



Microsoft Certified Partner Membership Announcement Kit

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

As part of the group of partners that have met Microsoft Corp.'s requirements for receiving 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 Certified Partners, this announcement kit provides you with a press release template and guidelines for announcing your Microsoft 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 provide it to customers and prospects through your marketing and sales activities.

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

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 placeholders for key statements about your business.
3. Customize your press release with statements that accurately reflect your business.
4. Obtain internal approval from the appropriate resources at your company.
5. Direct any questions to [Kris Fuehr](#), [marketing](#) manager at Microsoft, (425) 703-3893 or krisfu@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 Kris Fuehr.

Defining Your Relationship With Microsoft

- 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 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 provide, and what increased benefits will your customers experience because of your participation in the Microsoft Certified Partner Program?

Sample statement: **[Your Company]**, which provides services such as **[X, Y and Z]**, has been named as a Microsoft Certified Partner due to its proven competence on the latest Microsoft technologies. Membership in the Microsoft Certified Partner Program will provide **[Your Company]** with resources to help it develop and deploy robust Microsoft solutions that will help speed customers' time to market and reduce costs.

Other customer benefits might include these:

- Increased revenue potential
- Knowledgeable sales representatives who are familiar with current and upcoming Microsoft technologies and products and who can recommend the appropriate Microsoft software and hardware solutions to fit specific business needs
- Technical-support personnel who have evaluated, tested and/or currently use the latest Microsoft solutions
- Expanded, reputable services

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

Sample quote: “[Your Company] is extremely pleased with our new status as a Microsoft Certified Partner,” said **[XXX, Title, Your Company]**. “Being a member of the program gives us early access to product information, so that when our customers are ready to take advantage of the latest Microsoft technology solution we already have the experience we need. In addition, enhancements such as 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:

- Microsoft Official Curriculum for customer training
- Early access to technical-readiness materials and Microsoft technologies to prepare your company to deliver Microsoft .NET–based solutions
- Access to technology deployment blueprints developed through Microsoft Enterprise Services

Statement No. 2 (if applicable) — Provide details on any additional news about your company or provide 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 hosting 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 Certified Partner Program*

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

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

The Microsoft Certified Partner Program allows [Your Company] to utilize the Microsoft Certified Partner logo, which is 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.

“When customers are looking to implement a Microsoft technology solution for their business, their best bet is to turn to an expert—a Microsoft Certified Partner,” said Rosa Garcia, general manager of the Partner Programs Group at Microsoft. “Microsoft provides its Certified Partners with in-depth access to existing and emerging Microsoft technologies and related training and resources to help ensure that they have the technical intimacy needed to deliver quality solutions. Today, Microsoft recognizes **[Your Company]** for demonstrating this level of expertise and welcomes it as a new Microsoft Certified Partner.”

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

[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]