



Microsoft Gold Certified Partner Benefits Announcement Kit

Microsoft Gold Certified Partner for Enterprise Systems

Congratulations on your membership in the Microsoft Gold Certified Partner Program! Microsoft is pleased to count you among its valued Microsoft Gold Certified Partners.

As part of the group of partners that have met Microsoft Corp.'s requirements for receiving Gold member benefits, you have an opportunity to use public relations materials to tell your customers, prospects and community about your affiliation with Microsoft. Created especially for Microsoft Gold Certified Partners for Enterprise Systems, this announcement kit provides you with a press release template and guidelines for announcing your Microsoft Gold Certified Partner Program membership.

The benefits of announcing your relationship with Microsoft include the following:

- Increased credibility with your customers and prospects
- The opportunity to distinguish your company image from that of other technology providers in your area
- Recognition for your business through your Microsoft affiliation

The template provided is in press release format, a clear and concise way to communicate with various audiences. Microsoft encourages you to submit your announcement as a press release to local newspapers and magazines, publish it on your Web site, and deliver it to customers and prospects through your marketing and sales activities.

As part of your overall strategy for affiliating your company with the Microsoft Gold Certified Partner Program for Enterprise Systems, Microsoft encourages you to take advantage of other benefits such as the logo program and Microsoft customizable advertising templates. These benefits are detailed on the Microsoft Partner Program Web site at <http://www.microsoft.com/certpartner/>.

Nondisclosure Agreement Notice

The information contained within this document is covered by the nondisclosure agreement between Microsoft and your company. Do not disclose the contents to unauthorized people.

Steps for Creating Your Announcement

1. Review this document. It includes suggestions for creating a powerful announcement that not only describes your affiliation with Microsoft, but also defines how your customers can benefit from that affiliation.
2. Use the template, which includes a quote from Microsoft and has placeholders for key statements about your business.
3. Customize the template with statements that accurately reflect your business.
4. Obtain internal approval from the appropriate resources at your company.
5. Direct any questions to Whitney Whiton, public relations manager at Microsoft, (425) 703-9962 or whitneyw@microsoft.com.

General Guidelines

When creating your announcement, please adhere to the following guidelines. Doing so will help ensure that Microsoft can approve your announcement and return it to you quickly, usually within three business days.

The attached template is for your use; however, you may not reword the Microsoft quote or change any text that describes the program. If you have any questions, please contact Whitney Whiton.

Defining Your Relationship With Microsoft

- You may not refer to your company as a Microsoft Gold Certified Partner in areas for which you have not received the designation. For example, because your Gold Certified track was for Enterprise Systems, you may not use your Gold Certified Partner designation when referring to your e-commerce solutions.
- Please do not refer to your company as having a “partnership” or an “alliance” with Microsoft.
- Please do not refer to your company as being “authorized by” or “certified by” Microsoft through its membership in the Microsoft Gold Certified Partner Program.
- Please do not include the Microsoft boilerplate, Microsoft trademarks or Microsoft press contacts in your press release.

Tips on Style

- Present your information in a clean, factual, journalistic style.

- Keep the length of your announcement to two pages or less. It should be news, not a product brochure or marketing piece.
- Do not use superlatives, hyperbole or terms such as “the leading company” unless they are substantiated by a quote or data from a reputable source such as an analyst or research firm (e.g., Gartner or Forrester).

Corporate Boilerplates

In keeping with the style of a press release, you will need to include a corporate boilerplate. This is a brief description of your company that may include its mission, details about its products or services, its target customers, or its office locations.

Announcement Components

The announcement template is designed so you can customize your press release with statements and a quote about your company. Sample statements are provided below that can be inserted into placeholders in the template. You may use the sample or create one that more specifically fits your business.

Statement No. 1 — What basic services does your company offer and what increased benefits will your customers experience because of your participation in the Microsoft Gold Certified Partner Program?

