



## NEWS RELEASE

---

**FOR IMMEDIATE RELEASE**  
**January 28, 2010**

**Contact: Catherine Lu**  
**The Ferraro Group**  
**(702) 367.7771 / 545.7119**

### **Datanamics, Inc. Achieves Microsoft Services Ready Program Status in Service Management Optimization**

**(Henderson, Nev.)** – Nevada-based information technology and telecommunications firm Datanamics, Inc. announced today it has completed all necessary requirements for members of the Microsoft Services Ready program competency in Service Management Optimization, recognizing Datanamics' services expertise. Members of the Services Ready program go through an extensive process to incorporate best practices and materials from Microsoft Services specifically designed to improve customer outcomes.

For more than 34 years, Datanamics has striven to provide a full range of top-quality solutions to its clients in a variety of industries. Datanamics' team of certified professionals bring specialized expertise to all phases and aspects of networks as they keep abreast of emerging technologies, best practices and advanced applications. Their reputation for the consistent delivery of cost-effective quality maintenance and follow-on service, as well as customer care, has garnered an impressive client base, some for over 30 years.

"Participating in the Microsoft Services Ready program differentiates our company and our expertise. Program participation means stronger relationships with Microsoft and access to best practices and technique that we leverage for customer benefit," said Terry McGowan, president of Datanamics. "The added training, tools and support that the program offers have increased the quality of what we can deliver to our customers and have helped us get to market more quickly with stronger services offerings on Microsoft technologies."

Microsoft Services Ready partners gain access to consultant training, best practices and proven methodologies, tools, templates and support resources. Additionally, Microsoft joins the partner in their first services delivery to provide hands-on guidance, training and support.

"Partners want a predictable, globally accessible solution roadmap that enables them to maximize their services portfolio and customer value proposition" said Cheryl Kelly, General Manager, Customer and Partner Advocacy, Microsoft Services. "By participating in Services Ready, partners are able to get ahead because we share our learning and knowledge, harvested from our own engagements with early adopters. Transferring this

knowledge to partners benefits them and their customers, and is a unique approach in the services industry.”

Microsoft Services Ready was launched in 2009. The program represents Microsoft Services’ ongoing commitment to providing Microsoft partners with the tools and practices they need to deliver great projects. Through Services Ready, Microsoft Services provides a clear, predictable timeline for how services on the Microsoft platform will be developed and shared with partners. This gives partners greater confidence in the market opportunity and Microsoft’s commitment to its vast partner ecosystem.

### **About Datanamics**

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). Datanamics’ Web site can be accessed by visiting [www.DatanamicsInc.com](http://www.DatanamicsInc.com).

###