

Australian Human Resources Institute partner with Professional Advantage to drive digital and process transformation.



The Australian Human Resources Institute (AHRI) has chosen Professional Advantage to support their digital transformation programme including a new Association Management System (AMS), reporting, collaboration, and communications, delivered on a Microsoft Cloud Technology platform.

AHRI is the national association representing human resources and people management professionals, with 20,000 members from Australia and across the globe. They set the industry standard for HR practitioners in Australia and provide a wide range of learning and development opportunities in HR, people management, and business skills.

Professional Advantage (PA) is one of Australia's most awarded technology providers, with over 30 years of experience in helping organisations achieve more with technology through its portfolio of industry leading software solutions.

As part of their transformation, AHRI is deploying PA's own AMS platform Upbeat, embedded in the Microsoft Dynamics 365 technology, an integrated Member Portal, SharePoint, Power BI reporting platform, and Dynamics 365 Business Central. This programme will drive greater productivity, enhanced efficiency, and functional capability, both internally at AHRI and most importantly to improve the experience of their members.

"It was important for us to find a solution to best support our business but equally important to work with an organisation that specialises in our sector; this is why we chose Professional Advantage and Microsoft. Professional Advantage's reputation and Association specific solution offering made them the standout Microsoft partner." *Alex Reynolds, General Manager, Transformation and Business Systems at AHRI.*

"Deploying the Microsoft and Professional Advantage integrated platform will underpin AHRI's aims to see an increase in process efficiency and enhancing the self-service options and member experience for AHRI members. Investing in the correct technology is critical in supporting our cloud strategy and planned growth for the organisation." *Alex Reynolds, General Manager, Transformation and Business Systems at AHRI.*

AHRI chose PA after a comprehensive selection process: they value PA's functionally rich and robust platform solution and appreciate that their knowledge and experience is gained from working with Australia's leading associations.

"Our solution team listened to the needs of AHRI and presented a conceptual overview of all Microsoft technology that would fit into place and deliver on the functional and non-functional needs of AHRI. It was great to engage with a team who approached the programme with an open mind and a desire to adopt best practices." *Dennis Dalla Costa, Business Development Manager, Professional Advantage.*

"Professional Advantage is a trusted partner, and their Microsoft Cloud solution platform and their experience and commitment to the Professional Association sector makes them the right choice to support the Australian Human Resources Institute transformation journey." *Juliana Damcevski, Partner Business Development Manager, Microsoft ANZ.*

AHRI will improve the online experience for its members and realise process efficiencies through automation; gain enhanced access to the data and analytics of their business; and through this understand their member's needs. This will lead to member acquisition, enhanced engagement, and an increase in member retention.

We look forward to the project ahead with Australian Human Resources Institute.

If you would like to know more about Professional Advantage, our suite of solutions, and how we can help you, you can contact us at 1800 126 499 or enquiries@pa.com.au