors to guide the organization toward continued growth and influence. Quest's membership now stands at more than 50,000 members and subscribers worldwide.

IMG offers turn-key conference planning and management, and is a **specialist in co-located and collaborative events** (events that involve more than one host organization, which creates additional levels of complexity). Quest has been able to take advantage of this expertise, in that all of the organization's U.S. conferences use a collaborative model — and registration is thriving.

IMG is known for scalability and flexibility. Much of Quest's ability to thrive during a time of change can be attributed to IMG's ability to **rapidly scale services and support up or down** with changing client needs.

*What is a User Group?
Like any other association, user group members join due to a common interest. Members of a user group share use of the same software, but are not necessarily in the same industry*

Quest International Users Group | Quest



Quest International Users Group is a not-for-profit worldwide community of more than 50,000 Oracle applications and technology users who share resources, expertise and networking through Quest to maximize the value of their software. The power of Quest's community, tools and experience make it a steady, dependable users group in an ever-changing software world.

Quest's Story

Quest was created in 1995 by users of JD Edwards software to promote networking, information sharing and educational opportunities for users of JD Edwards (a corporate-focused, enterprise-wide software package). Volunteer leaders soon realized they needed an association management company to support their bold goals and create an infrastructure that would allow them to focus on Quest's core mission. When other management groups couldn't deliver consistency, creativity and flexibility, Quest turned to IMG Associations (then Host Communications) in 1998, beginning a partnership that has allowed Quest to grow services and value to members and create organizational and financial sustainability, even through difficult times.

As Quest entered its second decade, Quest members' world turned upside down when the maker of their software was purchased by rival software maker PeopleSoft, who in turn was acquired by technology giant Oracle. With its traditional member base in a whirlwind, Quest's future was uncertain. Through IMG's adaptability and creativity, Quest didn't just survive this experience – it thrived. Together, Quest and IMG strategically restructured user group services, communication methods and staffing to accommodate the changing environment. As a result, members rallied to the organization, viewing Quest as a stable, consistent source for information in confusing times. Quest's Board of Directors took an ambitious, two-pronged approach: enhancing services to loyal JD Edwards users while expanding to include users of PeopleSoft and other Oracle software products. IMG provided Quest with the depth of resources to rapidly scale up to achieve those ambitious goals.

Today, Quest members benefit from a strong, global community, an excellent relationship with Oracle, popular regional and global conferences, increasing members services, and a loyal partnership with IMG Associations that has allowed Quest to grow to more than 50,000 members and subscribers and three international chapters.

"For more than 10 years, Quest has benefitted from a true partnership with IMG. With their support, Quest has weathered every storm. Together we've created a truly unique culture that has made all the difference in how Quest is perceived and how we serve our members. IMG's contributions to our success can't be measured and, after more than 10 years, we still continue to be amazed at the enthusiasm and commitment of the IMG Quest staff."

— Roger Parks
Chief Information Officer and VP IT, J.R. Simplot Company
2008 President, Quest International Users Group
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