



FOR IMMEDIATE RELEASE

## **Inmagic, Inc. Attains Gold Certified Partner Status in Microsoft Partner Program**

*Inmagic Further Distinguishes Itself by Earning Multiple Microsoft Competencies in Business Process and Integration, Data Management Solutions and ISV/Software Solutions.*

**Woburn, MA USA — April 29, 2008 - Inmagic, Inc.**, a leader in the information and knowledge management market, today announced it has attained Gold Certified Partner status in the Microsoft Partner Program with a competency in **Business Process and Integration, Data Management Solution and ISV/Software Solutions**, recognizing **Inmagic's** expertise and impact in the technology marketplace. As a Gold Certified Partner, **Inmagic** has demonstrated expertise with Microsoft technologies and 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.

More than 5,000 organizations in over 100 countries around the world use Inmagic's Web-based software to catalog, search, retrieve and publish a wide range of content. Inmagic's solutions are uniquely capable of organizing diverse sets of information assets enabling organizations to more easily access and use these assets, and allowing users to collaborate and collectively assess the information.

"We are extremely pleased to have attained Gold Certified Partner status in the Microsoft Partner Program. This allows us promote our expertise and relationship with Microsoft as we expand our market and product reach and improve our ability to leverage Microsoft technologies to meet the needs of our customer base," said Inmagic Chief Technology Officer, Phil Green. "The benefits provided through our Gold Certified Partner status will allow us to continue to enhance our products and the offerings that we provide for our customers."

"Customers are looking for partner companies that can bridge the gap between their business demands and technology capabilities," said Allison Watson, vice president of the Worldwide Partner Sales and Marketing 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 **Inmagic** as a new Gold Certified Partner for demonstrating its expertise providing customer satisfaction using Microsoft products and technology."

As one of the requirements for attaining Gold Certified Partner status, **Inmagic** had to declare a Microsoft Competency. Microsoft Competencies are designed to help differentiate a partner's capabilities with specific Microsoft technologies to customers looking for a particular type of solution. Each competency has a unique set of requirements and benefits, formulated to accurately represent the specific skills and services that partners bring to the technology industry.

### **Competency: Business Process and Integration**

The Business Process and Integration Competency is designed for Microsoft Certified and Gold Certified Partners with proven proficiency in implementing and deploying server-based portals for driving Internet commerce and business applications using Microsoft tools and software. Delivering the high levels of reliability and availability needed for business-to-customer Web sites requires not only great technology but also the competency to plan, deploy, support and migrate those solutions. Microsoft Gold Certified Partners enrolled in this competency have demonstrated knowledge of, and experience with, the deployment of Internet-based solutions and infrastructure using Microsoft tools and software.

“Partners play a critical role in delivering solutions to our customers that complement their applications and services,” said Robert Wahbe, general manager of the Connected Systems Division at Microsoft Corp. “The value of solutions competencies is that they allow Microsoft to deliver resources and training to partners, enabling them to better meet the needs of their customers.”

### **Competency: Data Management Solutions**

The Data Management Solutions Competency is designed for Microsoft Certified and Gold Certified Partners that have proved their competency in deploying data warehousing, online analytical processing, data mining, decision support and in-depth reporting solutions. Specializations within the competency are Business Intelligence and Database Management.

“Microsoft Competencies make it easier for our partners to position their offerings to our mutual customers, better align their business with Microsoft’s marketing initiatives and form closer relationships with other industry partners,” said Bill Baker, general manager of business intelligence for SQL Server at Microsoft Corp. “Through the Data Management Solutions Competency, we can assist our industry partners’ proficiency in developing and deploying business intelligence applications more quickly and easily, and help them align with our goal of making business intelligence solutions more pervasive and accessible to everyone.”

### **Competency: ISV/Software Solutions**

The ISV/Software Solutions Competency recognizes the skill and focus partners bring to a particular solution set. Microsoft Gold Certified Partners that have obtained this competency have a successful record of developing and marketing packed software based on Microsoft technologies.

“Solutions competencies are an important way for Microsoft to better enable ISVs to meet customer needs,” said Sanjay Parthasarathy, corporate vice president of the Developer & Platform Evangelism Group at Microsoft. “They allow ISVs to keep and win customers through their deep knowledge of solutions-based Microsoft platform technologies. Microsoft has a long history of working closely with ISV partners to help them deliver compelling solutions and applications to our mutual customers, and the Microsoft Competencies are an important step in continuing to enhance vital relationships with ISVs worldwide.”

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.

### **About Inmagic**

Inmagic, Inc. is the global leader in enterprise Research Asset Management. Inmagic’s solutions are uniquely capable of organizing diverse sets of research materials and enabling our customers to gain extraordinary insights from them. For more than twenty years, Inmagic has been a pioneer helping organizations tap the value of their information assets. Today thousands of organizations around the world use Inmagic software to actively manage a wide range of physical and virtual information assets. Inmagic solutions are known for their flexibility, ease of use and deployment, and minimal need for information technology support. Because they are based on Microsoft® SQL Server™ and .NET technology that utilizes Web services, Inmagic applications can be integrated with and interoperate within an organization’s overall information technology infrastructure. For more information, visit [www.inmagic.com](http://www.inmagic.com) or call toll-free 800.229.8398.

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### **For more information, press only:**

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