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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 pooled 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, Microsoft Partner Account Manager. The five Partner Alliance member organizations are **Atrio Systems** [www.atriosystems.com](http://www.atriosystems.com); **BTR Associates** [www.BTRassociates.com](http://www.BTRassociates.com); **Custom Computer Resources, Inc. (CCR)** [www.ccrmich.com](http://www.ccrmich.com); **Integrated Software Systems (ISSI)** [www.integratedsoftwaresys.com](http://www.integratedsoftwaresys.com) and **Vantage Business Solutions, Inc.** [www.vantagesolution.com](http://www.vantagesolution.com). “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](http://www.PartnerAlliance.net), or call 248.596.9138.