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Armanino Consulting Announces Five Strategic Partnerships for Dynamics CRM Practice

SAN RAMON, CALIF., July 6, 2011 — Armanino Consulting today announced the completion of five strategic partnerships to support the firm's growing Microsoft Dynamics CRM practice. A Microsoft Dynamics Gold Certified Partner, Armanino Consulting will now work together with CoreMotives, Experlogix, CWR Mobility, Ascendix Technologies and Axonom to provide clients with a greater depth and breadth of time-saving marketing and sales process efficiency tools.

"We believe these business relationships will support our clients as they seek to streamline their sales efforts and gain greater market share," said Scott Mangelson, CRM Practice Leader at Armanino Consulting. "Our Microsoft Dynamics CRM practice is enhanced by these important strategic partnerships."

Microsoft Dynamics CRM automates the sales, customer service and marketing efforts for 30,000 customers and over two million users worldwide. On January 20th, Microsoft Dynamics launched the latest product release titled Microsoft Dynamics CRM 2011.

Armanino Consulting's CRM client base includes industries such as software, high tech manufacturing, distribution, healthcare, consumer goods, real estate, and more. Each of the new strategic partners provides add-on modules to Dynamics CRM to support these business sectors:

Ascendix Technologies – creators of Real Estate Advantage, a product built specifically for the Commercial Real Estate space powered by Microsoft Dynamics CRM
Axonom – designers of enterprise-level CRM software solutions for high tech and light manufacturing companies that manufacture and distribute make-to-order products through multiple distribution channels
CoreMotives – makers of Dynamics CRM tools for Email marketing, lead scoring, web visitor tracking, nurture marketing, web forms, surveys, alert notifications
CWR Mobility – creators of the best-in-class solution to extend CRM to mobile devices
Experlogix – designers of a sophisticated Certified for Microsoft Dynamics pricing and product configuration system

Armanino Consulting is a participant in the 2011 Microsoft World Partner Conference (WPC) and will be presenting on Microsoft Dynamics AX for High Tech Industries™ in the Solutions Theater on Monday, July 11, 2011.

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 technology companies including software &

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 37th-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.

About Microsoft Dynamics
Microsoft Dynamics is a line of simple to learn and use ERP and CRM solutions that work with your existing technology and scale as you grow to give you long-term value. By using software and online services that work the way people and organizations work, businesses are better able to make informed decisions and adapt to rapid change. Microsoft Dynamics helps your people be more productive and your investments in existing systems last longer, while enabling your business to derive the insights necessary to respond quickly and have a competitive edge in an ever-changing world of business.

About Microsoft
Founded in 1975, Microsoft is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

For updates and other Microsoft Dynamics news from Armanino Consulting please visit us at www.amllp.com/microsoft-dynamics.

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