



Business Solutions with Innovative Technology

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PRESS RELEASE

For Immediate Release

Innovative Architects Expands Current Service Offerings to Include Business Intelligence and Security Solutions Through Microsoft

May 19, 2009 – Duluth, GA – Innovative Architects, a Microsoft Gold Certified Partner based in Duluth, GA, recently achieved Gold Certified status across 6 different competencies from Microsoft. The competencies include SOA and Business Process, Data Management Solutions, Information Worker Solutions, Custom Development Solutions, Security Solutions, and Business Intelligence. Security Solutions and Business Intelligence are 2 new competencies for Innovative Architects this year.

In addition to renewing their 4 current competencies with Microsoft, Innovative Architects decided to pursue the 2 additional competencies in Security Solutions and Business Intelligence to meet the growing and changing needs of their clients.

“We’ve had solid growth and success with our initial 4 competencies, but saw an increase in the number of our clients interested in common business intelligence and security solutions such as wanting to reduce IT costs by consolidating to a single platform for reporting business intelligence, web applications with increased security, etc. We’re pleased to now be able to offer our clients a higher level of expertise around these solutions while supporting Microsoft’s increased efforts in these categories,” said Dan Michaels, Sales Principal at Innovative Architects.

Microsoft Gold Certified Partners are independent companies at the top level of Microsoft solutions that can provide the highest levels of technical expertise, strategic thinking, and hands-on skills. Microsoft Certified Partners encompass a broad range of expertise and vendor affiliations, and their real world perspective can assist with prioritizing and effectively delivering technology solutions. Some of the yearly requirements set and verified by Microsoft include customer references, employing a certain number of Microsoft Certified Professionals, and the ability to provide proven expertise in Microsoft technology and in specific business areas.

Microsoft Gold Partners have a competitive advantage over other technology service providers through a close working relationship with Microsoft, and a robust set of benefits that include training and support to the benefit of their clients.

Innovative Architects is a Microsoft Gold Certified Partner, based in Duluth, GA, specializing in solving business problems around business intelligence, data management, e-commerce, portals & collaboration, custom application engineering and business process and integration with Microsoft's enterprise software solutions including BizTalk Server, SharePoint, SQL Server, CRM, Commerce Server, 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



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project management skills to help mitigate risk associated with business and technical constraints and organizational diversity. Innovative Architects clients span across many industries of all sizes including AT&T, Coca-Cola, Bank of America, Siemens, BlueCross BlueShield, Hollywood Entertainment, Scana Energy, UPS, Lance, Author Solutions, Bodum, ESAB, Blackbaud, Brown Bag Marketing, Krispy Kreme, and Extended Stay Hotels. **For more information about Innovative Architects, please contact Renae Henderson, 678-387-5466, or visit our website, www.InnovativeArchitects.com. Follow us on Twitter: www.twitter.com/InnovArchitects.**