



The Partner Alliance for Microsoft Dynamics

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NEWLY-FORMED *PARTNER ALLIANCE for Microsoft Dynamics* OFFERS “ONE-STOP SHOPPING” CONCEPT FOR BUSINESS SOFTWARE CONSULTING

Detroit, Michigan August 22, 2008.... Five Microsoft Certified Partner companies have pooled their resources to form The Partner Alliance *for Microsoft Dynamics*, a consortium of specialists offering unparalleled experience and expertise in Microsoft Dynamics business applications. “Nowhere else can you find this many specialists in one place,” said Bob Breitman, Partner Alliance member and owner of BTR Associates, an information services business. “This collaborative effort allows us to provide our clients with business consulting in a wider range of Microsoft Dynamics solutions. It’s one-stop shopping,” he added. He went on to explain that many firms offer consulting and service in the complete product line, but each Partner Alliance member is a specialist in a particular aspect of Microsoft Dynamics bringing with it a deeper base of knowledge and expertise.

The Partner Alliance specialists offer customized consulting services in numerous business areas including financial management, customer relationship management (CRM), supply chain management and human resource management. “We are confident that this collaboration is good for business and good for our clients,” said Kathy Tate,

##More##

Partner Alliance, Page 2

Microsoft Partner Account Manager. The five Partner Alliance member organizations are Atrio Systems, BTR Associates, Custom Computer Resources, Inc., Integrated Software Systems and Vantage Business Solutions, Inc.

Atrio Systems www.atriosystems.com has a CRM Specialization with a focus on sales and marketing. Their sales and marketing expertise, as well as the technical knowledge of their on-staff software developers, allows them to successfully help companies improve the maturity level of their sales processes.

BTR Associates www.BTRassociates.com provides hosted Microsoft Exchange, Microsoft SharePoint, and Microsoft Dynamics. BTR also provides Web site design, SEO service, and hosting services; software as a service; and managed services for IT infrastructure.

Custom Computer Resources, Inc. (CCR) www.ccrmich.com specializes in the marketing and servicing of Microsoft Dynamics™ SL edition, Enterprise Resource and Planning software. They are certified in the entire SL product line and SQL Server. Their in-house capabilities allow them to interface with pre-existing systems when necessary.

Integrated Software Systems (ISSI) www.integratedsoftwaresys.com specializes in offering Microsoft Dynamics NAV (formerly Microsoft Navision), helping companies to integrate financial, manufacturing, distribution, customer relationship management and e-commerce data. With more than 400 installed bases, they are experienced in offering solutions which complement in-house expertise.

##More##

Partner Alliance, page 3

Vantage Business Solutions, Inc www.vantagesolution.com is a specialist in Microsoft Dynamics GP, providing software and consulting services in the areas of accounting and finance, retail management systems, project accounting, human resources, manufacturing and supply chain management.

“I think it’s newsworthy that in a stagnant economy our five companies continue to grow. We want to help other clients do the same,” said Brian Demoe, Atrio’s managing partner.

The Partner Alliance’s first collaborative effort is *All Things Dynamics*, a full-day conference that will showcase all of the Microsoft Dynamics products. “This conference promotes our one-stop shopping concept,” said Dilip Bordia, CCR president. “You don’t have to go to different companies to find the expertise you need in setting up an entire system for your company. You can come here and learn all the benefits of the Microsoft Dynamics products, while at the same time meeting with The Alliance Partners.”

All Things Dynamics is Thursday, September 18 at the Microsoft offices, 1000 Town Center, Southfield, MI. Cost is \$25. To register online for this informative conference go to www.PartnerAlliance.net, or call 248.596.9138.

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