



## **Food from Britain streamlines processes**

Food from Britain, the Government-backed market development consultancy for the British food and drink industry, has placed an order with ProTech Computer Systems for its Pro-7 record management software with an initial order value in the region of £40,000. Pro-7 will enable the organisation to improve communication with clients, members and prospects by recording all activities.

Harold Forbes, interim head of marketing services, at Food from Britain, says, "With Pro-7 we will be able to manage all of our key business functions using one central database, including membership subscriptions, marketing, document management and event management. The software will enable us to automate core business processes, which will help to drive down overheads within the organisation as a result of less manual data entry. We will also be able to keep track of relationships at a people level rather than an organisational level which is vital when you have multiple contacts within one organisation."

The implementation of Pro-7 will

also help Food from Britain to effectively manage the complex relationship with the 200 members of its FFB Fast Track scheme – an initiative that provides companies in the UK food and drink exporting community with priority access to a range of services. FFB Fast Track members are also given back a proportion of their membership fee in vouchers, redeemable against a wide range of Food from Britain services. Pro-7 will streamline the management and administration processes associated with the Fast Track scheme, helping members to reap the benefits of this initiative.