



Business Solutions with Innovative Technology

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## PRESS RELEASE

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### **Microsoft announces the winner of the prestigious 2008 BizTalk Server National Award, “Driving Customer Adaption”**

**November 13, 2008 – Duluth, GA** – Each year, Microsoft awards the National BizTalk Server “Driving Customer Adaption” Award to 1 of just twenty-five Microsoft Virtual Technology Specialists. This year’s honor went to the team at Innovative Architects, a Microsoft Gold Certified Partner technology company in Duluth, GA.

Innovative Architects has 2 out of the 4 Microsoft Virtual Technology Specialists in the Southeastern U.S. – Rich McCraw, VP of Technology and Jeff Jones, Director of Process Integration.

In response to why Innovative Architects was selected for the award, Bashar Badawi, Microsoft Field Program Manager for the Southeast Region said, “They saw the potential in the new BizTalk software before the market, and sold in not just one, but two high-profile customers before the product was finalized by Microsoft. On top of that, they were so well-trained on the software that their feedback was used in the training information sent out to the masses with the final version.”

“Innovative Architects is a valued partner because they invest in Microsoft. They buy into the vision early on, which allows us to keep the new products moving internally and get the final product to market faster,” said Bashar Badawi.

The Microsoft Virtual Technology Specialist Team program is a select group of elite IT professionals within Microsoft’s partner community whose focus is to supplement Microsoft’s internal Technology Specialist team. To date, there are approximately 12 company’s included in the program within the U.S. Their primary role is to communicate the value of Microsoft BizTalk Server to customers, and to provide architectural guidance for Enterprise Integration solutions.

Innovative Architects is a Microsoft Gold Certified Partner, based in Duluth, GA, specializing in solving business problems with the Microsoft’s enterprise software solutions including BizTalk, SharePoint, SQL Server, CRM, and VisualStudio.NET. Innovative Architects can offer a single point of delivery and support through the entire IT lifecycle, from envisioning through day-to-day operations. Our consultants and engineers have the necessary technical, architectural, and project management skills to help mitigate risk associated with business and technical constraints and organizational diversity. For more information about Innovative Architects, please contact Scott McMichael, 404-408-0016, or visit our website, [www.InnovativeArchitects.com](http://www.InnovativeArchitects.com).