



Architecting Business Solutions with Innovative Technology

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PRESS RELEASE

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Innovative Architects joins Microsoft BizTalk Server R2 Jumpstart Program

Duluth, GA — February 2, 2007 — Innovative Architects, a premiere Microsoft Gold Certified partner, is pleased to announce its selection into a strategic alliance with Microsoft as a member of the BizTalk Server R2 Jumpstart Program. Jumpstart is an early adoption program for BizTalk Server 2006 R2.

“We are excited to help our customers utilize the additional functionality available in Microsoft BizTalk Server with the coming release of R2. Customers will be able to reduce overall software and support cost with enhanced EDI functionality, as well as easily enable RFID for applications such as supply chain and inventory management. Also with the release of the new WCF adapters and .Net 3.0, customers will be able to utilize their investment in BizTalk adapters in any .Net application. We expect increased adoption and utilization of the BizTalk platform as BizTalk continues to simplify enterprise integration,” says Adam Brannon, Microsoft Virtual Technology Specialist and BizTalk Certified Architect.

The objectives of the Jumpstart program include:

- Technical readiness of key partners on R2 (EDI, RFID)
- Option for customers who need R2 EDI/RFID development now
- Partner leadership positioning and launch momentum

Innovative Architects is experienced in utilizing Microsoft technologies to build scalable, 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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