



Architecting Business Solutions with Innovative Technology

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PRESS RELEASE

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Innovative Architects

Named Strategic Microsoft Partner for Microsoft Enterprise Service Bus offering

Duluth, GA — January 1st, 2007 — Innovative Architects, a premiere Microsoft Gold Certified partner, is pleased to announce a strategic alliance with Microsoft as a primary partner for Microsoft's Enterprise Service Bus (ESB) offerings. IA's experience in developing Service Oriented Architectures combined with Microsoft's ESB guidance provide the basis for this partnership to help educate customers and implement ESB-based solutions.

Microsoft provides the building blocks required for the development of a complete Service-Oriented Infrastructure through its Application Platform including Windows Server® 2003, the .NET Framework 3.0, and BizTalk Server 2006. BizTalk Server 2006 provides the basis for an ESB by providing the following components:

- Message routing
- Message validation
- Message transformation
- Centralized exception management
- Extensible adapter framework
- Service orchestration
- Business Rule Engine
- Business Activity Monitoring

Innovative Architects is experienced in utilizing Microsoft technologies to build scaleable, reliable solutions. The expertise of our consultants and our commitment to quality has resulted in successful relationships with leading companies throughout the Southeast. Our goal is to help our customers achieve significant returns on their technology investments by deploying modular, reusable solutions that fit with client's legacy systems and with their new strategic architectures.

Contact us to find out how Microsoft technologies combined with our experience can deliver the right solution for your business.

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