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Affiliated Attains Gold Competency for CRM in the New Microsoft Partner Network Program

Columbus, Ohio, November 18, 2010 – [Affiliated Resource Group](#) (Affiliated), a leading Ohio technology and professional services company, today announced that it has achieved the Gold competency for [Customer Relationship Management \(CRM\)](#) in the Microsoft Partner Network (MPN) program recognizing Affiliated’s expertise and total impact in the technology marketplace. Affiliated is one of the first Microsoft partners in Central Ohio to achieve Gold competency for CRM.

With the new changes to the Microsoft partner program launched this month, partners can now earn Gold or Silver competency accreditation in specific areas of expertise. Previously, the Gold Partner status reflected an overall capability whereas the new approach enables Microsoft partners to more clearly differentiate their business capabilities and areas of specialization.

The criteria for the new program is much more stringent and represent organizations who have demonstrated the highest, most consistent capability and commitment within a specific business solution area.

Although Microsoft partners have up to 12 months to meet the new criteria, Affiliated has already met their objective in achieving this Gold competency just as the program has been launched this month. “The new MPN program aims to better differentiate larger, more skilled Microsoft partners and Affiliated’s early success in achieving the new, tougher accreditation is a testament to our position as a leading Microsoft Dynamics CRM solution provider and commitment as a Microsoft partner,” said Mike Moran, president of Affiliated.

Affiliated has also earned an additional six Silver competencies in the program including Desktop, [Virtualization](#), Mid-market Solution Provider, [Server Platform](#), Mobility and [Portals and Collaboration](#).

About Affiliated

Since 1993, [Affiliated](#) has been helping growing and mid-market organizations throughout Columbus, Cincinnati and Cleveland, Ohio areas to identify, evaluate, and implement technology solutions and resources that improve operational efficiency and increase revenue. As a [Microsoft Partner](#), with a Gold Customer Relationship Management competency and Silver Desktop, Virtualization, Mid-market Solution Provider, Server Platform, Mobility and Portals and Collaboration competencies, Affiliated specializes in providing complete Microsoft solutions including both software and services to organizations in multiple industries including healthcare, distribution/logistics, manufacturing, professional services and not-for-profit organizations. For more information, visit www.aresgrp.com.

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