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PROTECH ANNOUNCES SOCIAL MEDIA INTEGRATION

Customers Can Now Monitor Members, Constituents and Industry Experts Through Free Social Networking Accelerator

Columbia, MD –Aug. 14, 2009 – Protech Associates, a leader in association management software systems, announced today the release of a free Microsoft Dynamics CRM accelerator for Protech Business Solutions. The accelerator helps organizations reduce costs and establish business insight across social networks, channel-centric organizations and Web interaction channels such as Twitter.

“For associations, insight into what members are talking about is extremely valuable,” said Brian Bruffey, CEO at Protech Associates. “Linking social networking tools to our customers’ member database gives them increased visibility into their members’ experience and helps them make better decisions. This integration allows our customers to capitalize on the emerging trend of social networking by capturing interactions and turning them into real-time, actionable data.”

The CRM accelerator is available at no additional cost to current Protech customers allows business professionals to monitor and analyze members’ conversations on social networking sites. As a result, it provides real-time status updates about their products and services. This accelerator delivers integration specifically with Twitter; other networks will be introduced in future releases.

About Protech Associates, Inc.

Since our founding in 1984, Protech has been 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, we understand associations’ unique business and technology needs. We’re committed to providing technology that enables them to be efficient and professional in anticipating and responding to members’ needs. For additional information, contact Protech at inquiry@protechassociates.com or 800-310-8813.

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