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**AVANADE<sup>®</sup> HELPS O.C. TANNER TAKE ADVANTAGE OF MICROSOFT DYNAMICS™ CRM 3.0 TO BUILD LASTING CUSTOMER RELATIONSHIPS**

*O.C. Tanner Director of Operations to Discuss Solution at CRM 3.0 Launch Show*

**SEATTLE – Jan. 25, 2006** – Avanade Inc., a leading global technology integrator for Microsoft enterprise solutions, has successfully deployed a Microsoft Dynamics CRM solution for O.C. Tanner, the world's leading provider of employee recognition solutions. Avanade worked closely with O.C. Tanner to design and implement a customer relationship management solution that gives sales and customer service teams increased visibility into customer interactions and the ability to serve customers more personally and more efficiently.

"O.C. Tanner is committed to delighting every client with outstanding employee recognition programs and awards. To support this strategic vision, we needed a robust system that would enable us to continuously enhance client satisfaction," said Kelly Phillipps, Director of Operations, O.C. Tanner. "The powerful suite of sales, marketing and customer service capabilities in Microsoft Dynamics CRM 3.0 addressed that need. With Avanade as our implementation partner we were able to quickly reap the benefits of a truly integrated CRM solution that supports our commitment to customer excellence."

Avanade designed and deployed an enterprise CRM solution for O.C. Tanner, integrating Microsoft Dynamics CRM 3.0 technology with the customer's existing application investments and SAP data. This distinctive approach provides a complete and consistent view of the customer to transform every point of customer interaction into an enhanced customer experience.

"O.C. Tanner was looking for a smart, flexible CRM solution that would support the way they want to serve their customers and run their business. The Avanade team partnered with O.C. Tanner to deliver a cost-effective, easy to use CRM solution, on time and on budget, that ensured improved customer relationships and better insight to their customer interactions," said Mike Pazak, Vice President of Enterprise Business Solutions at Avanade. "This strategic CRM platform sets the stage for continuous growth and improvement in O.C. Tanner's customer service and operational efficiency."

O.C. Tanner expects to realize additional benefits from their CRM contact center implementation, such as enhanced operational visibility through streamlined reporting; greater user productivity from tight integration with Microsoft Office; enhanced efficiency resulting from streamlined business processes and the automation of repetitive work tasks; and improvements in call handling through the implementation of the Genesys *Gplus* Adapter for Microsoft CRM.

"Microsoft Dynamics CRM 3.0 brings the power of CRM to more than 400 O.C. Tanner field sales and customer services personnel giving them the tools to better understand their customers and be more productive," said Brad Wilson, general manager, Microsoft Dynamics CRM. "O.C. Tanner partnered with Avanade to implement their business solution, and Avanade's proven capabilities in enterprise-scale deployments of Microsoft CRM and strong understanding of the customer's business needs clearly helped make this project a success."

O.C. Tanner's Director of Operations Kelly Phillipps will discuss the company's experience with Microsoft Dynamics CRM at 8:30 a.m. MST, Thursday, January 26 at the CRM 3.0 Launch Show at the Salt Lake City Marriott Downtown.

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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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