



## Microsoft Certified Partner Windows 2000 Milestone Announcement Kit

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Promoting your certification for Microsoft Windows 2000 is an important business differentiator for your company. Part of the effort to jointly promote your certification achievements in this area is the use of public relations materials to tell your customers, prospects, and community about your accreditation with Microsoft. Created especially for Microsoft Certified Partners, this announcement kit provides you with a press release template and guidelines for announcing your certification and the milestones you have achieved with Microsoft Windows 2000.

The benefits of announcing your certification in Microsoft Windows 2000 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 promoting your company's recent achievement, 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.com/certpartner/>.

### **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 the accreditation.

#### **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.

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.

**Milestones — What milestone has your company achieved for your certification in Windows 2000?**

- The number of certified professionals you have on staff
- The depth of knowledge of your certified professionals
- Special interest, e.g., your company's certification philosophy or percentage of staff certified
- Other

**Statement No. 1 — What basic services does your company provide, and what increased benefits will your customers experience because of your certification in Windows 2000?**

**Sample statement:** [Your Company], which provides services such as [X, Y and Z], announces that over [percentage of employees certified] percent of its technical employees are certified in Microsoft Windows 2000 due to their proven competency in Windows 2000 technology. This accreditation demonstrates that [Your Company] has the resources needed to help develop and deploy robust Microsoft solutions that will improve customers' time to market and reduce costs.

Customer benefits may include the following:

- Greater reliability through a combination of the most reliable and fastest Windows product ever and the proven expertise of a Microsoft Certified Partner skilled to deploy it
- Increased revenue potential by taking advantage of the latest Windows 2000 capabilities, such as mobility and Internet enhancements
- Reduced costs through improved manageability and usability. Centralized management utilities, troubleshooting tools and support for self-healing applications all make it simpler for administrators and users to deploy and manage desktop and laptop computers.
- Quick resolutions through access to technical support personnel who have evaluated, tested or and/or currently use the latest Microsoft solutions
- Assurance of adequate resources to deploy a Windows 2000-based solution and that these resources are spread throughout the company
- Confidence that customer solutions take full advantage of the rich capabilities of Windows 2000, since the engineer's familiarity with the product has been evaluated directly by Microsoft

**Quote No. 1 (by your company's chief spokesperson) — What increased benefits will your customers experience because of your certification in Microsoft Windows 2000?**

**Sample quote:** “[Your Company] is extremely pleased with our certification in Microsoft Windows 2000,” said [XXX, Title, Your Company]. “Our capability to deploy Windows 2000 has given customers like [Customer Name] a 25 percent reduction in their IT management costs and performance improvement of 20 percent. When our customers are ready to build a robust solution, we have the expertise necessary to implement the platform efficiently and effectively.”

**Statement No. 2 (if applicable) —** Provide details on any additional news about your company and resulting revenue increases based on your Windows 2000 certification 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 [XX] 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. PDT  
[XX XX], 2001**

### **[Your Company] Announces [Insert Company's Milestone] in Microsoft Windows 2000 Certification**

**[CITY, State/Province, Country — XX XX, 2001 — Your Company, Tag  
Line]**, today announced that over **[insert percentage]** of its technical employees are certified on Windows 2000.

**[Insert first statement (see "Statement No. 1" above).]**

**[Insert first quote (see "Quote No. 1" above).]**

"Customers who are looking for the best technology partners want to ensure that their partner is as reliable as the Windows 2000 technology used for the solution," said Rosa Garcia, general manager of the Partner Programs Group at Microsoft. "They need to know that their technology partner can take full advantage of the rich capabilities built into the products such as mobility, reliability and potential for growth. Their best bet is to turn to a partner with certified expertise in Windows 2000. Microsoft tests the capabilities of Windows 2000 technicians to help ensure that they have the real-world understanding needed to fully exploit the Windows 2000 platform capabilities. Today, Microsoft recognizes **[Your Company]** for demonstrating this level of expertise."

**[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]**