CASE STUDY

Paving the Road to Digital Transformation

A national trade association modernizes its AMS to streamline staff workflows, enhance member experience and improve data integrity and visibility.

As the literal foundation of modern infrastructure, the asphalt pavement industry is a complex network of producers, contractors, manufacturers, suppliers, engineers, distributors and consultants. The **National Asphalt Pavement Association (NAPA)** is the industry's only national trade association, providing extensive resources and advocating with policy- and decision-makers. NAPA leads with a science-based approach, actively advancing research and promoting innovation, safety and sustainability.

Moving an Analog System into the Digital Age

NAPA's executive leaders knew that they needed to modernize their association management software (AMS). The organization's back-office functions were managed in a proprietary, DOS-like system that included a membership database and accounting functions. However, members had to submit profile updates and payments on paper or by fax. The system also required numerous redundant, manual steps for staff, and it was not possible to for members to self-report and keep information current.

The need for a digital transformation was urgent, but NAPA's leaders took the time to carefully outline their needs. Topping the list were an improved website experience, ease of adoption for members and staff, and improved data integrity and automation of their highly complex dues calculations.

Breaking Large Projects into Manageable Bites

NAPA leadership demonstrated commitment to the implementation project's success by fostering clear communication and providing support to help staff balance their workloads as they collaborated with the Protech team to get the new AMS in place.

The in-house Protech team addressed the implementation at multiple levels simultaneously.

Protech's development team understood that the Producer Membership Dues module would be an extraordinary undertaking. NAPA member dues are calculated based on annual asphalt tonnage produced, and members can amend their reported tonnage quarterly—which often changes their dues amount. The solution had to allow members to enter information, see the calculations and adjust their payments—accurately and easily.

NAPA
NATIONAL ASPHALT PAVEMENT ASSOCIATION

At a Glance

Background

National trade association serving asphalt producers, paving contractors, suppliers, scientists, engineers and workers
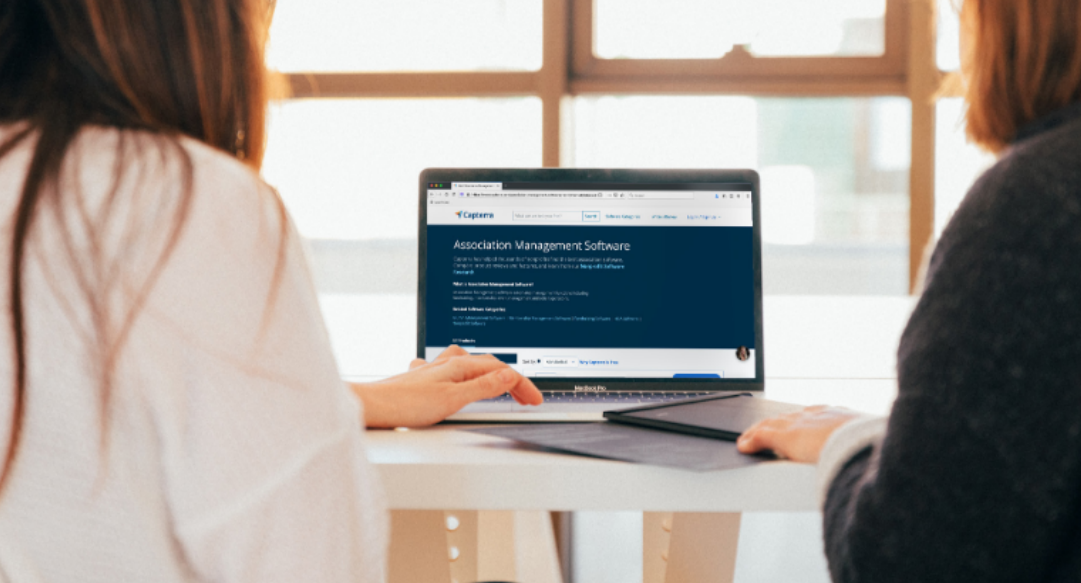
Advocacy founded on scientific research

Challenge

Proprietary DOS-like system lacking self-service functions

Management systems accessible to only a few skilled users

Highly complex manual member dues calculations

Working in defined two-week sprints, the team incorporated nearly 70 pages of configurations and 200 testing scenarios to ensure the module met NAPA's requirements—and that it worked every time.

At the same time, the Protech implementation team worked with NAPA's internal champions on migrating data to the Protech AMS member database, configuring integrations with NAPA's existing financial and e-commerce fulfillment solutions, and launching the member website and online store powered by Protech's MX member-facing website and e-commerce solution. Due to COVID-19 restrictions, training was provided virtually. Longer trainings were broken into short, manageable segments, and all sessions were recorded to enable teams to reference them in a central resource library.

Stepping into the Digital Age

For NAPA, moving to Protech's user-friendly, integrated SaaS systems has been a true transformation. Having a modern solution for managing membership—and especially calculating dues—has provided numerous benefits.

Easy online access to Protech AMS has dramatically simplified the staff's system interactions. They can use the Microsoft Dynamics 365 mobile app to easily access the centralized member database, respond to queries and have more meaningful interactions—whether they are in a home office or on the road. Plus, putting members in control of their own profiles with the MX member website has resulted in a more accurate database and deeper member engagements with association resources.

At a Glance

Solution

Protech AMS built for Microsoft Dynamics 365

UX 365 Member Database

MX 365 member-facing website and e-commerce solution

Membership dues customization

Results

Enhanced member experience with self-service capabilities

Reduced manual tasks

Improved data accuracy, visibility and reporting

Protech AMS, built specifically for Dynamics 365, provides reporting capabilities that have enabled NAPA to document the success of events like webinars — which increased 153% in 2020 and saw user satisfaction at 98%. Through MX e-commerce solution integrations, the association now has visibility into product sales and a real-time view into inventory at its fulfillment house.

An Ongoing Transformation

As NAPA looks ahead, they are planning to integrate their webinar platform with Protech AMS. In addition, they will continue to collaborate with their Protech customer success team to ensure they are optimizing their use of all that the solution has to offer. The NAPA staff has confidence in the ongoing transformation, knowing that they have the resources and expertise of Protech to support them.