



## NEWS RELEASE

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**FOR IMMEDIATE RELEASE**  
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### **Datanamics Inc. Renews SMB Specialization from Cisco®**

(Henderson, Nev.) – Datanamics, Inc. announced today it has renewed its SMB Specialization from Cisco®. The SMB Specialization recognizes Cisco resale channel partners that can also service the small and medium-sized (SMB) business market with fewer than 250 employees.

“Small and medium-sized businesses face a competitive and constantly evolving landscape,” said Terry McGowan, president of Datanamics, Inc. “Our designation from Cisco® allows us to assist business partners in finding real value through outsourced technology solutions.”

“The Cisco SMB Specialization was created in response to customer demand for channel partners to be capable of designing and implementing SMB-specific Cisco solutions,” said Surinder Brar, senior director of worldwide channels at Cisco. “With the SMB Specialization, Datanamics has made an investment in obtaining the training, skills and knowledge necessary to play a pivotal role in meeting this increasing demand.”

To maintain a SMB Specialization, Datanamics fulfilled training and exam requirements, and also met the personnel, training, and post-sales support requirements set forth by Cisco.

The Cisco Resale Channel Program provides partners with the training required to build sales, technical and Cisco Lifecycle Services skills. Cisco resale partner certifications—Gold, Silver, Premier and Select—represent an increasing breadth of skills across key technologies and a partner’s ability to deliver integrated networking solutions. Cisco resale partner specializations—SMB, Express, Advanced, and Master—reflect an increasing depth of sales, technical and service expertise in particular technologies.

#### **About Datanamics Inc.**

Founded in 1977 and headquartered in Henderson, Nev., Datanamics has differentiated itself in the marketplace by providing single-source, sophisticated networking and information technology solutions to a variety of industries, working with clients to provide affordable and stable systems that define industry standards. The firm’s Educational Services division takes network support one step further by offering

advanced technical training and certification courses in various software and hardware competencies. With three decades of committed customer service and extensive knowledge as its foundation, Datanamics is a solid, experienced partner with clients on the local and national levels. For more information, contact Chris Conlee by calling (702) 697-2271 or via email at [Chris.Conlee@DatanamicsInc.com](mailto:Chris.Conlee@DatanamicsInc.com) or by accessing the company's Web site at [www.DatanamicsInc.com](http://www.DatanamicsInc.com).

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