

# Making the Right Choice: Protech CRM for Members Helps American Chemistry Council Consolidate Applications and Improve User Experience

## When was the last time you wanted to hug the head of your IT department?

You can forgive some employees of the American Chemistry Council (ACC) for wanting to do just that to Sam McMakin, the organization's Managing Director of Information Technology. By implementing Protech CRM for Members, Sam has helped make employees' jobs easier—and, in the process, helped ACC reduce its number of software applications and provide better service to its members.

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In the past, Arlington VA based ACC suffered from a problem that is increasingly common among fast-growing organizations today. It simply had too many disparate systems. An outdated association management system (AMS) combined with many other systems for running the organization frustrated its employees and hampered their productivity. Employees adapted by creating their own personal databases and using their own tools, often outside the realm of IT. That resulted in silos of information scattered throughout the organization and unreliable data within the AMS system.

Eager to streamline operations and increase efficiency through a single application, ACC began searching for a new solution. The organization set several criteria for its

new system and solution provider. "One of the things we wanted was to minimize the turbulence of our end-users having to jump from one application to the next and having to relearn things," Sam says. That meant that the new system had to be easy to use and have a look and feel that was consistent with software ACC's employees already use. ACC also wanted a solution provider that would act as a valued business partner and be committed to providing outstanding service and support.

**ACC evaluated several solutions** and solution providers, and chose CRM for Members from Protech Associates. Built on proven Microsoft technologies, CRM for Members has an intuitive user interface that's consistent with the familiar Microsoft Outlook® system ACC's employees use every day. That means employees now spend more time performing job functions and less figuring out how to run their software. And because CRM for Members can run directly from Microsoft Outlook, employees no longer need to enter multiple passwords and jump from system to system to perform business tasks. That's been a big relief to more than a few ACC employees. "I've had a couple of people come up to me and say they wanted to give me a big hug!"

Sam says.

### **‘Our Success Depends On Your Success’**

Perhaps the biggest factor in ACC’s choice was Protech’s reputation as a high-quality business partner.

The ACC sought a business partner, not a mere software vendor. As Sam explains: “There are many vendors who can come in, implement technology, accept a nice check and then walk away. That wasn’t what we wanted—and that wasn’t Protech’s approach. What we’ve heard and seen from Protech has been, ‘Our success depends on your success using our technology.’ That’s been very refreshing.”



According to Sam, the sign of a great IT initiative is one that helps an organization improve not only its technology but its processes and people as well. And he’s convinced that Protech will do just that for ACC. “CRM for Members has helped us improve the way we’re doing things and provided us more efficiency in how we do our work,” he says. “That allows us to spend more time working for our members.”

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By implementing CRM for Members, ACC has slashed the number of business applications it uses by more than a dozen. For instance, using CRM for Members to calculate membership dues allowed ACC to eliminate a total of four software systems, including two databases, a spreadsheet package and a mail-merge application, all of which previously were used to perform that single function. CRM for Members also provides tighter integration with ACC’s financial solution, which provides a seamless flow of information for better reporting and decision making.



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*Managing Director, Information Technology  
American Chemistry Council*