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## **AVANADE NAMED TO 2010 INFORMATIONWEEK 500 LIST OF TOP TECHNOLOGY INNOVATORS**

**SEATTLE – September 15, 2010** – Avanade®, a business technology services provider, today announced its inclusion in this year's *InformationWeek* 500, an annual listing that identifies and honors the nation's most innovative users of information technology.

With this annual list, *InformationWeek* tracks the technology, strategies, investments and administrative practices of America's best-known companies. The ranking is unique among corporate rankings as it spotlights the power of innovation in information technology, rather than simply identifying the biggest IT spenders.

"For 22 years, the *InformationWeek* 500 has honored the most innovative users of business technology," said Rob Preston, *InformationWeek*'s editor in chief. "As we start to emerge from the worst recession in decades, the IT focus is now on driving growth—new sources of revenue, new relationships with customers, even new business models. This year's ranking placed special emphasis on those companies and business technology executives leading that charge."

Avanade was recognized for the large-scale infrastructure refresh of its enterprise data center. Avanade used the initiative as an opportunity to complete the virtualization of its core data center and take full advantage of today's computing power. Leveraging the new Live Migration features of Microsoft® Hyper-V™ Server 2008 R2, the team was able to complete the virtualization program using in-place migrations, progressively consolidating available computing power and space. In addition, the team was able to reduce physical server inventory by 75 percent, condense data center floor space by 42 percent and decrease power consumption by 47 percent.

"Avanade's vision is to be recognized as a global services innovator on the Microsoft platform," said Chris Miller, chief information officer at Avanade. "Using the latest Microsoft technology in our data center enabled Avanade to maximize our resources, maintain flexibility and reinvest savings into other IT and business priorities. Our unique relationship with Microsoft enables us to gain early access and apply it to our own environment. This allows us to realize results and pass along our insight, innovation and expertise to our customers."

The 2010 list was revealed last night at a gala awards ceremony in Dana Point, Calif. Additional details on the *InformationWeek* 500 can be found online at [www.informationweek.com/iw500/](http://www.informationweek.com/iw500/).

### **About Avanade**

Avanade provides business technology services that connect insight, innovation and expertise in Microsoft technologies to help customers realize results. Avanade's services and solutions help improve performance, productivity and sales for organizations in all industries. The company applies Microsoft expertise from its global network of consultants, drawing on the right mix of onshore, offshore and nearshore skills, which together are designed to help deliver results faster, at lower cost and with less risk. Avanade, which is majority owned by Accenture, was founded in 2000 by Accenture and Microsoft Corporation and serves customers in more than 24 countries worldwide with more than 10,000 professionals. Additional information can be found at [www.avanade.com](http://www.avanade.com).

### **About InformationWeek Business Technology Network (<http://www.informationweek.com/>)**

The InformationWeek Business Technology Network provides IT executives with unique analysis and tools that parallel their work flow – from defining and framing objectives through to the evaluation and recommendation of solutions. Anchored by InformationWeek, the multimedia powerhouse that looks across the enterprise, the network scales across the most critical technology categories with online properties like DarkReading.com (security),

IntelligentEnterprise.com (application architecture), NetworkComputing.com (networking and communications) and PlugintotheCloud.com (cloud computing). The network also provides focused content for key IT audiences, such as CIOs, developers, SMBs and IT Support Managers via InformationWeek Global CIO, Dr. Dobb's, InformationWeek SMB, and HDI respectively, as well as vital vertical industries with InformationWeek Financial Services, Government and Healthcare sites. The InformationWeek Business Technology Network is part of UBM TechWeb.

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