



Licence to retail

The BII, the professional body for the licensed retail sector, has implemented Pro-7, the latest release of ProTech Computer Systems' record management software. Pro-7 provides the BII with a central knowledge base that records the activities and transactions of its 17,000 members, resulting in enhanced communication and customer relationship.

Jonathan Stemp, IT manager for the BII comments, "We looked at a number of record management systems in the market but ProTech's Pro-7 software impressed in terms of its flexibility, scalability and ease of use. The ability to configure the software to suit our own business requirements was a key driver and this has enabled us to realise immediate time and cost savings. We are now also confident that we have a system that can grow with us as we continue to expand our membership base."

The BII will soon be taking advantage of the Events Management module within Pro-7. The BII and its regional councils hold several events throughout the year for members, and this module provides a powerful marketing tool in terms of the data capture. In addition to streamlining the planning and co-ordination of events, the Events Management module profiles each member and attendance at events.

The BII is the professional body for the licensed trade and has 17,000 members and 50 patron and corporate members. In 2004, the BII's Awarding Body (BIIAB) processed 134,000 qualifications. Its mission is to promote high standards of professionalism throughout the licensed retail sector; to encourage new entrants

into the industry, and to help them develop their long-term careers. It provides members with the information, skills and qualifications to help them succeed in their business activities.