NATIONAL BUSINESS LEAGUE

NBL Unified Hub

One place to connect, understand, manage and create across the entire NBL digital ecosystem.

PLATFORM GUIDE

What the app is, how it works, every workspace, every role, and every feature — explained end to end.

OVERVIEW

What the NBL Unified Hub is

The NBL Unified Hub is the single administrative command center for the National Business League. Instead of logging into a dozen disconnected systems — the website, payment processor, CRM, learning platform, email tools and spreadsheets — the Hub pulls all of it into one branded, secure workspace.

From one sign-in, an authorized administrator can see the health of every connected system, browse unified member data, build and share executive reports, ask questions of an AI analyst grounded in real ecosystem data, create content and courses, automate cross-platform workflows, and manage users, roles and entitlements.

The Hub answers four questions

- Connect — what systems are attached, are they healthy, and what data do they send?
- Understand — what is the unified picture of members, revenue, programs and engagement?
- Manage — who has access, what is approved, what is published, what is running?
- Create — what new content, courses, reports and automations do we need next?

Where it runs

The Hub is a responsive web application, so it works everywhere without an app-store download:

Experience	Behavior
Desktop web	Full workspace with persistent collapsible sidebar, wide data tables, multi-column dashboards and side panels.
Tablet	Condensed sidebar, touch-sized controls, stacked panels and horizontally scrollable tables.
Mobile	True app-like behavior: bottom navigation bar, full-screen sheets and drawers, thumb-reachable actions, and installable to the home screen.

ACCESS

Signing in, roles and permissions

How sign-in works

- Email and password — create an account or sign in with your work email. Passwords must be at least 8 characters.
- Continue with Google — one-click sign-in for organizations using Google accounts.
- Demo panel — a password-protected preview on the sign-in screen that lets stakeholders explore the Hub through each role's eyes without a live account. Signing out exits demo mode.
- Credential safety — credentials for connected systems are never stored in the browser. They live server-side only.

Roles are assigned and enforced on the server, not in the browser, so a user cannot grant themselves more access. Every workspace, button and record respects the signed-in user's role.

The three roles

Role	What they can do
Super Admin	Full control of the ecosystem: all workspaces, all connections, all data, all reports. Invites users, assigns roles, changes organization settings and approves anything.
Developer Admin	Technical operations: create and configure connections, manage field mappings and sync behavior, inspect API logs, webhooks and the request sandbox. Full data and reporting access.
Program Admin	Program-scoped operations: sees connections and data for their own program plus national-level records. Builds reports, creates content and courses, and runs day-to-day management without system-level configuration rights.

Every meaningful action is written to an audit trail, so there is always a record of who changed what and when.

NAVIGATION

Getting around the app

Once signed in, every screen sits inside the same shell, so the Hub feels consistent no matter where you are.

Shell element	What it does
Sidebar / bottom bar	Jumps between workspaces. Collapsible on desktop and tablet; becomes a bottom navigation bar on phones. Only shows the workspaces your role can open.
Global search	Finds connections, members, reports, content and automations from anywhere in the app.
Notifications	A slide-in drawer of sync failures, mappings awaiting review, content in review and other items that need attention.
Role badge	Always shows who you are signed in as and which role is active, including demo sessions.
Sign out	Ends the session and clears any demo preview state.

FEATURES

The workspaces, one by one

Dashboard

The landing workspace and executive snapshot of the whole ecosystem.

- Live KPI cards for connected systems, active members, revenue signals and engagement.
- Trend charts that summarize movement over time across connected platforms.
- An Attention Required feed that surfaces connections in error or warning, field mappings awaiting review, and content sitting in review.
- Recent activity from across the ecosystem in one stream.
- Program Admins automatically see a dashboard scoped to their program plus national data.

Connections

The control room for every external system attached to the NBL ecosystem.

- A card or list view of every connection with status, vendor, scope and last successful sync.
- A guided Add connection flow that captures the vendor, name, scope and credentials, which are stored server-side.
- A detail view per connection covering configuration, sync history, field mappings and error messages.
- Manual sync, pause and reconnect actions for recovering a system that has drifted or failed.
- Designed for platforms like the website/CMS, payment processing, CRM and marketing automation, learning platforms and email.

Data Browser

One unified view of the records flowing in from every connected system.

- Browse by category — people, organizations, transactions, programs and content.
- Search and filter across a unified member table with the source system labeled on every record.
- AI-assisted data matching proposes how fields from different systems line up (for example, one platform's "Company" to another's "Organization").
- Review and approve mapping proposals, turning them into automatic rules for future syncs.
- Duplicate and conflict signals so the same person from three systems becomes one trusted record.

Reports

The reporting library and builder for leadership, funders, partners and boards.

