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Contacts: Mary Tressel
Armanino Consulting
925.790.2656
mary.tressel@amlp.com

Curt Olsen
AMF Media Group
925.790.2620
Curt@amfmediagroup.com

**Armanino Consulting Achieves Axonom Certification;
Wins Microsoft Dynamics CRM Clients in the High Tech Industry**

SAN RAMON, CALIF., Dec. 2, 2011 — Armanino Consulting today announced its [Microsoft Dynamics CRM](#) practice has achieved Certified Partner status with Axonom. A Microsoft Dynamics Partner, Armanino Consulting now works together with Axonom to provide Powertrak, an enhancement solution to Microsoft Dynamics CRM that streamlines design and distribution processes for the high tech, medical device and configured manufacturing industries.

“This new certification is a powerful addition to Armanino Consulting’s own Microsoft Dynamics AX High Tech Industries module,” said Scott Mangelson, Microsoft Dynamics CRM Practice Leader at Armanino Consulting. “With solutions for both Dynamics CRM and Dynamics AX, Armanino Consulting leverages technology to help clients meet their business growth goals by automating complex sales, procurement and manufacturing processes.”

Armanino Consulting sells and implements Microsoft Dynamics CRM, which automates the sales, customer service and marketing efforts for 30,000 customers and over two million users worldwide. Axonom’s Powertrak delivers a solution for manufacturers to successfully service customers and partners in an environment that requires multi-level relationship tracking, web self-service, partner/dealer loyalty management tools, streamlined quote-to-order processing and hassle-free payment options. Additional Powertrak modules include [Design Win](#), Product Configurator and Service Management. These added solutions differentiate Armanino Consulting with industry-specific services and solutions for the high tech, manufacturing, medical device, and distribution industries.

As a complement, Armanino Consulting also implements Microsoft Dynamics AX ERP (enterprise resource planning) software with the firm’s [Microsoft Dynamics AX for High Tech Industries](#)™ Certified for Microsoft Dynamics (CfMD) solution for semiconductor and fabless semiconductor, electronics, and medical device manufacturers. This combined industry solution for both ERP and CRM provides Armanino Consulting customers with a complete industry-specific enterprise software solution.

Axonom and Armanino Consulting’s partnership is already delivering value for customers like NET, Nordic Semiconductor, and Invensense.

About Armanino Consulting

Armanino Consulting is one of the largest Microsoft Dynamics partners in the nation as a value-added reseller (VAR) and implementation partner for Microsoft Dynamics CRM, Dynamics AX, and Dynamics GP. Additionally, the firm offers the [Microsoft Dynamics AX for High Tech Industries™](#) Certified for Microsoft Dynamics (CfMD) solution. This product helps software and internet, semiconductor, medical device, and electronics manufacturers to empower their sales forces, cut costs and time-to-market, improve forecast accuracy, and manage distributor relationships and supply chains. As a Microsoft President's Club partner, Armanino Consulting is among the top 5% of partners in the country.

Armanino Consulting provides comprehensive services to the CFO organization, including IT systems and strategy; outsourcing; governance, risk and compliance; and CFO advisory services. Armanino McKenna is the 35th largest public accounting and business consulting firm in the nation. In addition to its San Ramon headquarters, the company has offices in San Francisco and San Jose, California; Portland, Oregon; and Bellevue, Washington. For updates and other Microsoft Dynamics news from Armanino Consulting please visit us at www.dynamics-software-amllp.com.

About Axonom

Axonom, a Microsoft Partner Network's Gold Customer Relationship Management provider, delivers enterprise-level CRM and PRM software solutions for high-tech and light-manufacturing companies that manufacture and distribute make-to-order products through multiple distribution channels. By delivering more transactions more efficiently through channels at a lower cost, Powertrak helps customers realize greater profit potential. For more information, please visit www.axonom.com.

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