

digitalKnowledge Achieves 2004 Microsoft Certified Partner Status

Supports Unique Pay-for-Performance Guarantee

January 13, 2004 – Indianapolis, IN – digitalKnowledge, Inc., a leading Indianapolis-based professional services firm focused on helping its clients achieve an enhanced level of certainty in their business by delivering solutions that align people, processes, and technology to drive positive results, today announced that they have achieved Microsoft Certified Partner Status for 2004.

“We are very pleased and excited to have achieved this important certification from Microsoft. This certification will reinforce and support our unique pay-for-performance service guarantee” says Curt Sellke, president of digitalKnowledge. In order to achieve certified partner status, digitalKnowledge employees had to pass rigorous Microsoft product and technology examinations. Through this examination process, digitalKnowledge employees have achieved their MCP, MCSA, MCSE, and MCDBA certifications from Microsoft.

digitalKnowledge is an Indianapolis-based professional services firm focused on delivering solutions that enable clients to analyze and report on diverse and disparate data stored in many areas within their organization. The end result is enhanced business knowledge that drives better and quicker decisions, which in turn produce higher profits. digitalKnowledge supports clients in four key areas: customer acquisition and retention, marketing, sales and customer service.

The company’s overriding goal is for clients to make better business decisions that drive positive financial results using integrated knowledge they develop from internal and external digital sources.

About digitalKnowledge, Inc.

Founded in 2003, digitalKnowledge is a leading Indianapolis-based professional services firm focused on helping our clients achieve an enhanced level of certainty in their business by delivering solutions that align people, processes, and technology to drive positive results. Our range of solutions encompasses Business Intelligence, Customer Relationship Management, Web Solutions, and Knowledge Management and we stand 100 percent behind our solutions with our unique "pay for performance" guarantee. For more information, visit www.digitalknowledge.biz or email info@digitalknowledge.biz.

About Microsoft Partner Program

The Microsoft Partner Program was launched in December 2003 and represents Microsoft’s ongoing commitment to the success of partners worldwide. The Microsoft Partner 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.

SOURCE: digitalKnowledge, Inc.
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