

YASH Technologies Attains Microsoft Gold Certified Partner Status

Date: 08-27-2008 03:03 PM CET

Category: [IT, New Media & Software](#)

Press release from: [YASH Technologies](#)



East Moline, IL (August 25, 2008) – YASH Technologies, a global leader of enterprise business and technology solutions, today announced it has attained Gold Certified Partner status in the Microsoft Partner Program, with competencies in Information Worker Solutions, and SOA and Business Process Solutions, recognizing YASH’s expertise and impact in the technology marketplace. As a Gold Certified Partner, YASH 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.

YASH has demonstrated expertise in multiple areas including enterprise application integration, implementation, upgrade and maintenance for packaged application solutions and design, development and maintenance of custom applications for global customers. Examples of industry verticals that YASH has provided Microsoft solutions include:

- Information Worker Solutions in Portals and Collaboration—Manufacturing, Financial, and Chemical
- SOA and Business Process—Retail, Manufacturing, and Hospitality
- Business Intelligence—Real Estate and Technology

Our ability to consistently execute with high caliber teams has been a major factor in attaining the Gold level partnership. In addition, with our recent expansion of offshore development offices, customers can take advantage of flexible delivery models that best fit with their strategic directions.

“We are proud to be in the select league of Microsoft Gold Certified Partners, as this allows us to promote our high level of expertise around Microsoft’s products and technologies, besides attaining customer recognition for our competencies which are now certified by Microsoft,” said Hari Vyakarnam, Vice President of Alliances for YASH.

“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 YASH Technologies as a new 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, YASH 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.

YASH distinguished itself by earning two competencies in Information Worker Solutions, and SOA and Business Process Solutions. These customer approved competency areas showcase YASH's long-standing reputation as a leading provider of Microsoft products and solutions. YASH offers three flexible, global delivery models for Microsoft capabilities—offshore, onsite, and offsite. Some examples of YASH's reputable services that utilize Microsoft technologies include:

- YASH's launch of a proprietary Portal Accelerator program for specific industry verticals
- Microsoft Office Sharepoint Solutions (MOSS) integration with leading ERP solutions such as SAP

“Partners play a critical role in delivering solutions and applications to customers with the Microsoft Office system,” said Chris Capossela, corporate vice president of the Product Management Group, Microsoft Business Division at Microsoft Corp. “The value of solutions competencies is that they enable Microsoft to deliver resources and training to partners meeting their customer needs. And for partners, the opportunity to highlight their expertise to customers is tremendous in the growing information worker solutions market.”

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.

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YASH Technologies focuses on customer success. As a leading enterprise solutions and outsourcing partner for medium and large global customers, we leverage technology and our flexible delivery models to drive performance and business value throughout a customer's enterprise. YASH's comprehensive service approach integrates enterprise solutions and services, proprietary best practice offerings, strategic application and maintenance outsourcing, as well as consulting and integration services.

For more information, please visit www.yash.com or email us at info@yash.com.

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