- A library of saved reports with owners, types and favorites you can star for quick access.
- A Builder tab where you name a report, choose its type and select which connected data sources feed it.
- Saved reports persist for the whole organization, with the creator recorded as owner.
- Designed to grow into scheduled delivery and PDF/CSV export for recurring executive reporting.

Intelligence (AI analyst)

A conversational analyst that answers questions using the organization's real, live data.

- Ask plain-language questions such as "which programs are growing fastest?" or "where are we losing members?"
- Answers are grounded in live ecosystem context pulled from connections, member records, reports, content and activity.
- Conversation history is preserved so you can drill down and follow up.
- Each response identifies the data sources behind it, so findings can be verified rather than trusted blindly.

Create Studio

An AI-powered production room for content, courses and communications.

- Generate drafts for announcements, newsletters, program descriptions, course outlines and lesson content.
- Choose the audience, tone and length before generating, so output matches NBL voice.
- Drafts are built from real ecosystem data, not generic filler.
- Save a finished draft straight into the Content Library, or export it for use elsewhere.

Automations

Cross-platform workflow orchestration so routine work runs itself.

- A visual builder for trigger-and-action workflows across connected systems.
- Triggers are pulled live from active connections — a new payment, a new form submission, a membership change.
- Activate, pause and monitor each automation, with run counts and failure signals.
- KPI cards summarize active, paused and failing automations plus total runs.
- Typical uses: welcome sequences on join, syncing paid members into the CRM, alerting staff when a sync fails.

Content Library

The single home for published and in-progress content across the ecosystem.

- Every item with its type, owner, status and originating system.
- A review workflow that moves items from draft to review to approved to published.
- Status changes are recorded, so there is a clear approval history.
- Receives drafts created in the Create Studio without re-entering anything.

Membership

Member and entitlement management for the League's national and local structure.

- A member table with tier, status, program and originating system.
- Entitlements that define what each membership level unlocks.
- Search and segmentation to prepare outreach, renewals and program invitations.
- Built to reconcile membership across payment, CRM and website systems.

Users and permissions

Team administration for the Hub itself.

- A directory of everyone with Hub access, showing their role and profile details.
- A permission matrix that makes clear what each role can and cannot do.
- Super Admins can change a user's role directly; role changes take effect server-side immediately.
- Roles live in a dedicated permissions store, separate from profiles, to prevent privilege escalation.

Developer

The technical workbench for the people who maintain the integrations.

- API request logs with status codes and timing for troubleshooting.
- Webhook registration and delivery visibility.
- A request sandbox for testing calls against connected systems safely.
- Sync job history for spotting patterns behind repeated failures.

Activity

The full audit trail for the ecosystem.

- A chronological feed of syncs, approvals, publishes, role changes and configuration edits.
- Each entry records the actor, the affected object and the time.
- Used for accountability, compliance and post-incident review.

Settings

Personal and organizational preferences.

- Profile details and display name.
- Security preferences and session controls.
- Notification preferences for what reaches you and how.
- Organization-level branding and defaults for Super Admins.

ARCHITECTURE, IN PLAIN LANGUAGE

How it works under the hood

You do not need to be technical to use the Hub, but it helps to understand the flow.

Layer	What it does
1. Connections	Each external platform is attached once, with its credentials held securely on the server. The Hub knows what that system is, what it owns and how healthy it is.
2. Sync	Data is pulled from each connected system on a schedule or on demand. Every sync attempt is recorded with its result, so failures are visible instead of silent.
3. Mapping	Incoming fields are matched to the Hub's shared shape, with AI proposing matches and an administrator approving them. Approved mappings become permanent rules.
4. Unified data	Records land in one shared model — people, organizations, transactions, programs, content — always labeled with their source system.
5. Intelligence	Reports, dashboards and the AI analyst all read that unified data, which is why numbers agree across the app.
6. Action	Automations, the Create Studio and the management workspaces write changes back out, closing the loop.

Security posture

- Authentication and roles are enforced on the server for every request.
- Data access rules are applied at the database level, not just hidden in the interface.
- Connected-system credentials never reach the browser.
- Every consequential action is written to the audit trail.

VALUE

Who it is for and what they get

Audience	What the Hub gives them
Executive leadership	One trustworthy picture of membership, revenue, programs and engagement — without waiting on a manual report.
National staff	A single workspace for content, communications, membership and approvals instead of a dozen logins.
Program and chapter leaders	Program-scoped visibility and tools, so local work happens without exposing the whole ecosystem.
Technical team	Real integration tooling: connection health, mappings, logs, webhooks and a sandbox.
Partners and funders	Clean, consistent reporting built from unified data rather than assembled by hand.

In short

The NBL Unified Hub replaces scattered tools and manual reporting with one branded, role-aware platform that connects the League's systems, unifies its data, explains what that data means, and helps the team act on it — from a desktop, a tablet or a phone.

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