Sample statement: [Your Company], which provides services such as [X, Y and Z], has been named as a Microsoft Gold Certified Partner for Enterprise Systems due to its proven competence to [design, plan and/or deploy] large enterprise engagements based on [Windows 2000 Professional, Windows 2000 Server and/or Exchange 2000]. Membership in the Microsoft Gold Certified Partner Program provides [Your Company] with resources to help design and roll out enterprise deployments based on the Microsoft technology platform.

Other customer benefits might include these:

- Increased engagement potential for enterprise deployments
- Knowledgeable sales representatives who are familiar with current and upcoming Microsoft technologies and products and who can recommend the appropriate Microsoft software solutions for customers’ infrastructure needs
- Technical-support personnel who have evaluated, tested and/or currently use the latest Microsoft products and solutions

Quote No. 1 (by your company’s chief spokesperson) — What increased benefits will your customers experience because of your participation in the Microsoft Gold Certified Partner Program?

Sample quote: “[Your Company] is extremely pleased with our new status as a Microsoft Gold Certified Partner for Enterprise Systems,” said [XXX, Title, Your

Company]. “Being a member of the program gives us early access to product information as we design deployment plans for our customers upgrading their infrastructure systems to the latest Microsoft technology. In addition, enhancements like the new peer-networking opportunities will allow us to expand the types of solutions and services we can offer our customers.”

Other ways customers might benefit from your membership include these:

- Earliest available access to technical-readiness materials and Microsoft technologies
- Access to technology deployment blueprints developed through Microsoft Enterprise Services
- Premier branding: the Gold Certified logo
- Increased product license benefit
- Exclusive Web site for Gold Partners delivering earlier access to information
- Prioritized referrals
- Incremental training opportunities and road maps to prepare technical staff

Statement No. 2 (if applicable) — Provide details on any additional news about your company, or give information about any special offers or supplementary company information not included in your boilerplate that may be useful to members of the press.

Sample statement: In addition to **[X, Y and Z]** services, **[Your Company]** began offering **[X, Y and Z]** services on **[Date]**, resulting in **[XX]** percent growth in revenue for the year.

Announcement Template

Use this template to create your customized announcement.

For Release [XX] a.m. PST
[XX XX], 2001

[Your Company] Announces Its Membership in the Microsoft Gold Certified Partner Program

[CITY, State/Province, Country — XX XX, 2001 — Your Company, tag line],
today announced it is a new member in the Microsoft Gold Certified Partner Program
for Enterprise Systems. **[Insert first statement (see “Statement No. 1” above).]**

[Insert first quote (see “Quote No. 1” above).]

The Microsoft Gold Certified Partner Program allows **[Your Company]** to utilize
the Microsoft Gold Certified Partner logo, an easy way for customers to recognize
[Your Company] as certified by Microsoft Corp. Microsoft offers a variety of resources
to program members, including training, technical support, early access to Microsoft
products and peer-networking opportunities that allow a variety of partners to come
together and provide end-to-end customer solutions.

“Given the level of competition in the market today, customers must evaluate
new technology partners very critically,” said Rosa Garcia, general manager of the
Partner Programs Group at Microsoft. “They need to be assured that a technology
provider has the experience and the resources to get them to market quickly and
without the headaches which sometimes accompany a major technology deployment.
With more than seven Microsoft Certified Systems Engineers (MCSEs) on staff, **[Your
Company]** has clearly demonstrated that it has not only the capacity, but also the

commitment to developing the intimate knowledge of Microsoft technology solutions necessary to drive the functionality and reliability essential to today's enterprise-level customer. This distinction brings value to the Microsoft Gold Certified Partner Program, and Microsoft is pleased to have **[Your Company]** as a Gold Certified Partner for Enterprise Systems.”

[Insert second statement (if applicable); see “Statement No. 2”).]

[Insert your corporate boilerplate.]

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For more information, press only:

[Insert your public relations contact, company name, phone number and e-mail address.]