

Protech integrates Zap's analytics to enhance CRM for Members

Leading Microsoft Dynamics CRM-based association management solution enhanced with advanced analytics.

February 5, 2009, Columbia, MD – Protech Associates is integrating advanced reporting and analytics into its association and member management solution CRM for Members® using Zap's Business Analytics for Microsoft Dynamics CRM.

CRM for Members is a complete vertical Association Management Solution (AMS) based on Microsoft Dynamics® CRM and is designed to address the unique needs of associations, such as building lasting member relationships, reducing costs, and improving revenue streams. Protech will now fully embed the advanced analytics and reporting capabilities of Zap's Business Analytics for Microsoft Dynamics CRM solution for every new CRM for Members user.

"We wanted to deliver a better way for our customers to gain maximum benefit from their customer relationship management (CRM) deployments," said Janet Lampert, Vice President of Marketing at Protech. "Zap's Business Analytics for Microsoft Dynamics CRM solution provides a way for us to meet the needs of our association customers who are constantly trying to stay ahead of member trends. Business Analytics allows users to identify and focus on the most important information, making better business decisions based on the right data."

Both CRM for Members and Business Analytics for Microsoft Dynamics CRM solutions have independently achieved the Certified for Microsoft Dynamics CRM accreditation, indicating that each solution has met Microsoft's highest global standard for partner-developed software.

Zap's Business Analytics solution enables Protech to enhance its CRM for Members solution with web-based reports, dashboards, Key Performance Indicators (KPIs), scorecards, management reports, and ad-hoc analysis. Even heavily customized implementations can achieve a rapid rollout, with a wizard-driven application that brings through Microsoft Dynamics CRM customizations and security instantly.

"We are strongly committed to enhancing vertical solutions built on the Microsoft Dynamics platform with advanced analytics," said Tony Mudie, Vice President, North American Operations at Zap. "Protech is a known leader in providing associations with efficient and proven technology solutions that integrate with Microsoft Dynamics CRM. We are honored that Protech has chosen Zap's Business Analytics as the preferred analytics technology for CRM for Members, and we are looking forward to this next strategic phase of our partnership."

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About Protech Associates, Inc

Founded in 1984, Protech is a leader in developing and implementing superior association management systems exclusively for the association industry. Powered by a staff of highly trained, Microsoft Certified professionals with extensive experience working with associations, Protech understand the unique business and technology needs of the association industry. A Microsoft Gold Certified Partner, Protech is committed to providing technology that enables associations to be efficient and professional in finding, managing and growing strong member relationships.

For additional information, contact Protech at inquiry@protechassociates.com or 877-595-2681. www.protechassociates.com

About Zap

Zap is a global software company that creates solutions to help enterprises improve corporate performance. As a Microsoft Gold Certified Partner, Zap offers packaged vertical solutions for Microsoft

Dynamics that provide advanced analytics - dashboards, Key Performance Indicators (KPIs), scorecards and reports – right out of the box. Recently, Zap was named 2009 Microsoft Worldwide Partner Conference ISV/Software Solutions, Innovation Partner of the Year for its Business Analytics for Microsoft Dynamics solutions. Zap's Business Analytics for Microsoft Dynamics CRM solution has earned the Certified for Microsoft Dynamics CRM accreditation indicating that it has met Microsoft's highest global standard for partner-developed software.

To learn more, go to www.zaptechnology.com