

**MEDIA CONTACTS:**

**Avanade:** Michelle Faust  
(312) 373-5914  
[michellef@avanade.com](mailto:michellef@avanade.com)

**Fleishman Hillard:**  
Jeannie Hornung  
(415) 318-4118  
[hornungj@fleishman.com](mailto:hornungj@fleishman.com)

**AVANADE<sup>®</sup> ADVANCES CUSTOMER BENEFIT WITH MICROSOFT<sup>®</sup> CRM SOLUTIONS**

*Global Integrator Delivers Greater Customer Insight for Microflex<sup>®</sup> and StarTek<sup>®</sup> to Help Drive Competitive Advantage*

**SAN DIEGO, Calif. (Gartner CRM Summit) – Oct. 31, 2005** – Companies are transforming their business operations through deeper insight into their customer relationships with the help of Avanade Inc., a leading global technology integrator for Microsoft enterprise solutions. From StarTek, a provider of outsourced customer support, to Microflex, a leading supplier of latex and synthetic hand protection products, companies are engaging Avanade to design and deploy Microsoft Dynamics CRM systems in support of strategic business initiatives.

“Avanade takes a distinctive approach to its Microsoft Dynamics CRM solutions, to deliver a complete and consistent view of the end-customer at every point of interaction, and an easy-to-use interface,” said Mike Pazak, vice president of Enterprise Business Solutions at Avanade. “Our integration of next-generation CRM technology with our customers’ infrastructure and application investments provides cost-effective, integrated CRM solutions that ensure effective customer relationships and rich business insight.”

**Integrating Customer Data for Greater Insight**

Companies such as StarTek, a provider of business process outsourced services to the telecommunications and computer software industries, are collecting information about their clients’ end customers from multiple sources and locations, and integrating that data for insight that benefits operations ranging from successful roll-out of new lines of business to more attentive response to their customer needs.

StarTek asked Avanade to develop a case management entry tool and other applications that will help StarTek clients respond to their customers’ needs and up-sell and cross-sell more effectively. Avanade is helping to develop applications that can offer both out-of-the-box and customized features to support the needs of StarTek’s clients.

“We were looking for a tool that would help us to increase our reach and seize potential business opportunities while at the same time better respond to our clients’ needs,” said Amy Claire Wild, vice president of marketing and corporate communications with StarTek. “We expect that with Avanade’s help we will be able to use Microsoft CRM to understand and address segments of the market that were not possible to reach, including emerging markets and high-growth businesses that are significantly underserved, to drive new revenue growth for our clients and reinforce our own competitive advantage.”

From emergency medical to automotive repair technicians, customers entrust their health and safety to Microflex hand protection products. Microflex enlisted Avanade to help transform its customer contacts database into a powerful account management tool with flexible sales force

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access. Integration with Microflex's financials system helps to ensure projections reflect up-to-date sales activity. With 98 percent adoption, the Microflex sales force can easily monitor sales goals and work effectively to meet them.

"The strength of our business relies on the relationships that we've formed with our customers," said Morgan Porter, vice president, IT for Microflex parent company BarrierSafe Solutions International, Inc. "Now our sales team has efficient access to account information and as a company, we're better-equipped to gauge business performance and plan accordingly."

### **Continuous Investment in Expertise**

Avanade continues to build on its proven capabilities with investments in asset development and research into optimal deployment of Microsoft CRM solutions. In addition to extending Microsoft's benchmark studies of the software for large-scale multi-user environments, Avanade has tested enterprise-scale use of Microsoft CRM 1.2, demonstrating that a system optimized according to Microsoft best practices can support 3,000 concurrent users with a medium to heavy sales force automation transaction load.

Using 12 months of real sales data, the benchmark system delivered 100 percent uptime and fewer errors than comparable tests for 1,000 concurrent users, leading Avanade to conclude the software appears to be one of the most scalable CRM systems at the lowest total cost of ownership.

"Avanade delivers enterprise CRM solutions with powerful capabilities for business insight," said Brad Wilson, general manager, Microsoft Dynamics CRM. "Avanade has deep experience in developing enterprise-caliber systems that meet clients' business and technology goals, and customers can expect Avanade consultants to deliver high-performance CRM solutions that make the most of Microsoft business applications and platform technology."

Recent recognition of its achievements in sales and deployment earned Avanade induction into the elite Microsoft Business Solutions President's Club and Inner Circle, an honor reserved for the top-performing Microsoft Business Solution partners worldwide.

### **About StarTek**

StarTek Inc. is a leading provider of business process outsourced services, which consist of business process management and supply chain management services. StarTek provides services from seventeen operating facilities, including four in Colorado, five in Canada, two in Virginia and one each in Illinois, Louisiana, Oklahoma, Tennessee, Texas and Wyoming. The Company's primary clients are in the telecommunications industry, and it also serves clients in the computer software and hardware, consumer products, cable TV, entertainment, internet, and e-commerce industries. Please visit the Company's website at [www.startek.com](http://www.startek.com).

### **About Microflex**

The Microflex Corporation, headquartered in Reno, NV, is among the world's leading suppliers of high-quality examination gloves and is the leading supplier of latex and synthetic hand protection to many health and safety industries. Microflex has been recognized by several organizations for extraordinary service, product innovation and consumer education.

Microflex is a wholly owned subsidiary of BarrierSafe Solutions International, Inc. (BSSI), also a Reno company. BarrierSafe Solutions International, Inc. is dedicated to providing personal use products that protect the wearer and/or their environments from a variety of hazards, including chemical, microbial, and contamination sources.

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### **About Avanade**

Avanade is the leading technology integrator specializing in the Microsoft enterprise platform. Our people help customers around the world maximize their IT investment and create comprehensive solutions that drive business results. Additional information can be found at [www.avanade.com](http://www.avanade.com).

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*Editor's Note: Avanade will demonstrate its Microsoft CRM solutions at the Gartner CRM Summit October 31<sup>st</sup> through November 1st. Avanade will also co-host a session "Microsoft CRM 3.0: A Fast, Flexible & Affordable Solution for Companies of All Sizes," Monday, October 31, 2:00 pm – 2:45 pm at the Sheraton San Diego Hotel & Marina, Grande Ballroom B.*