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Press Release

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Alliance Technologies Attains Gold Certified Partner Status in Microsoft Partner Program

*Alliance Technologies Further Distinguishes Itself by Earning a Microsoft Competency in
Advanced Infrastructure, Networking Infrastructure and Security Solutions*

Des Moines, IA - Alliance Technologies, a Des Moines-based full-service information technology solutions firm, announced it has attained Gold Certified Partner status in the Microsoft Partner Program with a competency in Advanced Infrastructure, Networking Infrastructure and Security Solutions, recognizing Alliance's expertise and impact in the technology marketplace. As a Gold Certified Partner, Alliance has demonstrated expertise with Microsoft technologies and proven ability to meet customers' needs. Microsoft Gold Certified Partners receive a rich set of benefits, including access, training and support, giving them a competitive advantage in the channel.

Alliance Technologies relies on a solid foundation of experience in the information technology industry to provide quality, efficient and cost effective solutions for our clients. Alliance's strength is the ability to supply a complete line of technology products and services to fulfill the needs of individuals and corporations of all sizes. As a full-service technology

provider, our driving force is to respond to your business requirements and tailor solutions for your organization.

“We are extremely pleased to have attained Gold Certified Partner status in the Microsoft Partner Program. This allows us to clearly promote our expertise and relationship with Microsoft to our customers,” said Mike Lang, president and CEO of Alliance Technologies. “The benefits provided through our Gold Certified Partner status will allow us to continue 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, vice president of the Worldwide Partner Sales and Marketing 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. Today, Microsoft recognizes Alliance Technologies as a new Gold Certified Partner for demonstrating its expertise providing customer satisfaction using Microsoft products and technology.”

As one of the requirements for attaining Gold Certified Partner status, Alliance had to declare 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.

Competency: Advanced Infrastructure Solutions

The Advanced Infrastructure Solutions Competency is designed for partners with proven expertise in designing and/or implementing complex infrastructure solutions such as Active

Directory[®] - and Microsoft Host Integration Server-based design and deployment solutions, and Microsoft Exchange Server migration or deployment solutions. Because customers are increasingly asking to do more with less, partners with the Advanced Infrastructure Solutions Competency can identify their unique skill in helping customers access management solutions, improve operational efficiency and reduce security risks. Specializations within the competency are Active Directory and Identity Management, Exchange Migration and Deployment, Hosting Solutions, System Management and Storage Solutions.

“Our industry partners allow us to deliver high-quality solutions and applications to our customers. And we’re always looking at ways to improve our relationships,” said Paul Flessner, senior vice president of the Server Applications at Microsoft Corp. “Solutions competencies enable Microsoft to provide resources and training to partners seeking to meet, and even surpass, customer needs. The competencies also provide industry partners with a way to showcase their expertise to customers that depend on them for services, such as building critical infrastructure including storage and hosting solutions.”

Competency: Networking Infrastructure Solutions

Microsoft Gold Certified Partners enrolled in the Networking Infrastructure Solutions Competency have proved their expertise in implementing technology solutions based on either the Microsoft Windows Server 2003 or Windows 2000 Server operating system, with a particular focus on Microsoft Small Business Server 2000 and Windows Small Business Server 2003. These implementations may include crafting solutions that connect Windows-based servers, PC locations and the Internet; installing a server farm; or building a small-business Windows Server stand-alone solution that includes file and print capabilities.

“We place tremendous value on our partners, which help us deliver solutions and applications to customers,” said Allison Watson, vice president of the Worldwide Partner Sales and Marketing Group at Microsoft Corp. “Solutions competencies provide an integrated partnering framework that recognizes an enterprise’s expertise and rewards it for the effect it has in the technology marketplace. It also allows companies to demonstrate for customers their knowledge of building solutions based on Microsoft technologies, such as setting up networks using Windows Server 2003 R2 and Windows Small Business Server 2003.”

Competency: Security Solutions

The Security Solutions Competency is designed to recognize the unique skills and requirements of partners specializing in delivering security-based solutions. Microsoft Gold Certified Partners enrolled in this competency have proved their skill in advanced security solutions to help protect customer information assets by building solutions such as security management and operations, security-enhanced wireless VPN and perimeter, and identity and access management solutions. Specializations within the competency include Infrastructure Security and Security Management.

“Security is a priority for Microsoft, and we rely on our partners to help us deliver security-based solutions to our customers,” said Thomas Dawkins, group product manager responsible for security partner strategy at Microsoft Corp. “As customers continue to automate business processes, solutions competencies such as this one enable our partners to better identify and showcase their security solutions skills to respond to increasing customer demands to better secure their infrastructure.”

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.

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