



## NEWS RELEASE

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### **Datanamics, Inc. Renews Gold Certified Partner Status in Microsoft Partner Program**

*Datanamics, Inc. Distinguishes Itself by Renewing Microsoft Competencies in Unified Communications and Learning Solutions*

**HENDERSON, Nev.** — Datanamics, Inc. today announced it has renewed Gold Certified Partner status in the Microsoft Partner Program with competencies in Unified Communications Solutions and Learning Solutions, recognizing Datanamics' expertise and impact in the marketplace. As a Gold Certified Partner, Datanamics has demonstrated expertise with Microsoft technologies and a proven ability to meet customer's needs. Microsoft Gold Certified Partners receive a rich set of benefits, including access, training and support, giving them a competitive advantage in the channel.

Founded in 1977 and headquartered in Henderson, Nev., Datanamics has differentiated itself in the marketplace by providing single-source, sophisticated voice and data networking and information technology solutions along with 24/7 support to a variety of industries. They work with clients to provide affordable and stable systems that define industry standards. Datanamics' professionals bring specialized expertise in all aspects of networking. 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.

"We are extremely pleased to renew our Gold Certified Partner status in the Microsoft Partner Program. This allows us to continue to promote our expertise and relationship with Microsoft to our customers," said Terrence McGowan, president of Datanamics. "The benefits provided through our Gold Certified Partner status allow us to enhance the offerings that we provide for customers."

"Customers are looking for partner companies that can bridge the gap between their business demands and technology capabilities," said Allison Watson, corporate vice president of the Worldwide Partner Group at Microsoft Corp. "They need to trust in a company that can act as an expert adviser for their long-term strategic technology plans. Microsoft Gold Certified Partners, which have certified expertise and direct training and support from Microsoft, can build a positive customer experience with our technologies. Microsoft recognizes Datanamics as a Gold Certified Partner for demonstrating its expertise in providing customer satisfaction using Microsoft products and technology."

As one of the requirements for renewing Gold Certified Partner status, Datanamics declared a Microsoft Competency. Microsoft Competencies are designed to help differentiate a partner's capabilities with specific Microsoft technologies to customers looking for a particular

type of solution. Each Competency has a unique set of requirements and benefits, formulated to accurately represent the specific skills and services that partners bring to the technology industry. Within select Competencies, there are Specializations that focus on specific solution areas that recognize deeper expertise within that Competency. Serving as a specialized path to earning those Competencies, Specializations give direct access to the tools and resources that support that specific area of focus.

Designed to provide additional benefit and support to partners, the Unified Communications Solutions competency is utilized by Gold Certified Partners to differentiate their expertise and help provide their customers with solutions using Microsoft unified communications technologies. Specializations within the competency include Messaging, Instant Messaging and Presence, and Voice.

Microsoft partners with the Learning Solutions Competency specialize in delivering high-quality training and full-service learning solutions to help customers maximize their investment in Microsoft technologies. Earning this competency identifies partner members of Microsoft's premier commercial training and delivery channel, making it easier for partners to expand their scope of services and market potential. Microsoft Gold Certified Partners with the Learning Solutions Competency deliver a comprehensive range of information technology and developer training services, including skills assessment, technical training, student mentoring, and Microsoft Certified Professional exam preparation.

The Microsoft Partner Program was launched in October 2003 and represents Microsoft's ongoing commitment to the success of partners worldwide. The program offers a single, integrated partnering framework that recognizes partner expertise, rewards the total impact that partners have in the technology marketplace, and delivers more value to help partners' businesses be successful.

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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