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ASAP Automation Attains Gold Certified Partner Status in Microsoft Partner Program

ASAP Automation Further Distinguishes Itself by Earning a Microsoft Competency in Mobility Solutions

Louisville, KY — March 15, 2010 ASAP Automation, today announced it has attained Gold Certified Partner status in the Microsoft Partner Program with competencies in Custom Development Solutions – Application Infrastructure Development, Mobility Solutions and Business Process and Integration Solutions, recognizing ASAP Automation’s expertise and impact in the technology marketplace. As a Gold Certified Partner, ASAP has demonstrated expertise with Microsoft technologies and a proven ability to meet customers’ needs. Microsoft Gold Certified Partners receive a rich set of benefits, including access, training and support, giving them a competitive advantage in the channel.

ASAP Automation provides supply chain execution software and material handling automation technologies to distribution and manufacturing companies. ASAP has a modular approach whether its supply chain software, material handling automation or a combination of both that is required. ASAP’s Exacta® supply chain software can be implemented to work independently or can be integrated with existing systems as well as with material handling automation technology. Selecting the right supply chain management solution is not the end of the process it is the beginning. As part of providing efficient solutions for customers, ASAP Automation works closely with customers to see the technology selected is well implemented and supported.

“It is exciting to be a Microsoft Gold Certified Partner, especially this year as major releases are happening at both Microsoft and ASAP,” said Damir Kantardzic, President. “The benefits provided through our partnership and new, powerful development tools will help us create best software solutions for our customers.”

“Customers are looking for partner companies that can bridge the gap between their business demands and technology capabilities,” said Allison Watson, corporate vice president of the Worldwide Partner Group at Microsoft Corp. “They need to trust in a company that can act as an expert adviser for their long-term strategic technology plans. Microsoft Gold Certified Partners, which have certified expertise and direct training and support from Microsoft, can build a positive customer experience with our technologies. Today, Microsoft recognizes ASAP Automation as a Gold Certified Partner for demonstrating its expertise in providing customer satisfaction using Microsoft products and technology.”

As one of the requirements for attaining Gold Certified Partner status, ASAP had to declare a Microsoft Competency. 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. Within select Competencies, there are Specializations that focus on specific solution areas that recognize deeper expertise within that Competency. Serving as a specialized path to earning those Competencies, Specializations give direct access to the tools and resources that support that specific area of focus.

The Custom Development Solutions competency is designed for partners that specialize in demand generation, technical and sales learning opportunities, and early adopter initiatives across Microsoft developer technologies, with an emphasis on Microsoft Visual Studio 2005. These partners deliver focused value for specific communities of developer partners through Application Infrastructure Development, Smart Client Development and Web Development.

“Our developer partners enable us to deliver high-quality solutions and applications to our customers,” said Joe Marini, Director, Development Tools Ecosystem at Microsoft Corp. “As the demand for applications built on the Microsoft platform continues to grow, there are more opportunities for providers of custom-developed applications than ever. The Custom Development Solutions Competency provides partners with a way to showcase their expertise delivering custom-built solutions to customers, to enhance partners’ revenue opportunities and positioning them for growth.”

“Our application infrastructure development partners offer solutions optimized for the Microsoft Application Platform that help companies use IT to drive growth and competitive differentiation” said Mark Linton, director of marketing, Application Platform at Microsoft Corp. “Partners can deliver flexible application solutions that scale to meet the most demanding business scenarios - whilst at the same time delivering value to users by connecting information and business processes through familiar and easy-to-use tools.”

Partners that attain the Mobility Solutions Competency have proven expertise in developing and deploying Windows Mobile-based solutions and applications using Microsoft products including Windows Mobile software for Pocket PC and Smartphone.

“Achieving the Gold status in the Microsoft Mobility Competency is a commendable accomplishment and represents the highest certification level in the Microsoft partner program,” said Stephanie Ferguson, general manager of the Mobile Communications Business at Microsoft Corp. “Partners at this level have received certified Windows Mobile training, certified their mobile application and provided customer references to demonstrate both their mobility expertise and their ability to deliver an outstanding solution to customers.”

The SOA and Business Process Competency is for systems integrators, solutions and services providers, and software developers with proven proficiency in implementing and deploying integrated, interoperable, and agile solutions that connect information, systems, people, and processes.

“Our SOA and Business Process partners deliver comprehensive solutions that drive the most critical parts of our customers’ businesses,” said Dan Alling, Senior Product Manager of SOA and Business Process for Microsoft Corp. “Together with our partners, we can provide both a strong platform and end-to-end solutions that drives exceptional business value for our mutual customers.”

“Today, organizations are under intense pressure to cut costs while simultaneously driving revenue and new initiatives. By leveraging our SOA and Business Process solutions from Microsoft Gold Certified Partners, our customers can connect systems, information and trading partners, to deliver greater levels of business insight and agility,” said Dan Alling, Senior Product Manager of SOA and Business Process for Microsoft Corp.

The Microsoft Partner Program was launched in October 2003 and represents Microsoft’s ongoing commitment to the success of partners worldwide. The 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. ASAP Automation provides Supply Chain Execution Software and Automation Technologies to help businesses execute their strategic goals. The Exacta® Warehouse Management Software and Warehouse Control Software products have a modular design to easily integrate with a wide variety of material handling automation technologies such as pick to light, conveyor systems, AS/RS and robotics.

For more information please see our website at www.asapauto.com

For more information, press only:

Damir Kantardzic, ASAP Automation, 502-266-9999, dkantardzic@asapauto.com

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