



Kevin Bruffey

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Protech Associates (Protech) is a Microsoft Gold Partner that delivers Microsoft Dynamics 365 and the Azure True Cloud to associations and member-based organizations as part of the most powerful association management platform. Founded in 1984, Protech has dedicated over three decades to helping associations deliver unique, exceptional member, staff and leader experiences with cutting-edge technology. Protech has been proudly partnering with ClickDimensions since 2013.

At ClickDimensions, we are 100 percent committed to helping our partners find and win more Dynamics business. We connected with Kevin Bruffey of Protech to talk about that commitment and their experiences as a ClickDimensions partner.

The Benefits of Partnering With ClickDimensions

“Like Protech AMS, the ClickDimensions marketing automation platform is natively built from the ground up in Microsoft Dynamics. Our partnership with ClickDimensions gives us the ability to offer our customers a complete marketing toolset – including robust email marketing and campaign automation – integrated with their association management solution (AMS). This makes the application familiar and easily accessible to associations that utilize Protech AMS to run their associations, making it easy for them to get started and get results with their digital marketing programs.”

How Partnering with ClickDimensions Has Made an Impact at Protech

“Partnering with ClickDimensions has strengthened our already strong endorsement of their robust marketing automation solution with our customers, which resulted in Protech earning the 2019 ClickDimensions Partner of the Year Award, elevating Protech’s status in the Microsoft community as a top-tier Dynamics partner.”

How ClickDimensions Benefits Protech Customers

“By being ClickDimensions customers ourselves, it helps our team understand what benefits are available to prospects and customers and how the solution works inside Protech AMS. It is important for organizations to run their business from a centralized platform to ensure all data and analytics arrive in a singular location for reporting and analytical purposes. With ClickDimensions marketing automation, marketing data comes right back into the AMS to process membership, meetings and more, allowing our customers to have a 360-degree view of all member touchpoints and interactions. It provides greater insight into how their members are consuming content and taking advantage of their affiliation with the association – helping associations determine the value they are providing to members.”

To Other Microsoft Dynamics Partners Considering Partnering With ClickDimensions

“A partnership with ClickDimensions goes well beyond industry-leading marketing technology. You also get access to excellent sales and support staff as part of a rewarding partner program. Our contacts at ClickDimensions are closely involved during the sales process to provide demonstrations, proposals and answer follow up questions. Once Protech provides the prospect information, in most cases the ClickDimensions team can see the sale through to completion with minimal assistance. We trust the ClickDimensions team to be there for us and our customers every step of the way through the sales process and beyond.”