



**KERRY GERONTIANOS SELECTED AS MICROSOFT DIGITAL WORLDWIDE PARTNER
CONFERENCE USA SPOKESPERSON**

***Microsoft Eager to Spread IDC Report Findings that Partner-to-Partner Global Activity
Accounts for a \$6.7 Billion IAMCP Eco-System***

New York, USA – July 5, 2008, Incremax, a New York City business-driven technology consultancy for Microsoft product solutions is pleased to participate with Microsoft, and other International Association of Microsoft Certified Partners (IAMCP) country leaders, to bring Microsoft partners and company executives together using social media. Kerry Gerontianos, President & CEO of Incremax and President-elect of the IAMCP for the USA, was chosen to be part of the kickoff of this new collaboration blog with a 60-minute webcast, led by IDC Senior Analyst Michael Fascette, on this partner panel sharing experiences on sustaining profitability by capitalizing on the latest technology trends and delivering innovative products and services in their respective countries and companies.

“Clearly I am pleased that the study that IDC did for Microsoft on supporting partner-to-partner activity, a core mission of IAMCP, was worthy of being significantly expanded by Microsoft in a number of ways, including the launch of the Partner Profitability Blog.” said Kerry. “To quantify, the IAMCP existing eco-system represents \$6.7 billion worldwide. This solidified for me that the lessons we have learned in our own companies with IAMCP activities, have paid off and can be applied globally. The collaboration blog is another important way to help all Microsoft partners and key stakeholders at Microsoft share and understand the larger lessons learned as we conduct business every day, not just when in partner meetings or the Worldwide Partner Event.”

The IAMCP, with chapters all over the world, and supported by Microsoft, has been instrumental as the “voice of the partner” to help Microsoft executives maximize partner selling effectiveness. Microsoft partners can join the IAMCP and participate in local and regional programs that address being more effective in delivering client solutions utilizing Microsoft products, as well as strategies on sustaining profitability. With the depth and breath of Microsoft solutions spanning Advanced Infrastructure, Information Productivity, Business Intelligence/Custom Development, and several very strong business functional Dynamics products, many smaller partners find that they can work together to effectively offer the same end-to-end solutions normally associated with larger consultancies, while being more cost effective. The Microsoft Partner Profitability Blog will expedite these lessons learned globally.

“Microsoft stands to gain the most knowledge from this new partner blog.” says Scott Hall, Social Media Principal of Strategic Directives and Author of “The Blog Ahead” (<http://www.theBlogAhead.com>) “Microsoft, like most IT product companies does the best that it can to guess what its partner channel needs, in order to sell their

products. What better way to learn if the selling tools support the sales and delivery process than supporting in the discussions of those that you rely on to earn your revenue? The The partners represent the direct connection between Microsoft and its clients. If Microsoft key stakeholders participate, along with the partners, this low-cost forum will allow for transparency to core activities around the globe and pay them dividends many times over in ongoing business strategy along with their partners.”

About Incremax

Incremax is a business-focused technology consultancy that excels at delivering *incremental asset value from technology* investments. With Practice Areas leveraging Microsoft Solutions in Information Productivity, Advanced Infrastructure and Business Intelligence, we have the breadth and expertise to build a *People-Ready* business to cut costs, win customers, and create new innovative business opportunities.

Incremax is a Microsoft Gold Certified and Managed Partner that has been helping Fortune 500 and middle-market clients gain a timely and competitive advantage since 1993. For more information refer to <http://www.incremax.com>.

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