



Alternative Technology Attains Gold Certified Partner Status in Microsoft Partner Program

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Alternative Technology further distinguishes itself by earning its fifth Microsoft Competency, with the addition of Microsoft Small Business Specialist.

PR9.NET March 18, 2008 - Englewood, Colo. – Alternative Technology, a leading specialty distributor of thin-client/server-based computing, edge infrastructure, virtualization, and security solutions, today announced it has attained Gold Certified Partner status in the Microsoft Partner Program with a Small Business Specialist competency, recognizing Alternative Technology's expertise and impact in the technology channel and marketplace. As a Gold Certified Partner, Alternative Technology has demonstrated expertise with Microsoft technologies and a 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.

This certification makes Alternative Technology's fourth year of Microsoft® Gold Certified status in Microsoft's Gold Partner Program, and Small Business Specialist is its fifth Gold Certified competency in force.

Alternative Technology is now certified in the following competencies:

- Security Solutions
- Advanced Infrastructure Solutions
- Networking Infrastructure Solutions
- Information Worker Solutions
- Small Business Specialist

"Achieving these Microsoft competencies is key in our ability to support our network of 3,000 resellers in the United States and Canada and their customers," said Lee Fawcett, vice president of professional services, Alternative Technology. "These certifications relate to every one of the products on our line card in some way, because Microsoft technology is so pervasive in the industry. Virtually every network that we touch has Microsoft installed somewhere. So being Microsoft certified in multiple areas allows us to design, implement, and support solutions that either are based on Microsoft technology, have to coexist with other Microsoft applications or products based on Microsoft, or have to integrate and work within a Microsoft environment."

"Customers are looking for partner companies that can bridge the gap between their business demands and technology capabilities," said Allison Watson, corporate vice president of the Worldwide Partner 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 Alternative Technology for demonstrating its expertise in providing customer satisfaction using Microsoft products and technology."

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.

Alternative Technology's professional services support its channel partners in pre-/post-sales and implementation support, including: engineering, security, education and universal support services. For more information on Alternative Technology's professional services go to: <http://www.alttech.com/services>

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About Alternative Technology

Alternative Technology is a leading specialty distributor for value-added resellers who need products and services targeted at thin-client/server-based computing, edge infrastructure, virtualization, security, and wireless markets. For more information, go to: www.AltTech.com, e-mail: sales@AltTech.com or call toll-free: 800.544.7674 (USA), or 866.240.9991 (Canada).

About Stanton & Associates

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