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## **Affiliated Attains Gold Competency for Midmarket Solutions in the Microsoft Partner Network**

**Columbus, Ohio, August 1, 2011** – [Affiliated](#), a leading Ohio technology and professional services company, today announced that it has achieved the Gold competency for Midmarket Solutions in the Microsoft Partner Network (MPN) program recognizing Affiliated’s expertise in providing solutions based on the most current technology and IT-solutions knowledge to help midmarket businesses with their unique challenges.

The Gold Midmarket Solution provider competency reflects Affiliated’s expertise in building critical infrastructure solutions based on Microsoft desktop, business-management, and server technologies that can expand on midmarket customers’ current system foundations. “Serving companies and organizations throughout Ohio and the Midwest, the growing midmarket-business segment represents a large segment of our business today. Midmarket-business customers want to work with partners like Affiliated who deeply understand their business processes, infrastructure needs, and future growth costs,” said Mike Moran, President of Affiliated.

In addition to the Midmarket Solutions Gold competency, last fall Affiliated earned the Gold competency designation for Customer Relationship Management (CRM) solutions. In order to qualify for a Gold competency, Affiliated must pass numerous technical exams on the latest Microsoft products. “Maintaining our Gold status with Microsoft is a commitment we take very seriously. The new requirements for the Microsoft Partner Program are more challenging but allow us to further differentiate ourselves from our competitors and demonstrate our expertise with a variety of Microsoft solutions,” he added.

### ***About Affiliated***

Since 1993, [Affiliated](#) has been helping growing and mid-market organizations throughout Columbus, Cincinnati and Cleveland, Ohio areas to identify, evaluate, and implement technology solutions and resources that improve operational efficiency and increase revenue. As a [Microsoft Partner](#), with Gold competencies in Customer Relationship Management (CRM) and Midmarket Solutions, Affiliated specializes in providing complete Microsoft solutions including both software and services to organizations in multiple industries including healthcare, distribution/logistics, manufacturing, professional services and not-for-profit organizations. For more information, visit [www.aresgrp.com](http://www.aresgrp.com).

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