



PROTECH AND CMI PUT CUSTOMERS FIRST

LONDON – 2 JUNE 2010:

The Chartered Management Institute (CMI) today announces a partnership with ProTech Computer Systems to enhance membership communications and customer service through the implementation of a new CRM, marketing, membership and education management system.

CMI's aim was to uncover a CRM system that went beyond the traditional, individual-focused, solution and offered analysis for single member, corporate and supplier contacts. The partnership, which will now lead to the creation of a full CRM programme supporting CMI's corporate strategy, has been agreed following a rigorous evaluation of membership and CRM systems, through a series of competitive pitches and customer workshop assessments.

With the recent launch of a new member-driven web site, CMI was looking for a solution that enabled 'real time' collection and segmentation of data. The new system also had to cater for a variety of relationships, including individual students and employers, and allow for real time data interrogation.

Ruth Spellman, chief executive of CMI, says: "With more than 86,000 members, how CMI develops effective customer relationships is critical, especially if we are to maintain our current trend of membership growth. We wanted to find a solution that, in one go, provides appropriate levels of information and enables CMI to improve customer service levels. In ProTech we have found a partner that truly puts the needs of the customer first."

Mark Trough, managing director of ProTech, comments: "We are delighted to have been chosen to supply our latest generation of the Pro-8 suite of applications to CMI. We have worked closely with CMI's team to produce a detailed solution that will bring significant business



improvements to their organisation. We see this as a clear

indication of the real power and sophistication of this latest version of the Pro suite; Pro-8”.

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Notes to editors:

About the Chartered Management Institute

The Chartered Management Institute (CMI) is the only chartered professional body in the UK dedicated to promoting the highest standards of management and leadership excellence. CMI is the guardian of the National Occupational Standards for Management and Leadership and sets the standards that others follow. As a membership organisation, CMI has been providing forward-thinking advice and support to individuals and businesses, for more than 50 years, and continues to give managers and leaders, and the organisations they work in, the tools they need to improve their performance and make an impact. As the only organisation to offer qualifications from Level 2 (GCSE) to Level 8 (PhD), CMI is committed to equipping individuals with the skills and knowledge to be exceptional managers and leaders. Qualifications and accreditations such as Chartered Manager, combined with products such as CMI's Continuous Professional Development scheme and the online support resource, ManagementDirect, support the development of management and leadership excellence across the UK. Through in-depth research and policy surveys of its 86,000 individual and 450 corporate members, CMI maintains its position as the premier authority on key management and leadership issues

About ProTech Computer Systems Ltd

ProTech has been an independent specialist supplier to the not-for-profit and education sectors for more than fourteen years and has built up an unrivalled expertise and an impressive installed base of existing clients. We are recognised as having an excellent track record in the more complex membership and education management environments and can provide a more sophisticated and flexible system than other suppliers in the sector. Some suppliers have preferred to adopt a simple "out of the box" solution for less demanding applications whilst others who offer the more sophisticated solutions have tended to widen their target market and, in our view, lessened their focus on the needs of the not-for-profit sector. We are wholly focussed on the specialised needs of our customers and can meet their requirements with a single highly configurable software solution. We are based in the West Midlands, with a satellite office in London, but operate throughout the United Kingdom.