

digitalKnowledge Earns Certified Partner Status In Microsoft Partner Program

Further Distinguishes Itself by Earning a Microsoft Competency in Data Management Solutions with Specialization in Business Intelligence

January 16, 2006 – Indianapolis, IN – digitalKnowledge, Inc. today announced it has earned certified status in Microsoft Corporation’s Partner Program recognizing the company’s expertise and total impact in the technology marketplace.

As a Certified Partner, digitalKnowledge has demonstrated expertise with Microsoft technologies and proven ability to meet customer needs. Microsoft Certified Partners receive a rich set of benefits, including access, training, and support that give them a competitive advantage in the marketplace.

“Only companies that have demonstrated high levels of customer service, proved their experience, and attained advanced certification receive the designation of Microsoft Certified Partner,” said Allison Watson, vice president of the Worldwide Partner Sales and Marketing Group at Microsoft. “Today, Microsoft recognizes digitalKnowledge for its skills and expertise in providing customer satisfaction with Microsoft products and technology.”

In addition to earning certified status, digitalKnowledge has declared a Microsoft Competency: Data Management Solutions, including the Business Intelligence specialization. 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.

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. “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.”

"We are very pleased to have earned certified status in the Microsoft Partner Program for the third consecutive year. The certified status allows us to clearly promote our expertise and relationship with Microsoft to our customers," said Curt Sellke, president of digitalKnowledge. "With the addition achieving the Data Management Solutions competency, the benefits provided through our certified membership and business intelligence specialization will allow us to continue to enhance the offerings that we provide for our customers."

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.

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