



Suffolk Chamber of Commerce Rolls Out Pro-7 Record Management Software

ProTech's Pro-7 software enables Chamber to profile members more effectively, enabling timely, targeted communication.

The Suffolk Chamber of Commerce (SCC), one of 60 commerce chambers in the UK, has implemented ProTech Computer Systems' Pro-7 record management software.

Pro-7 provides SCC with a fully integrated central knowledge base that manages all of its business functions including subscriptions, marketing and event management. Pro-7 also enables more effective communication with its 15,000 members and 18,000 businesses in the Suffolk region.

SCC is a voluntary organisation which is committed to promoting and expanding the business interests of its members. Founded in 1884, it recently expanded to incorporate the Suffolk Network, which provides the latest technology to allow members to network and communicate online.

Bob Feltwell, Chief Executive of SCC, explains, "Pro-7 enables us to maintain up-to-date records for all of our members, which helps us to improve interaction with our target audience and tailor services based on individual profiles of members. We are now able to manage all of our key business functions through one central repository of information and we have been able to automate core business tasks, enabling us to streamline operational and management overheads."

He continues, "We looked at a number of record management systems but Pro-7 impressed us in terms of price/performance, flexibility and ease of use. By having a fully integrated system we are able to keep much tighter control of all of our business activities, including membership, events, marketing and financial management. We also liked the fact that the system is web-based which means that all of our chamber offices can easily access information centrally."

A major benefit of the ProTech system for SCC is the Event Management module which the organisation uses to streamline the planning and co-ordination of events. The event management module is fully integrated with SCC's central knowledge base of contact information, which enables the organisation

to determine the relevance of an event to members based on their individual profile. This has helped the organisation improve attendance at events whilst avoiding inappropriate targeting of members.

Commenting on the working relationship with ProTech, Feltwell says, "ProTech have been great. They have remote access to our system so any queries we have can be dealt with over the internet, which helps to keep support costs down. As an organisation, we have grown considerably over the last five years and ProTech's record management software, coupled with the ongoing support from ProTech's consultants, has been a key factor in this growth."

About ProTech Computer Systems

Established in 1995 ProTech Computer Systems (ProTech) continues to experience sustained and successful growth.

ProTech provides specialist software solutions for Record, Relationship, Fundraising and Marketing requirements. ProTech software is used by many of the country's leading Not for Profit, Sports and Leisure, Trade Unions and Public Sector organisations.

ProTech headquarters are based in Birmingham with a further UK sales and marketing office in Stevenage. From these locations dedicated facilities are provided to clients including support, training, development and implementation services.

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